**Topic 2.2 Thinking Creatively: Activity**



**Task (AO1-AO3):** You need to read the ‘**Product**’ information and use the different types of ‘**Creative Thinking**’ to explain how you would resolve these issues.

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| **Product:** | **Creative Thinking:** |
| http://g-ecx.images-amazon.com/images/G/02/kindle/shasta/photos/big-viewer-3G-01-lrg._V188698726_.jpgAmazon has found that the Kindle has been a very successful product but is now facing competition from other brands. Amazon is now thinking about how they can develop their product to maintain sales. | **Blue Skies**  **Thinking** |
| http://eaglemobile.info/wp-content/uploads/2012/03/Samsung-Galaxy_D.jpgSamsung have developed an excellent reputation for the Smart Phones that they have produced. They have a high level of competition and are currently developing a new Smart Phone for their Galaxy series. They have asked you to use lateral thinking to come up with an improved product. | **Lateral**  **Thinking** |
| http://www.mars.com/uk/en/assets/images/center-contents/Mat188.jpgAfter several of Mars’s competitors in the chocolate market have expanded their product range, Mars has decided to create a new hazelnut version of its chocolate. They want you to create a new recipe through deliberate thinking. | **Deliberate Creativity** |
| http://www.thesavvysquirrel.com/wp-content/uploads/2012/03/colgate-total-advanced.jpgColgate has been using the same packaging for the last few years. They require you to develop new packaging for their toothpaste product. | **Blue Skies**  **Thinking** |
| http://www.thorpepark.com/press/image-bank/images/logos/fullsize/THORPEPARKLogo.bmpThorpe Park wants to create a new rollercoaster for their theme park. They have asked you to use lateral thinking to come up with a new ride and justify why it is lateral thinking to develop the rollercoaster. | **Lateral**  **Thinking** |
| http://www.rocketpowered.co.uk/wp-content/uploads/2011/05/mcdonalds.jpgMcDonalds are always looking to expand their product range. They have asked you to think of a new vegetarian product using deliberate thinking to come up with your product. | **Deliberate Creativity** |