

Starter worksheet - Chapter 7

Design thinking is a person and problem-centred approach to developing new products, services or ways of operating as a business.

It follows four stages as talked about in the video below and the textbook in this chapter - Clarify, Ideate, Develop and Implement. Watch the video then use the UberEats link to help answer the questions below.

2 minute YouTube video on design thinking



Online article describing how UberEats use design thinking/ come up with new ideas



After watching the video, follow the QR code and use the information from the article to help answer the following questions:

1. How does either the 'Walkabout Program' or 'order shadowing' help UberEats to understand the customer's needs and the problems in the market?
2. Iteration involves testing, refining, testing again, refining again over and over until a business is happy with a process/product. In the 'We Iterate Quickly' section, outline how rapid field testing or A/B testing helps Uber Eats to iterate on ideas.
3. List three examples given in the article about how UberEats have innovated
4. How does this process benefit the customer?
5. How does it benefit the business?