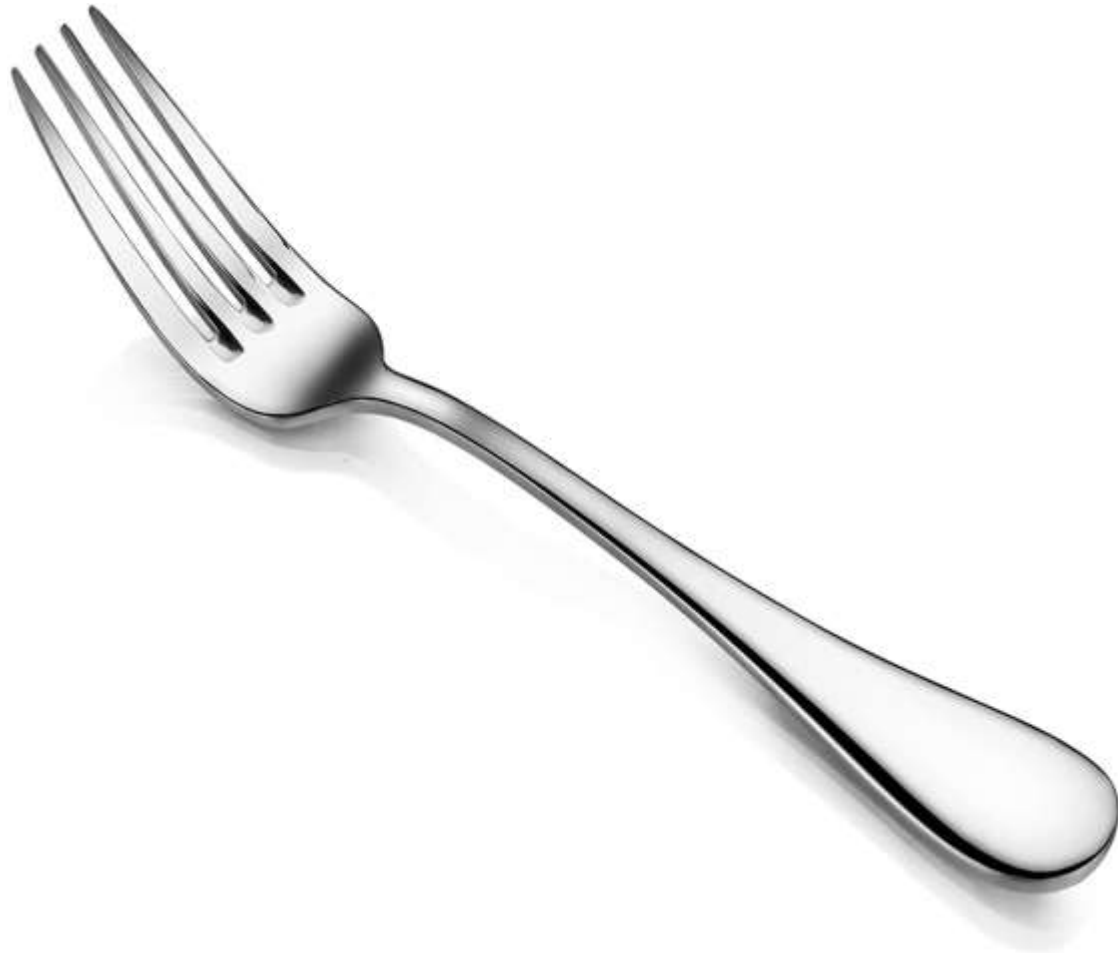


**MB 301**  
**ENTREPRENEURSHIP &**  
**PROJECT MANAGEMENT**

