
Awareness session in:



K8 industridesign as

Company's profile

www.k8.no

"K8 Industridesign is an industrial design company in Oslo. Established in 1998, we deliver design solutions for customers in Norway and abroad. Our main expertise is within concept development, user analysis, model-making, packaging design, CAD and rapid prototyping. We call our selves "concept kings" and our mission is always to surprise, inspire and convince our customers and partners with good and innovative solutions.

K8 has delivered design solutions for several of Norway's largest companies such as Stokke, Hydro Texaco, Stabburet, Møller Vital and Jernia. The company has participated at several national and international design exhibitions and has received "Award for Design Excellence" by the Norwegian Design Council the two preceding years. K8 was awarded "Young designers of the year 2002" by the Norwegian Center for Architecture and Design.

Our staff consists of highly educated industrial designers and engineers with long work experience. K8 aims to bring their customers products based on a "Satisfaction-philosophy" where all participants in the product life cycle are happy: the product development team, the manufacturers, the assembler, the salesman, the user and the business owner."

Place and date(s) of the session (8 hours)

K8 (Oslo- Norway), 28th February 2005. Waldemar Thranesgt. 75B (Darresgt.) 0175 Oslo.

Application field

Product design

Creative Phases involved

Predisposition, Idea Generation, Evaluation

Description of the participants

All the four employees in K8 participated in the workshop. They are all professional industrial designers.

Agenda of the session

Starts on	Ends on	Item
MONDAY		
09.00	09.15	Introduction and <i>CREATE</i> project presentation
09.15	09.45	About creativity and creative techniques
09.45	10.15	Presentation Provocation & Movement
10.15	10.30	Coffee break
10.30	11.30	Exercise: Provocation & Movement
11.00	11.30	Lunch
12.00	12.30	Presentation: Morphological analysis
12.30	13.00	Exercise: Morphological analysis
13.00	13.15	Open discussion
13.15	13.45	Presentation: "Six Thinking Hats"
13.45	14.30	Exercise: "Six Thinking Hats"
14.30	15.00	Presentation: "Creativity template"
15.00	15.30	Exercise: "Creativity template"
15.30	16.00	Final discussion and conclusions

Description of the session

PREDISPOSITION PHASE

We began the workshop telling about the create project and the participants from K8 seemed very excited about the project. Then we, led by Sebastiano Lombardo, held a lecture about principal thinking behind creativity thinking, focusing on Lateral thinking. The point of lateral thinking is that many problems require a different perspective to solve successfully. Lombardo referred to Edward de Bono (1967).

Our main purpose was to raise the awareness of the team about the importance and usefulness of creativity and of predisposing them to the use of creative techniques for the following phases. The people of K8 were used to think in terms of creativity and employing creative techniques, both in their work as product designers and holding lectures about creativity.

IDEA GENERATION PHASE

After the introduction phase we went straight on to present the different creativity techniques – see agenda for details. During all the presentations, exercises and discussions we used a business case which K8 was working with at the current time. The case was that K8 is given the assignment of developing and designing a “toilet lifter” for people that is not able to move on their own (a tool for strongly handicapped people with the purpose to help them on the toilet).

The first technique we presented and that was employed on the “toilet lifter” case was Provocation and Movement. Firstly, we made them list down objective facts about the patient group and user challenges. Based on those assumptions the participants were asked to make one provocation each:

PROVOCATIONS	Provocation Method
The patient is able to walk on its self.	<i>Change of logic</i>
It is not possible to use any toilets	
We should shoot every body that is dependent on help from others	<i>Change of logic</i>
People don't need toilets	<i>Negation</i>
	<i>Exaggeration</i>
	<i>Negation</i>

The team was asked which provocation they wanted to start working with. Therefore each provocation was voted openly by everyone. The most voted provocation was then selected, and that was; *“We should shoot every body that is dependent on help from others”*. The reason why they choose that provocation was that they found it the most provocative. *Movement*: From the above mentioned provocation the team discussed several ways of moving to concrete ideas.

For the selected provocation, one of the Movement methods (in this case, ‘Extracting a principle’) was chosen to direct the provocation into one feasible idea. This step and the following discussion were carried out openly with all people participating, but the facilitators were needed to remind the participants about the Movement methods. Since it was an awareness session we did not focus on the solution but on the usefulness of the method and technique. K8 reported that “Provocation and Movement” could be a valuable technique for them in order to be more creative and develop and design better products.

Facilitating a team dialog – using the “six thinking hats”

The next phase aimed to fully discuss an idea that was developed during the “provocation and movement” phase by using the “Six Thinking Hats” technique. Firstly, we presented the conceptual framework and secondly we facilitated an exercise with the K8 team. Our main purpose was to show them that employment of the six thinking hat method could enhance effective team work discussion and performance. Our experience was that by using the hats the K8 team became aware

the different phases in their creative thinking process, using the metaphor of the hats and at the same time symbolising the different phases with the different colours.

Morphological analysis

This technique was employed to a different case in K8, where the purpose was to develop a product.

Materials	Standard components	Design	Availability
Steel	Water	Dimensions	Consumers
Aluminium	Light	Colours	Positioning
Rubber	x	Aesthetics	Placement
Wood	x	x	x

From the table we tried to combine the different factors and managed to construct several interesting combinations.

Pictures from the different sequences:



Conclusions

The total impression from the workshop with K8 is that the techniques that were presented and tried on different topics and challenges were effective, in the way that K8 claimed that they wanted to know more about *CREATE* and the techniques. K8 reported that they found the techniques especially valuable in difficult situations where there seemed to be no solutions at hand.

References:

DeBono, E. (1967). *New Think: The Use of Lateral Thinking in the Generation of New Ideas*. New York: Basic Books.