***Becoming a Design Thinker***

Adaptability and design thinking have yet to gain their peak in the business world, but both concepts have many overlapping similarities despite their concrete differences. Both tactics challenge the traditional way to tackle coming up with a new product or service or starting a new business in general. They both will gain popularity in the future as people continue to realize the success that results in an adaptable product or a product that resulted from the process of design thinking. Variation as a natural attraction or appeal also seems to result from the two. The approaches of adaptability and design thinking may seem like they are synonymous, yet they involve different steps and have somewhat different goals in mind.

An adaptable product may describe an item that is flexible, or can change based on one's demands or needs. Adaptability as a concept explains the use of change in order to fit one's wants. An adaptable product may include something like a kitchen tool that has interchangeable heads, so that the kitchen tool is flexible to whatever someone needs to use it for in terms of cooking or baking. Adaptability also is defined by the creation of something which is current in the way that it tackles society's problems or the world's problems. An adaptable product does not necessarily have to possess the ability to change with the click of a button, yet it is rather suitable to the current trends or patterns in a small town, or on a bigger scale, the world.

Design thinking is a process which usually involves steps, or has something similar to guidelines to follow. It is unnecessary to stop at every step or spend a certain amount of time or energy on one certain step, yet they act to guide the process. Design thinking can have three "spaces": inspiration, ideation, and implementation. Inspiration involves the drive for enthusiasm behind a certain problem, ideation is brainstorming, thinking through, and testing ideas, and implementation means application and actual involvement in people's lives. A stressed idea in design thinking is the lack of a universal answer, and the encouragement of new ideas and other's perspectives. As explained in an article by Tim Brown and Jocelyn Wyatt, "Design thinking-inherently optimistic, constructive, and experiential-addresses the needs of the people who will consume a product or service and the infrastructure that enables it". Design thinking is applicable to many different types of businesses, including both the nonprofit and for profit business sectors. This process also goes beyond the obvious, and goes in depth in a way that the "best" can truly be discovered and delved into. A certain personality is required in order to become a successful design thinker; this ideal person is creative, insightful, observant, aware, and expressive. An original way to imagine design thinking is the scenario of rather than saying "we must design a chair", say "we must create a way to suspend a person". It is less about figuring out the product beforehand and more about finding a solution throughout in order to solve the problem. This requires constant questioning, and an array of ideas from various viewpoints. Also, it is important to keep in mind that design thinking involves risk, will prosper without a fear of failure, succeeds with open mindedness during brainstorming, and requires proper judgment due to its lack of concreteness.

Adaptability seems to exist as a bigger concept and less of an approach, whereas design thinking is more of a process and a certain tactic with an end result in mind. Despite their differences, both concepts create products which are unique, new, original, useful, and go beyond what we are familiar with or what we use today.

Design thinking will definitely emerge as a concept which once companies begin to adapt more and more, will become synonymous with success and profit. Its popularity will certainly grow exponentially at a certain point, and it goes beyond what adaptability as a concept is capable of reaching. Adaptability is more simple-creating something which is capable of change under different demands. It does not take into account the array of aspects that design thinking does, and doesn't undergo a certain process in order to reach the highest point that a product or service designed under design thinking may. For example, using a chair as a new product, adaptability might just encompass the fact that the chair has the ability to lean back with the click of a button or has a massage function for the back. It is not that adaptability only means that the chair must have different functions that suit someone's needs at different times, but it also can mean that the product fits someone's current local or global problems or needs. Hypothetically speaking, at a time where red is the most popular color, the chair should be red because of this.

For my own product, I decided to create a kitchen tool with interchangeable parts. I feel that the design thinking process could enhance my product. At this point, I, along with my classmates, am too focused on my one product working a certain way and then people buying it. As a design thinker, I need to step back and realize what problem I want to solve with this new product. Design thinking forces me to ask several questions about a variety of things such as the appearance, production, or intended target market. It puts focus on the problem I am trying to solve-too many kitchen tools cluttered in my drawers that take up too much space and cost too much money. My new product must always stress this problem when going through the "spaces" of design thinking. For example, as a design thinker, I may think of how this product can fold or expand in order to save even more space in crowded kitchen drawers. Moreover, adaptability is less helpful in the way that it mostly focuses on the interchangeable heads and society's current needs in the kitchen. Design thinking may result in a product that isn't identical to the kitchen tool I imagined at first, yet it may create something more improved, more original, more specific, more popular, and more profitable in the end.

Although design thinking and adaptability come across solely as advantageous concepts so far, they each have certain shortcomings or weaknesses. One weakness for some people in both these concepts is that it forces someone to think outside of the box. It demands that people use their brain in a way which they are not used to doing. This can affect people that are traditionalists, not open to new ways or unwilling to experiment. Also, as humans, it seems that many are scared of failure. In reality, coming up with an entirely new product or service does involve a financial risk, but people aren't just timid due to this economical failure that may result. People do not want to be labeled as the one who failed, the one who did not succeed. People are too focused on the final stage where they hope they will be praised and earn money, rather than taking small steps and risks along the way to get there. The main weakness of these two ideas is that people are not used to them, they have yet to gain their peak or sudden rise in popularity. Once adaptability and design thinking are recognized as concepts that create better products, better services, and all around better business, entrepreneurs will take advantage of these processes and apply them in a beneficial way-a way that benefits the producers and consumers. In order to make these concepts better for creating a business, I think that people just need to be more aware of the benefits of them so they are more likely to use them without feelings of doubt or worry. Design thinking has certain steps to follow more than adaptability does, so maybe a process for creating an adaptable product needs to be established and then published. For example, an important part of the adaptability process is recognizing certain problems on different levels-whether within a town, state, country, or world. Adaptability may need to create "spaces" just as design thinking does, and these would most likely be similar to design thinking but they would help to guide people and then help them in turn to create better products and services. We must embrace adaptability and design thinking once we realize their capacities and the ways in which they can improve several aspects of our lives, or the lives of others.