**LECTURE 5**

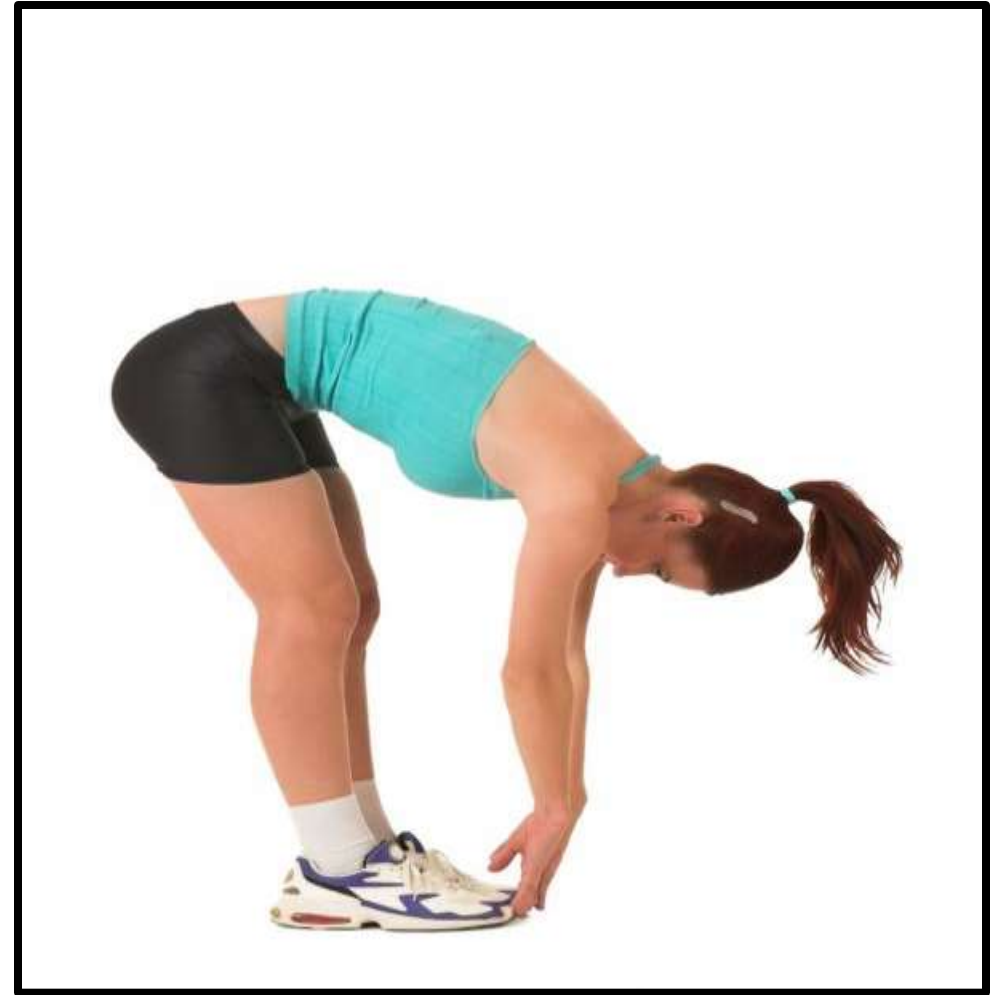
**Divergent v/s Convergent Thinking**

**GIVE ME 10 USES