Chapter 7

Chapter 7 Ordinary Level Questions

Q1. Explain how both 'Organisational Culture' and 'Technological Advancements' can impact on idea development for a food producer like Tayto Crisps.

Organisational Culture A creative, open culture encourages staff to suggest new flavours or packaging ideas. If Tayto promotes innovation, employees are more likely to contribute ideas that improve products.
Technological Advancements New production or packaging tech can help Tayto create healthier crisps or more sustainable materials. Tech allows them to meet changing consumer demands more effectively, and improve their current products.

Q2. Circle the correct option in each statement about idea development in an organisation.

Statement	TRUE / FALSE
Changes in consumer lifestyle and behaviour can influence the development of new products.	TRUE
A business's organisational culture has little impact on the generation of new ideas.	FALSE
Access to skilled staff and technology can support innovation and idea development.	TRUE
High start-up costs and strict regulations can make it easier to test new ideas.	FALSE

Q3. (i) Define '*design thinking*' as an approach to idea development for a business

> An innovative, non-linear approach to the development of products and services which focuses on solutions for the end user, using trial and error until the best result is found.

(ii) Outline how the process is **iterative** in its approach.

> **Iterative means repeated testing and improving**: Businesses create early versions, get feedback, and refine ideas again and again until the best solution is developed.

Q4. (i) Put these stages of design thinking in the correct order:
Develop, Clarify, Implement, Ideate

1. Clarify	2. Ideate
3. Develop	4. Implement

(ii) Describe two stages of your choice from the options above.

> **1. Clarify**
>
> This stage involves understanding the user's problem through research, interviews, and observation.
>
> *For example, a snack company might discover that customers want smaller portion sizes, not new flavours.*
>
> **2. Develop**
> Promising ideas are turned into prototypes that help test how well the idea works in practice. This allows the team to explore the design and function of a product before finalising it.
> *E.g. a bakery could test different packaging designs to see which one keeps products fresher for longer.*

Q5. Match each type of feasibility a business could carry out to its correct description.

Type of feasibility	Explanation
1. Market feasibility	A. Ensures the business can comply with relevant regulations and laws
2. Financial feasibility	B. Checks if the business has the right people, systems, and processes to run
3. Technical feasibility	C. Assesses if there is customer demand and if the target market is accessible
4. Operational feasibility	D. Evaluates the likely costs and revenue to see if the idea can be profitable
5. Legal feasibility	E. Determines if the business has equipment, technology, or expertise needed

1	2	3	4	5
C	D	E	B	A

Chapter 7 Higher Level Questions

Q1. Describe **three** factors that can impact on the development of business ideas in a business like Google.

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1. Organisational Culture

A creative culture where innovation is encouraged supports new ideas.

Google allows staff 20% of their time to explore side projects, giving them freedom to create.

This has led to products like Gmail and AdSense, which started as internal staff ideas.

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2. Technological Advancements

New technologies open the door to entirely new business ideas.

Google's investment in AI, voice search, and autonomous vehicles drives constant product development.

Without these tools, innovative services like Google Translate may not exist.

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3. Market Trends & Consumer Behaviour

Responding to user needs helps identify gaps and guide product development.

Google uses data analytics to monitor what users are searching for and builds products accordingly.

Google Meet, for example, expanded in response to growing remote work trends.

Q2. (i) Define '*design thinking'* as an approach to idea development for a business

A creative, human-centred approach to solving problems and developing products. It focuses on understanding user needs first, then generating and testing ideas. The process is repeated until the most effective solution is found.

(ii) *Describe*, using examples for each, how design thinking can be both **iterative** and **person-centred**

Iterative

Design thinking repeats stages like prototyping and testing until the best outcome is achieved.
Apple tested many versions of the first iPhone, adding features like pinch-to-zoom after user trials.
By refining repeatedly, they ensured the product was intuitive and user-friendly.

Person-centred

Design thinking starts by deeply understanding what the user needs.
Airbnb learned that poor listing photos reduced trust, so they focused on improving imagery and host profiles.
This helped users feel more confident booking and improved the platform's success.

Q3.

SwiftWave WiFi is a small Irish business that provides WiFi extenders and signal boosters for homes and small offices. After receiving repeated feedback from customers about setup difficulties and confusing user guides, the team at SwiftWave decided to develop a more user-friendly product.

They used a design thinking approach to create a **plug-and-play WiFi extender** and ended up adding a companion mobile app that helps users optimise their signal strength in real-time. Throughout the process, they worked closely with real customers to test and refine ideas, ensuring the product was both technically effective and easy to use.

Using the case study above, explain how SwiftWave WiFi applied each of the four stages of design thinking.

1. Clarify
This stage involves identifying the user's main problem through feedback or research.
SwiftWave WiFi listened to repeated customer complaints about setup difficulties and unclear guides to clearly define what needed to be fixed.

2. Ideate
Teams brainstorm a wide range of possible solutions without judging ideas too early.
SwiftWave WiFi developed the idea of a plug-and-play device and a companion mobile app to simplify the setup process and help users in real time.

3. Develop
The best ideas are turned into prototypes to see how they work in practice.
SwiftWave WiFi created early working models of the new product and app, testing how users interacted with them before moving further.

4. Implement
The prototype is tested with real users, and feedback is used to refine the final product.
SwiftWave WiFi rolled out the new design to actual customers, adjusted based on their feedback, and only then launched the improved product.

Q4. *The founder of LCStudySprint, a new Leaving Cert revision app, wants to assess if their idea is realistic before developing it further.*

Describe **three** ways a feasibility study could support the *LCStudySprint* owner when they are developing their new *Leaving Cert revision app.*

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1. **Market Feasibility**

This involves checking if there's real demand and identifying the target market.

For LCStudySprint, this could be done by conducting online surveys or focus groups with Leaving Cert students to test demand for revision features like quizzes or flashcards.

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2. **Production Feasibility**

This checks if the business has the right people, tools, or systems to build the app.

For LCStudySprint, the owner could consult developers and content writers to confirm whether the technical and subject expertise is available before development begins.

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3. **Financial Feasibility**

This assesses if the idea can be funded and generate profit for the business before launching.

For LCStudySprint, the owner would estimate development costs and use cashflow forecasts to see if the business can afford to launch and sustain the app over time.