

Conceptual Thinking^{.eu}

mastering your creative brain to develop powerful concepts

the Oyster Imperative



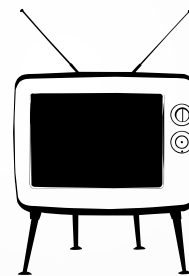
Marijn van der Poll

- 15 yrs industry experience- design studio
- 8 yrs design teaching/ research
- hold BA industrial design Design Academy Eindhoven, MSc University of Nebraska
- lecturer at the Design Academy
- work is in the collections of SF MOMA, Victoria Albert Museum- London
- curator of the Dutch Design Week in 2010
- TIME magazine described one of my designs as a collectable must have
- comment on youtube: that ugly thing is \$6,000 !! My wife would kick my ass if I brought that in the house. then divorce me for spending 6k on it!



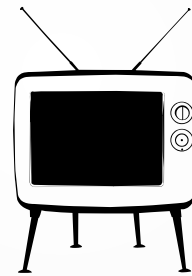
Current predominant model innovation





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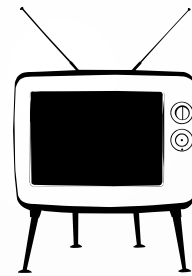


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One size fits all economy



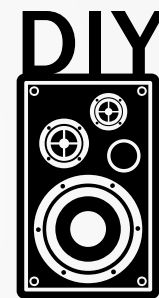
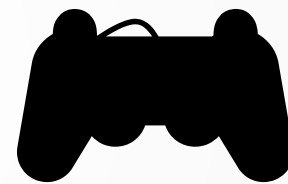
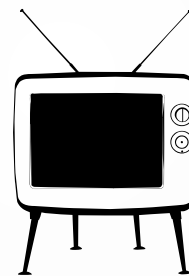
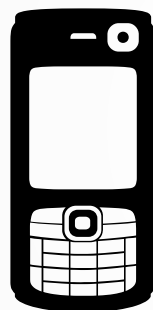
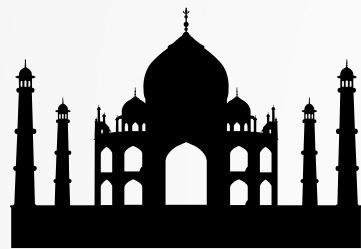
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Reality

NETFLIX



TADAAHH!