EACH OF THESE PRODUCTS**

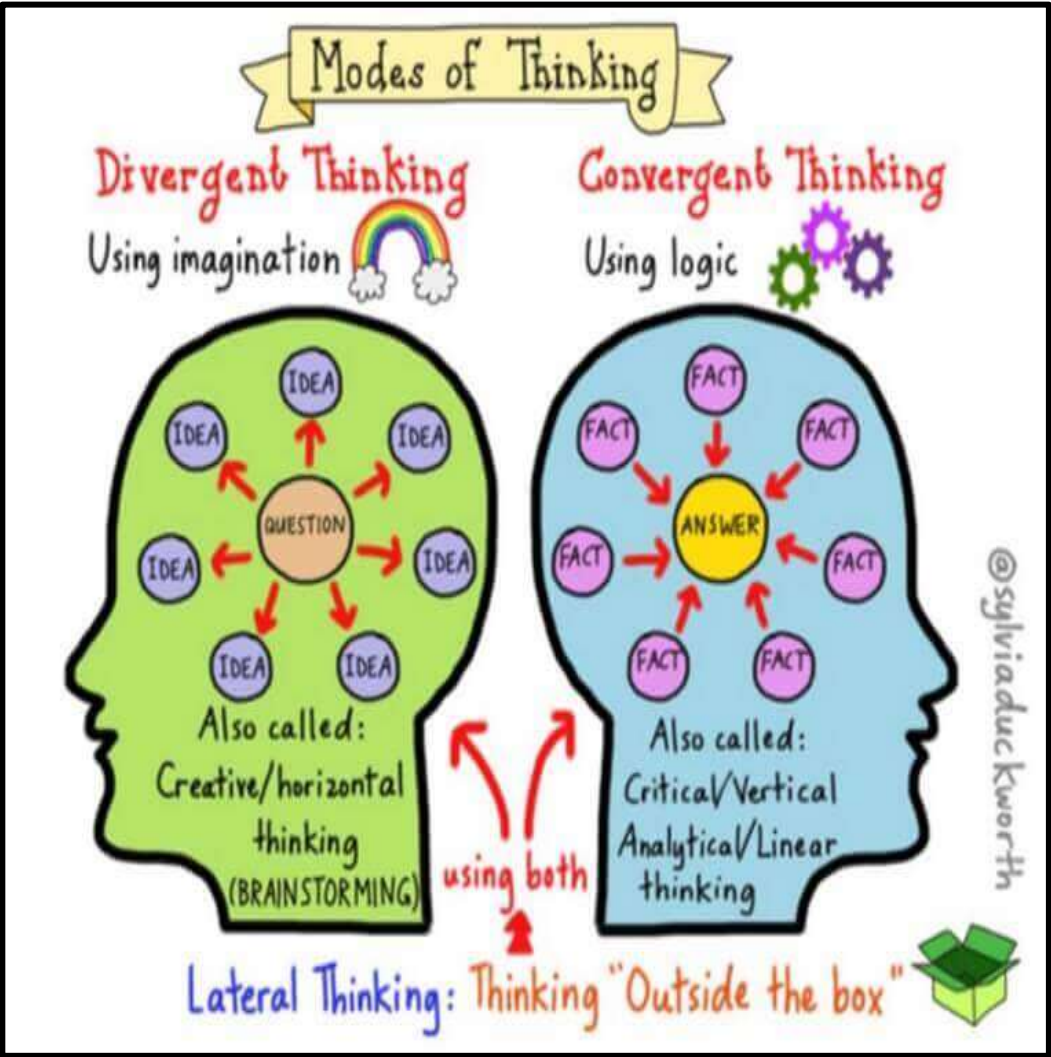
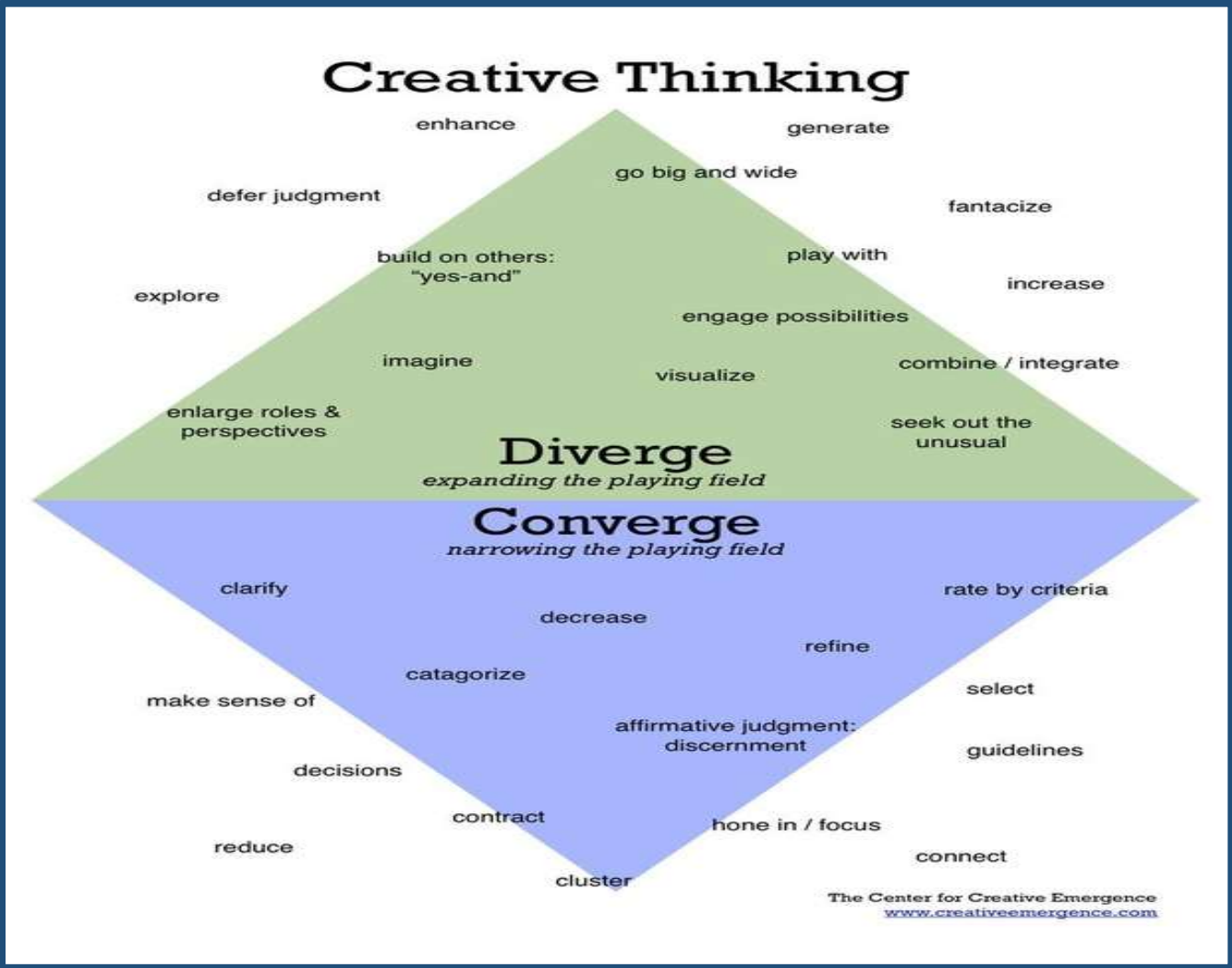


