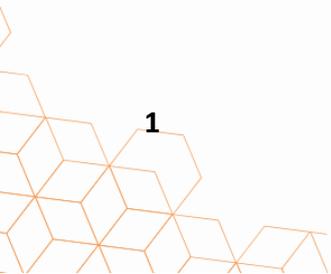




Chapter 7

Idea

Development



7.2 Outline design thinking as an innovative approach to idea development and appreciate how the process is iterative and both solution- and person-centred.

HL Paper 1 Q1 (d)

Driving Creativity and Sustainability

ProjectOne, a cutting-edge design and innovation engineering firm based in Kildare, is making waves in the world of product design and research and development. Catering to a diverse clientele that includes start-ups and multinational corporations across the consumer, healthcare, and professional sectors, ProjectOne has built an enviable reputation as an independent agency with international acclaim.

According to management, the company's success is rooted in the dedication and talent of its employees. ProjectOne has fostered a workplace culture where team members feel valued and appreciated, resulting in strong employee loyalty and internal promotions. With a dynamic workforce of 64 employees, ProjectOne champions a modern and balanced working environment. The company has implemented a four-day working week. Employees enjoy blended working arrangements, alternating between on-site and remote work.

"Our team's creativity and hard work are the cornerstone of our growing client base and project successes," says a ProjectOne spokesperson. "We're thrilled to see the positive impact of our

working arrangements on both employee satisfaction and productivity."

The company's commitment to community engagement is also noteworthy. Several team members volunteer with Junior Achievement Ireland, to deliver high-impact programmes to students. These initiatives introduce young people to working life through hands-on experiences, showcasing the innovative and inspiring nature of ProjectOne's work.

Tackling Sustainability with GlowInc

One of ProjectOne's clients, GlowInc, a beauty product manufacturer, has partnered with the firm to develop an innovative, organic nail polish. With the nail polish industry becoming increasingly saturated, GlowInc predicts a growing demand for sustainable alternatives and has tasked ProjectOne with bringing their vision to life.

To meet the challenge, ProjectOne has assembled a forward-thinking team that includes recently hired staff eager to gain hands-on experience with this pioneering project. The firm has also invested in state-of-the-art equipment to support the development of the new

product, with plans to launch it on shelves by next year.

Adopting an iterative approach, the team will create and refine a prototype through small-scale testing to perfect the formula. A key hurdle in the project will be sourcing unique, sustainable materials, but ProjectOne remains committed to delivering a high-quality, innovative product that aligns with GlowInc's standards for sustainability and originality.

This ambitious collaboration underscores ProjectOne's ability to combine innovation with environmental responsibility, further cementing its position as a leader in the design and engineering sector. "Our partnership with GlowInc exemplifies the kind of creative and impactful projects that define ProjectOne," says the spokesperson. "We're excited to help shape the future of sustainable beauty products."

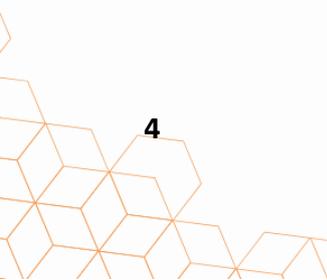




7.3 Appreciate the importance of conducting a feasibility study to evaluate a business idea.

OL Paper 1 Q5 (b)

(b) Explain **one** function of a feasibility study when developing a new business idea.



7.2 Outline design thinking as an innovative approach to idea development and appreciate how the process is iterative and both solution- and person-centred.

HL Paper 1 Q1 (d)

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- (d) Outline how ProjectOne can use each of the four phases of design thinking to successfully meet GlowInc's expectations.

Outline	Give the main points; restrict to essential points of information
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1. Clarify

This phase involves understanding the user's needs and problems that they face through focus groups, observation and market research.

ProjectOne can take a person-centred approach by working closely with GlowInc to explore consumer attitudes toward traditional nail polish and identify what eco-conscious customers are really looking for in a sustainable beauty product through surveys and interviews.

2. Ideate

This phase focuses on brainstorming multiple possible solutions to the defined problem.

Using a solution-centred approach, ProjectOne can lead creative sessions with the forward-thinking team to generate a range of ideas for natural nail polish formulas, packaging innovations, and brand experiences that align with GlowInc's sustainability goals.

3. Develop

In this phase, the best ideas are turned into prototypes that can be tested and improved.

ProjectOne can adopt an iterative approach by creating early versions of the nail polish using the state-of-the-art equipment and different sustainable materials. These prototypes can be tested and modified based on how well they meet performance and environmental standards.

4. Implement

This final phase involves testing the product with real users and refining it based on feedback.

ProjectOne can carry out small-scale testing with target consumers, gathering feedback to refine the product further. This iterative process ensures that they continue to refine it until the final solution meets user expectations for both quality and sustainability, aligning with GlowInc's values.



7.3 Appreciate the importance of conducting a feasibility study to evaluate a business idea.

OL Paper 1 Q5 (b)

(b) Explain **one** function of a feasibility study when developing a new business idea.

Explain	Give a detailed account including reasons or causes
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Establish Market Feasibility

A feasibility study helps check if there is a viable market for the product or service.

It involves researching market size, consumer needs, preferences, and existing competitors to determine if there is enough demand before launching the idea.

Other

Assess Financial Feasibility

The study evaluates whether the business idea can be profitable and financially sustainable.

It considers factors like cost of production, funding needs, pricing, and the potential for profit or return on investment.

This prevents the business from starting something it cannot afford to run or that wouldn't generate enough income.

Check Legal Feasibility

A feasibility study ensures the idea complies with relevant laws and regulations.

This includes checking for issues like copyright infringement, intellectual property rights, or employment legislation.

It prevents future legal disputes or fines that could delay production or damage the business's reputation.

