

- Creative use of

Tools

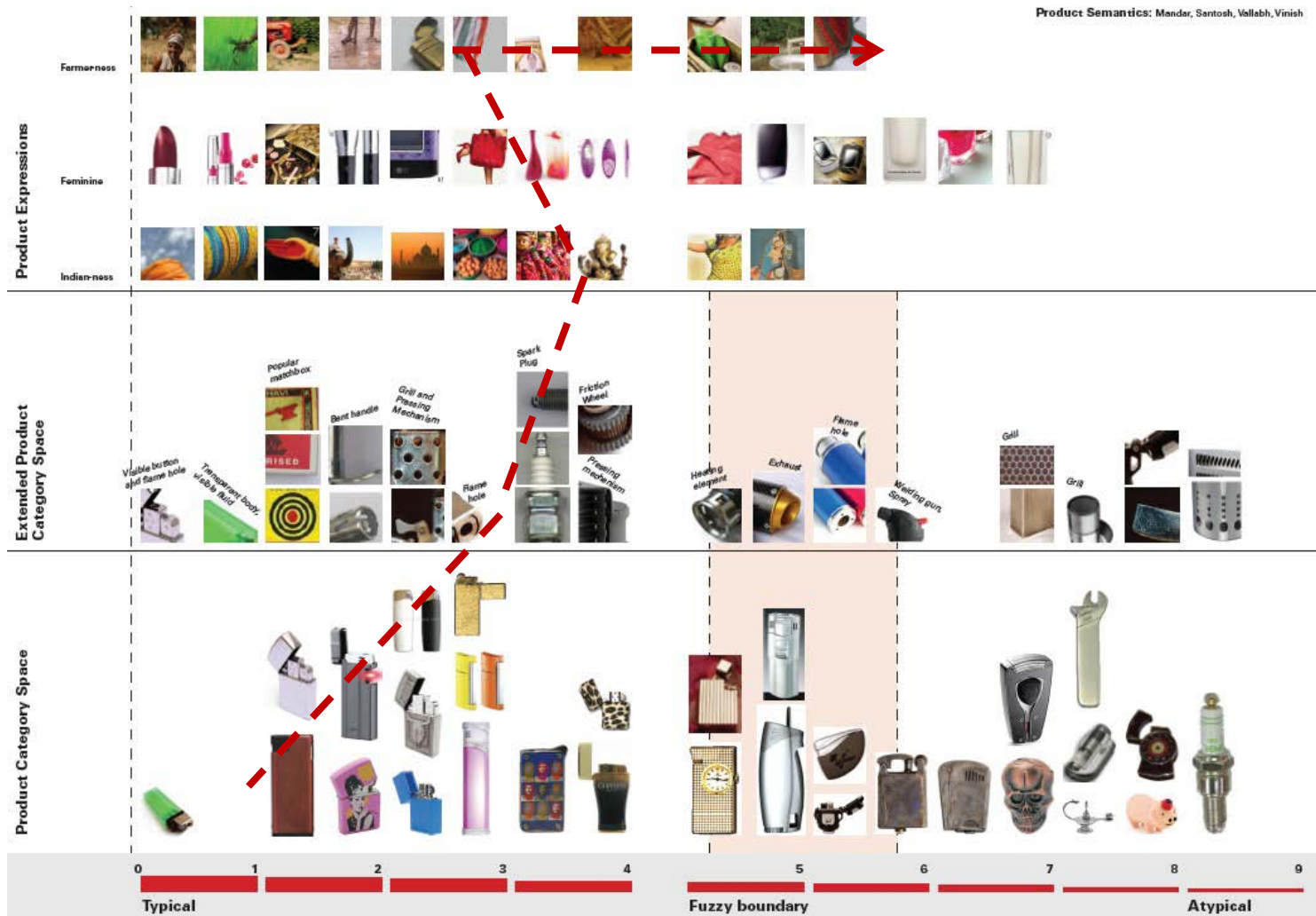
- Allows you to discover what new forms people are willing to associate with the product category

Process

- The tools create an image board that is based on the perceptions of people
- This allows strategic decisions on alternative positions on map and study of the implications
- Once the position is selected by business, marketing and design group, it encourages alternative combinations to generate number of ideas. (Based on combinatorial approach to creativity)

- **Brief:** Design a cigarette lighter for feminine appeal
- Programme gave interesting selection of images that included lipstick, bangles and ignition devices
- **New Design**
- The new lighter ignites using action of the bangle like ring

Semantic space as a combinatorial generative tool



Combine with Designerly ways of exploration

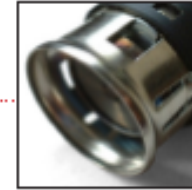
Programme logic selects combination of images for new ideas



- Opening mechanism,
- Visual Clue for a feminine product



- Colours,
- Visual clue for Indian-ness,
- Material



- Visual clue for exhaust,
- Heating element

+



- Colours
- Cuts
- Feminine



+



- Visual Clue for Grill and heat dissipating element.

+



- Visual Clue for transparent, fuel container



Combinatorial creativity

By making the body transparent (green) the product shifts its position on the map predictably towards the typical