# DIVERGENT V/S CONVERGENT THINKING

## LET US DO AN EXERCISE.....

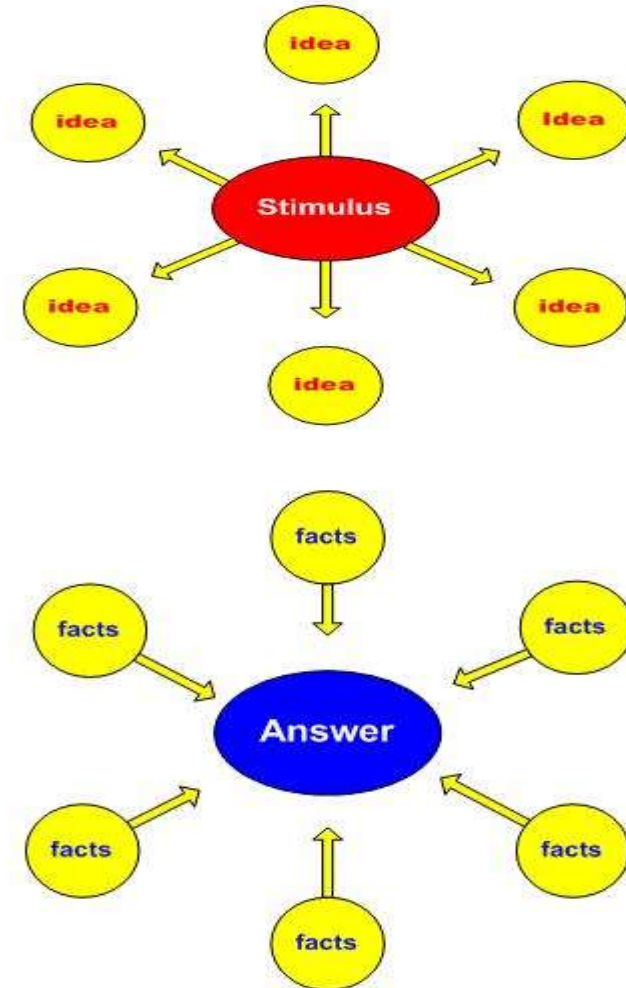


# DIVERGENT V/S CONVERGENT THINKING



# DIVERGENT V/S CONVERGENT THINKING

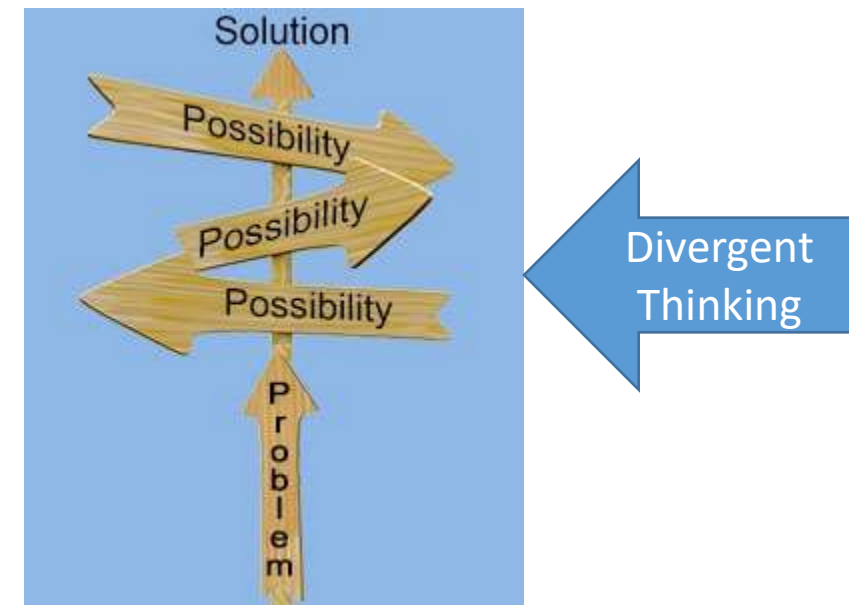
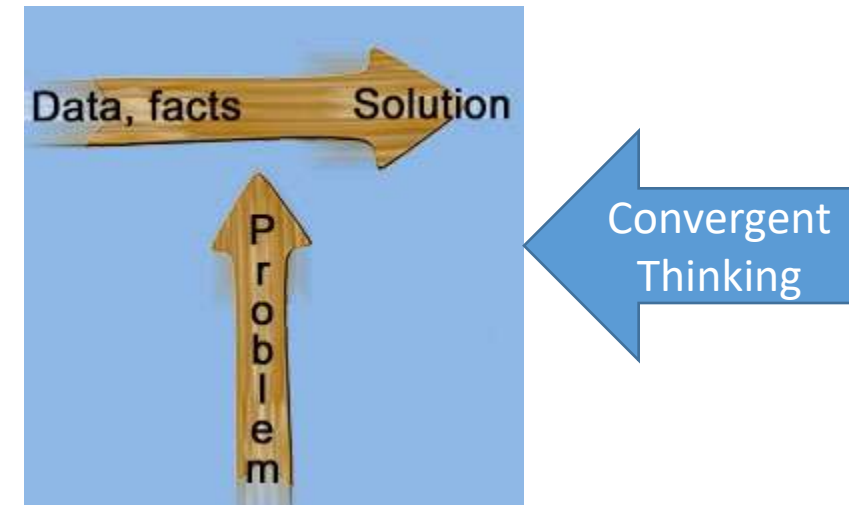
- **Divergent Thinking**—*It refers to ones ability to generate creative ideas by exploring many possible solutions in an effort to find one that works*
- **Convergent Thinking**—*It refers to the ability to put a number of different pieces from different perspectives of a topic together in some organized logical manner to find a single solution.*





# DIVERGENT V/S CONVERGENT THINKING

- The terms **convergent thinking** and **divergent thinking** were introduced by psychologist J.P. Guilford, in 1967.
- According to him, there are two ways to find a solution. The straight-forward way, where you find a correct solution by thinking straight, to-the-point, having complete focus on the problem, known as convergent thinking, and the indirect way, in which you analyze the problem, think of all the possible ways to reach a solution, and generate creative ideas to solve it, known as divergent thinking.



# DIVERGENT V/S CONVERGENT THINKING

- One great example of divergent thinking in action is in the early days of Twitter. Twitter took a Minimum Viable Product (MVP) approach to their application. They created an online service without a clear practical application or market, launched it to see how people would use it, then refined it.