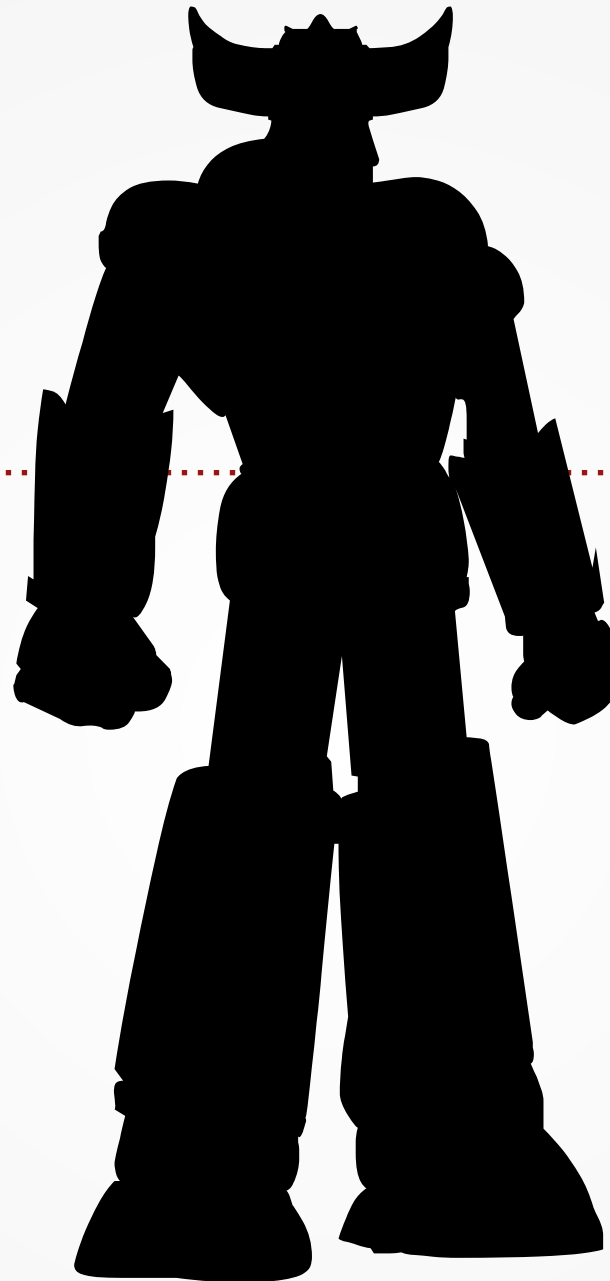
advertising

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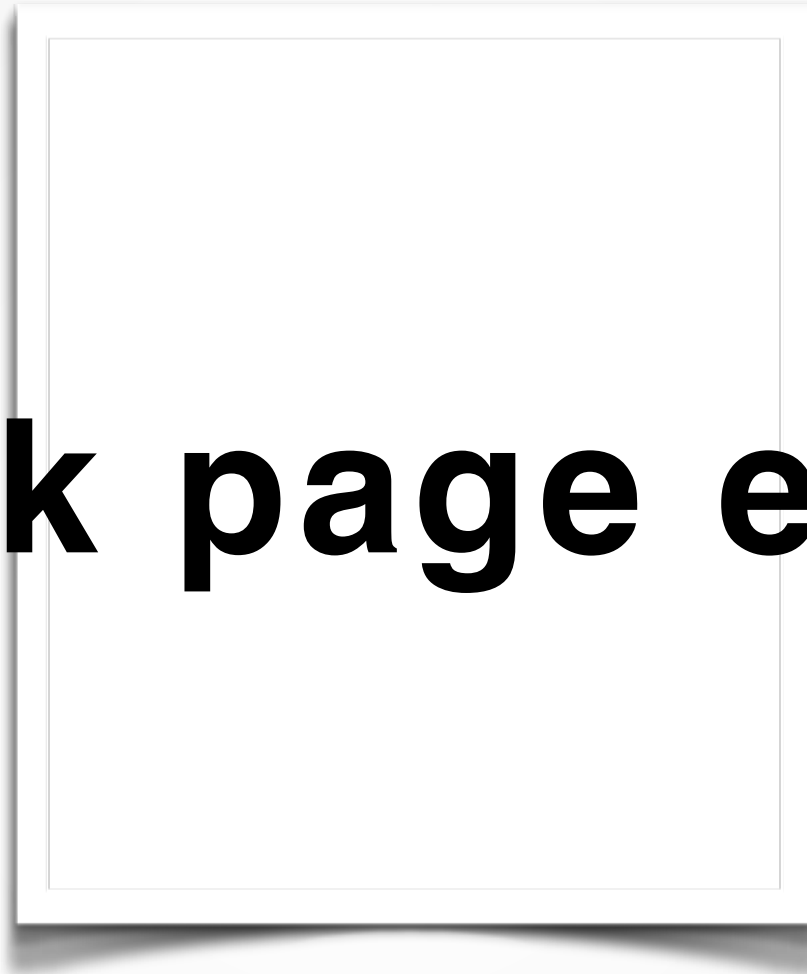


