

## Design Thinking in Wedgwood Ceramic

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### Abstract:

The research sheds light on the importance of design thinking in the ceramics industry, as it is a scientific thinking for innovation and development through problem solving. The conditions of the institution or company and the marketing conditions and societal culture surrounding the product for the target groups. It is a collaborative work of a multidisciplinary team. Since the main focus in design thinking is the human being and his material and moral needs, this necessitated monitoring and understanding the needs of the target consumer group, where meeting them is a basis for the success of the product. This is called empathy, and it is one of the most important stages that qualify for identifying problems. These problems may be unilateral, simple, or complex, unlimited.

The research has taken Wedgwood's work as a successful example in an attempt to follow the design thinking approach in these products and prove that it is an important reason for Wedgwood's success in establishing an important edifice for the ceramics industry and is considered the first of its kind in the modern era in England and even in the whole world with its continued success and distinction since its establishment and opening 1769 to the present day. With the presence of many technical and technical reasons for the success of his factory products such as accuracy, commitment, rigor and innovation, we see in this research that the methodology that Wedgwood followed in thinking was the most important reason for the success of his industrial. The research concluded that Wedgwood has adopted a methodology very similar to what is known recently as design thinking. The research followed the stages of sympathy, ideas, experimentation, and presentation of models for old Wedgwood products, which have continued to be successful to this day, such as jasper, basalt, cream tableware, and others. Design thinking as a logical approach to obtaining successful results in tableware products. The research concluded that Wedgwood's success in creating a distinctive industrial edifice and changing the shape of the ceramic industry was not a matter of chance, but was behind him a genius organized mind of a potter and a distinguished businessman working on innovation, innovation and challenge and that he adopted a distinctive and special thinking of his at the time, but it is similar to the design thinking methodology known today.

### Key words:

Design thinking, jasper, black basalt, royal tableware (creamy).