

Neeta Goplani

## The innovator

Instead of coming up with products and then selling them to customers, Neeta's focus is on really understanding how people think and what they need, - so we can deliver products that truly solve their problems.

## Transcript

NEETA:

We try to get in the heads of the users, we try to empathize with them through research, really understand their pain points, their needs, their motivations, what's bothering them, what's keeping them up at night. Now to really get there what we did was we came up with this thing called spark sessions. It's a bit of design thinking, bit of agile, bit of hackathon, all mixed together and a bit of our little secret sauce as well, that really really tries to get the solution in a matter of days rather than weeks and months that it normally takes.