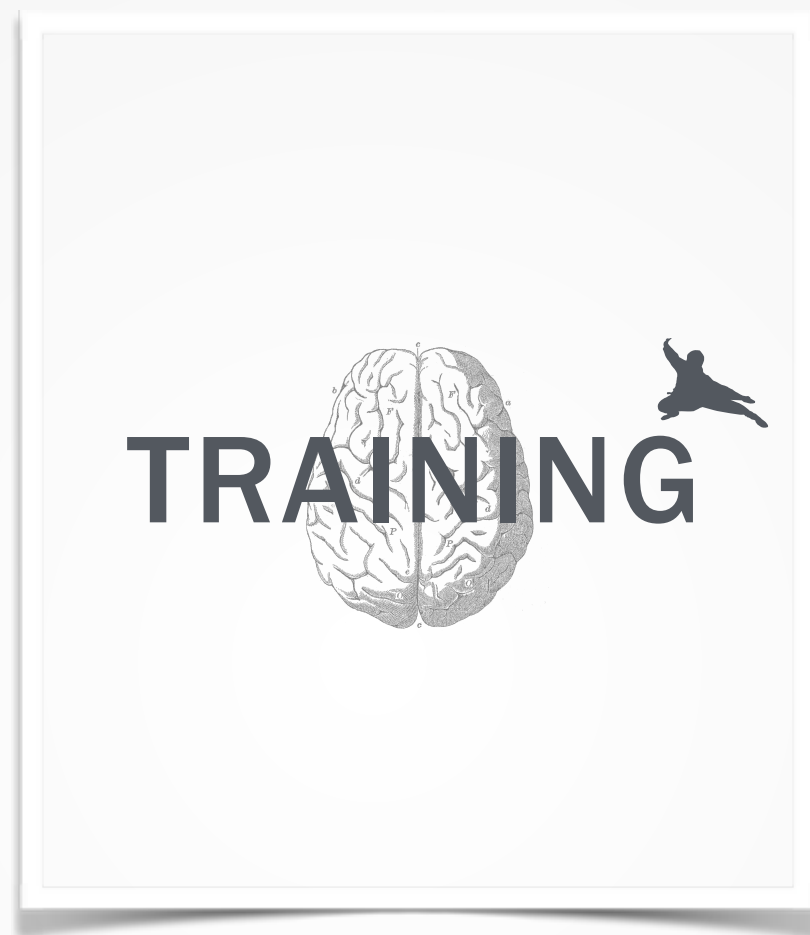
2. You

- quick decisions
- affirm your self
- fend off criticism
- selective attention
- education standardised



Blank page effect

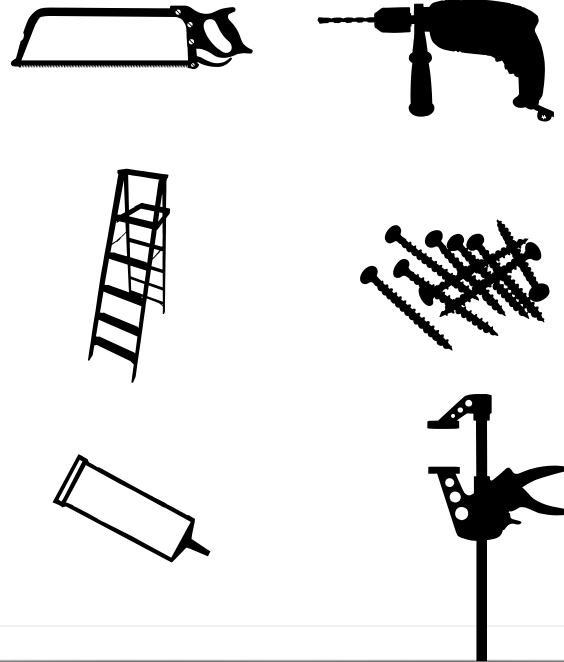




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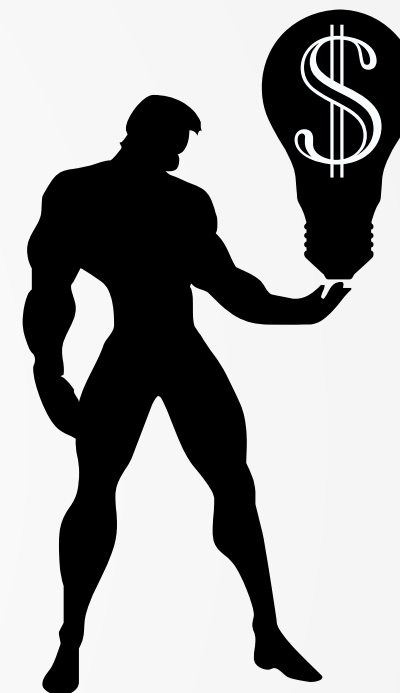


TOOLS



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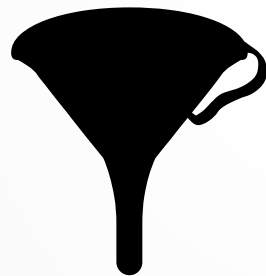
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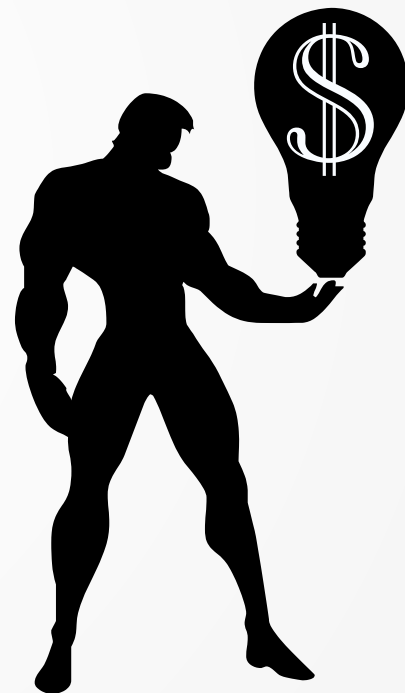
Conceptual Thinking