- Unlike convergent thinking, which relies on established parameters, divergent thinking opens the doors to an “anything’s possible” mindset.
- What can we do without, is one of the secrets to creating a successful divergence product.

# DIVERGENT V/S CONVERGENT THINKING

## APPLES IPAD

- A tablet computer was a laptop computer with a screen that doubled as an electronic notepad. One could use a stylus to write directly on the screen. Also one could type on the keyboard. You could save your handwriting as a visual file or you could convert it into typed text. **The launch of the tablet computer was a big deal.** Microsoft invested a reported \$400 million developing the operating system and companion handwriting-recognition tools. Fourteen computer makers signed up to produce tablet computers including Compaq, Hewlett-Packard, Toshiba, Hitachi, Fujitsu, NEC and Acer. "It's the ultimate evolution of the laptop," said Bill Gates. "Within five years," he predicted, "it will be the most popular form of PC sold in America." **It never happened.**
- The tablet computer of 2002 was a *convergence product*. It combined the functions of a pen computer with the functions of a standard laptop computer. The tablet computer of 2010 is a *divergence product*. It seems as if Apple took a laptop computer and cut off the keyboard and then put a handful of the laptop's more important components into the screen itself. What remained was a new type of computing device. Lighter, easier to use and almost totally focused on the visual functions of a conventional laptop.



- TILL WE MEET AGAIN IN THE NEXT CLASS.....

