**BUNDLING THE IDEAS AND CREATE CONCEPTS**



So, let us look at this, you know, example of a design of a better walking stick. So, if I give you the problem of designing a better walking stick, you can run off and start designing. That is what most of us might do. However, if you think a little deeper, stop for a moment, reflect on this issue and say who is this walking stick for? You do not even have to be talking to users, just reflect, just introspect and say- who is this for? Is this for elderly people? What is the issue with walking sticks? If you have noticed a lot of elderly

people, they do not like using walking sticks; they actually hate walking sticks they use them only because they have to.

So, you could come up with an even nicer looking walking stick, maybe brass plated and maybe with a wonderful interesting head and all that. But does it still, you know, make the person feel good because it's that sense of dignity about the elderly, the feeling that you know, I look old.

So, it is not just about you needing and wanting the use of a walking stick, but psychologically, emotionally, it makes you feel like you are being perceived as old. So, a lot of elderly people I have noticed, do not like to use a walking stick. So, is designing a better walking stick the right problem? I don't know. Perhaps if we look some more and think about all these factors that I just mentioned to you about how people feel about a walking stick.

Perhaps, if we had a made-up problem- Design a companion product for elderly which does not make them feel old. Perhaps you would have come up with a very different and very innovative solution to this if we have thought about this very differently. So, this perhaps is the right problem to solve, because it thinks of it as a companion, it is thinks of this notion which says that it does not make them feel old, does not make them psychologically feel like a dependent, right. So, this is the reconsideration that we do in order to arrive at the right problem to solve.
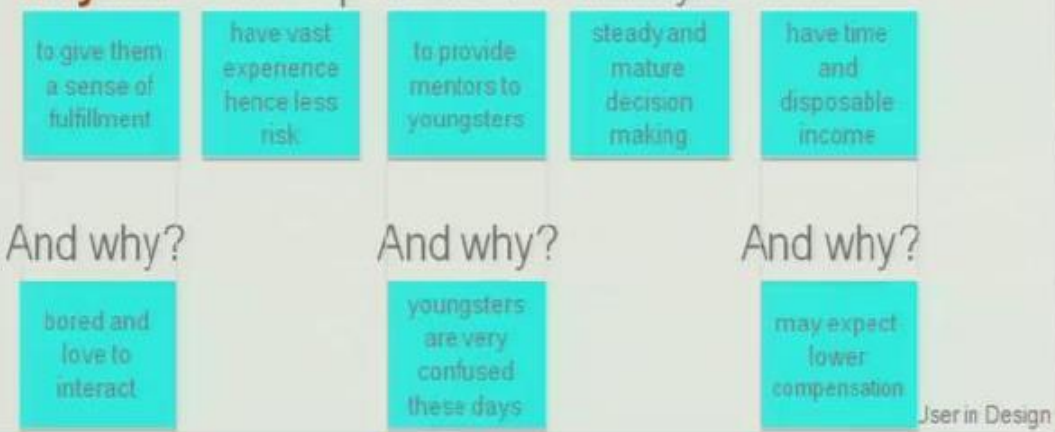
So, the first thing we do is explore the design challenge. Now we going to be pushing the boundaries and questioning and trying to understand and explore the challenge and say-Why is this, right. And then we frame the design challenge. After having gone through all this consideration, examination, looking at it from different angles, we now say that we put a frame around this problem and this is the new problem we going to solve, okay.

So, let's look back again at designing a service that will utilize the professional experience of elderly retired people, okay. The way we reconsider a problem, one of the most important tools that are used is, asking why; Asking the question, why? So, you take the problem that you have, at face value and start asking, why do we want to utilize the experiences of elderly retired, why would we want to do that? Why don't we just let them be at home? Perhaps to give them a sense of fulfillment, because of all the reason I mentioned earlier, perhaps they have vast experiences and if were to utilize those experiences it perhaps might be less risky if we are utilizing their services in some thing you know, of some kind of a business. Because their experiences are much more solid and stable.

To provide mentors to youngsters' right. We know that a lot of youngsters could perhaps do with mentoring. So, maybe their services could be very good to provide mentors to youngsters. Because they are steady and mature in their decision making. Why else, because they have time and they have disposable income. So, by asking the question-

Why, we have come out with all these different possibilities; we have pushed the boundary, we have challenged our problem, we have challenged it and we are trying to push it out, right. So, to give this a context, let us think about a person who is, let's say, a retired medical rep, a medical representative. And he's had a very full career, been traveling a lot and now he suddenly retired, right. Perhaps, you know, just to throw some more light on this perhaps, you know, his services would be enlisted to help people understand how to take medication, right. So, this is just an idea that I am talking to you about. So, we have asked the question 'why' in order to push the boundaries and we then say 'why else'. So, why do we want to give them a sense of fulfillment? Because perhaps, they're bored and they love to interact. And why do we want to provide mentors to youngsters? Because youngsters are very confused these days and perhaps, they could do with some mentoring.

And why do we want, why are we looking into the fact that they have time and disposal income. So, if they were to be employed, perhaps, they may expect lower compensation. So, there's some of the business angles also that we can be thinking about as we try to design this service. So, by asking the question 'why' we have come out now with various possibilities that may make our problem very different than the one we started out with, to, design a service that will utilize the professional experiences of elderly retired people.