



SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)

Coimbatore – 35.



DEPARTMENT OF BIOMEDICAL ENGINEERING

UNIT – 3

GENERATING IDEAS-IDENTIFYING TOP THREE IDEAS

Reconsider and arrive at the right problem to solve. Again, this is continuing our process of problem discovery and remember why I use the word discovery over here. It is actually a process of looking inwards, then challenging the problem, looking outwards and going through this entire process until we discover what is the right problem to solve; we evoke what is the right problem to solve, as it says over here.

Reconsider for the 'Right' Problem to Solve

Right Design vs Design Right

Great journey but wrong destination

So, what does it mean to reconsider for the right problem to solve. There's this notion of right design verses design right. I think you may or may not have experienced, it happens a lot of times, where you take up this project in an organization, let's say and you worked on it so diligently, the best people are on the job, they have done a wonderful job, done it to budget, done it on schedule and everyone's so proud of the work that has come out. And then it gets released in the market and it does not work because that is not what people wanted. So, it was designed right, it was designed very well, but it was not the right design.

'Failure is not NOT an option..... the story of Radio Flyer'

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So, there was this example of a wagon by this company called Radio Flyer. And they were in to designing children wagons. And they went through this entire process and they kept adding, they kept making the wagon better and better and better, but in the end, just right before launch, they had to pull this off the market because they realized it is not the right design. The design had several problems and it was not what they had meant for it to be. It became much bigger and much cloggier then what was originally planned. So, part of this

discovery process is identifying what is the right design, what is the right problem to solve, so that we can come up with the right design, right, and we don't end up with something that does not work. So also, you know, you can look at it as- you had a great journey but you ended up at the wrong destination. You had a wonderful ride getting to the place, but it was not the right place. So, this is what right design verses design right means and that is what we try to take care through this reconsideration approach.