

Insight Name **Ethical Assumption**

Date of Learning **11/14**

Person Responsible **Isabella Jordan**

STEP 1: HYPOTHESIS

We believed that **people would be willing to buy an ethically produced phone over a name brand / big brand phone.**

STEP 2: OBSERVATION

We observed **more people would rather buy a name / big brand phone over an ethically produced phone.**

Data Reliability:



STEP 3: LEARNINGS AND INSIGHTS

From that we learned that **a product being ethically produced might not take it more competitive or successful in the market.**

Action Required:



STEP 4: DECISIONS AND ACTIONS

Therefore, we will **refocus on making our product more focused on being sustainable and ethical and enhance other beneficial features.**