IDENTIFY TRIPLE BOTTOM LINE:

The triple bottom line is a business concept that posits firms should commit to measuring their social and environmental impact rather than solely focusing on generating profit, or the standard "bottom line." It can be broken down into "three Ps"

1) **Profit:** what the company running the business for
2) **People:** Area where the company is located
3) **Planet:** Foremost objectives after profit

Patagonia has used TBL for a long time as an honorable compass to grow and run its business and is a good example of a business that has to succeed to make an impact in all three areas of people, profit, and the planet.

DESIGN THINKING FOR INNOVATION:

Design thinking should convey your ideas to life by putting users at the center of every process.

Takeaways

1) **Empathy** – Try to connect with the user's needs
2) **Define** – Use your findings to generate a human-centric problem statement
3) **Ideate** – Gather as many ideas as you can
4) **Prototype** – Stay focused on user needs.
5) **Test** – Going backward really can mean you are going forwards

TOOL THAT APPLIED
Storytelling
Challenges and selection
Storytelling is a strong tool that is useful in various situations of our everyday life, therefore it is the tool that l applied all the time. As a marketer of **a shampoo company**, l always faced the challenges of how to attract more customers to try and plunge in love with our newly launched products. Besides, l also faced challenges of how to provide the sensations of decreasing brand loyalty towards our products standing happened as there is a variety of selections for customers to choose from in the markets nowadays. Choose to apply storytelling as it can gain understanding into users, build empathy, and call them emotionally. L often creates personas to define target users and add conflict to stories that reflect their user journeys and problems. 0ne of the reason is through crafting stories; we can better understand what customers want from a solution. After completing design study to understand your customer needs and desires, you use your insights to brief a story about who your customers are, what they need, and how you'll provide that. This story makes it straightforward for everyone interested in the project to sympathize with the customers and certify that their worth matches the story.
 Including a story throughout your assignment means marketing the design at the end of the design process is also detailed, as you already know exactly which story to point to show how your product delivers value
Application
Storytelling indirectly involves emotional branding. **Emotional branding** is the practice of building brands that directly appeal to customers emotional states, needs, and aspirations. The goal of emotional branding is to set a connection between customers and products by encouraging customer emotions. Human needs such as devotion, affection, emotional safety and self-satisfaction based on emotions in the subconscious, as the cause of emotional brands and permit marketers to create self-fulfilling signs in customers demand. 0ur company has launched a new anti-dandruff treatment shampoo product lines that allows real women to share their product experiences in "Beauty Me Anti Dandruff Diary" through videos and blogs where real women share their hair dandruff stories and how new products can save them. Creating a secret diary, displaying products as a solution, and letting real women share their anti-dandruff secrets are supporting the two pillars of the mark. This types of storytelling permits new customers better ready to launch on their journey on our products as the review is real and has high credibility
Insight
By operating the learning tool, we designed and **tested** our solutions. Through the learning approach, we got to improve our product's process and design to meet users' expectations. It is through this approach we realized that the customers were more attracted to the review from Facebook as it is shared by normal users but not stars or influencers. 0ur marketing department used the outcomes of this process to re-strategize our marketing campaign. Moving forward our business will focus on human-centered design to improve our product and services.

Approach

Through using storytelling tools, other tools like **visualization and mind mapping** are directly applied in order to perform a more perfect result, learning launch is another tool that l would be considered in the next steps. 0ne of the reason is learning launch is also an important tool for our company. We must as a team review the understanding acquired from our first two blastoffs and combine this insight into future launch designs as this is the numerous effective and ideal method of approaching and implementing solutions. Future launch designs should reflect insight achieved, and progress made, and arrive closer to a compelling solution ready for a full rollout.

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Rapid Prototyping: the process by which a designer makes quick and frequent mock-ups throughout the design process attempting to come closer and closer to the desired goals.

APPENDIX: TERMINOLOGY

Design Thinking: broadly defined as the cognitive activities designers use as part of a working practice. Empathy: in a design context is the ability to identify with and understand who it is we do our work for and why (often involving them at multiple points). A designer's audience may or may not be able to articulate fully what the problems are; however, they are critical components to the discussion. Participatory Design: is a key concept within the discipline. Design runs a frequent danger of being a colonialist activity without direct involvement of the participants whom the work affects.

Research-Driven Design: A design process that originates from conducting research. Not to be confused with Design Research.

Wicked Problems: large, complex, systemic problems that involve a significant number of interdependent other problems.

Rapid Prototyping: the process by which a designer makes quick and frequent mock-ups throughout the design process attempting to come closer and closer to the desired goals.