Holistic Analysis



Diverging/ Converging



Conceptual Blueprint





Objective

1. HOW TO GET TO THE CORE OF THE QUESTION. relevant vs irrelevant
2. how to identify the key elements. what ingredient(s) am I working with
3. how to describe it in max 15 words. communicate clearly



It's worthwhile



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Agree and frame

Narrow down the words in the objective in subsequent attempts
to phrase the issue in max 15 words





Trains of thought

1. separating the key elements. leave the puzzle for now and start with the **blue bits** in the corner.

“A question with several parts can be daunting, so why not look at the individual elements first?”



VANDERPOLLOFFICE

Project x

Modular soft seating system for collaborative working and learning environments with integrated digital learning technology based on a traditional Arabic furniture.



VANDERPOLLOFFICE

Project x



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Tool: REBEL

DO WHATEVER YOU PLEASE AS LONG AS
THE OUTCOME COUNTS AS A VALID
ANSWER





New product- washing machine with feature: internet of things.

Take three steps back and consider the CORE of the problem. They could range from buy a washing machine to use the right detergent to use a laundry service to throw your clothes away and buy new clothes to possibly even re-evaluating what "dirty" is.

Starting point is getting your clothes clean.





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TRENDS

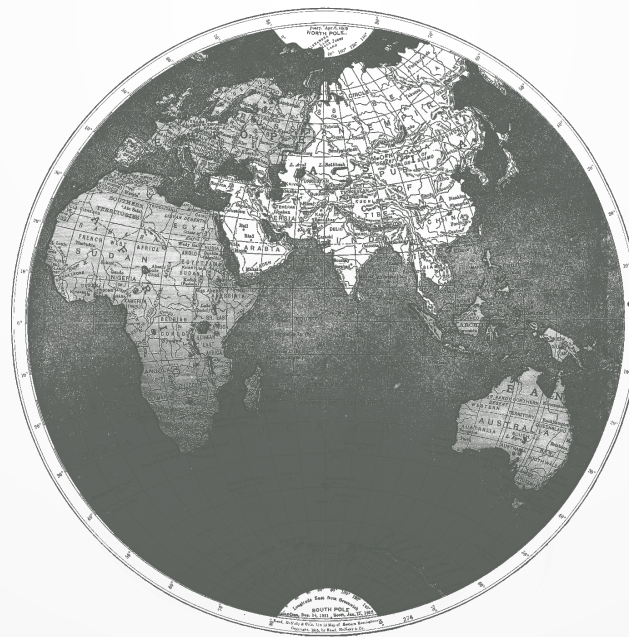
Europe shows that there is a transition to lower temperature washing that has been enabled by recent product innovations. A 2013 study for Europe's International Association for Soaps, Detergents and Maintenance Products (AISE) by Stamminger¹ notes that Europe² alone sees 35.6 billion laundry loads done every year – meaning around 1,130 washes are started every second in the region.

The AISE shared the research findings as part of its 'substantiation dossier' for 'I prefer 30°,' (<http://www.iprefer30.eu/>) a campaign across five European countries (Belgium, Denmark, France, Italy and the UK) to encourage the reduction of wash cycle temperatures among consumers. Small changes in wash temperatures are able to generate significant savings in energy consumption. By way of indication, a 3°C reduction in washing temperature among the five countries involved in the campaign would deliver an annual energy saving 1,307.9GWh – the equivalent of the electricity consumed by a city of 180,000 inhabitants in a year.



Holistic Analysis

- knowledge
- life experience
- targeted searches
- statistics
- opinions





process- combining facts/figures AND meaning



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Conceptual Thinking

- **Step by step training evolves intuitive skill- each mind is unique**
- **manages complexity uncovering more and cutting time and resources**
- **matches facts/figures with meaning and connect to your audience**
- **distill into powerful concepts that become the blueprint for your next product or venture**



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