

Example of well applied
Design Thinking

‘coil split humbuckers’

On electric guitars, pickups typically come in two varieties, single coil or double coil (humbuckers). These yield distinctly different sonic qualities and as a result, musicians typically had to choose one sound or had to carry multiple instruments.

With the invention of the coil-split humbucker, electric guitarists no longer had to choose, and could toggle their existing pickups between each type.

I’m a huge fan of design solutions that solve problems customers didn’t even realise they had- and I think human centred design is one of the best ways to uncover insights that drive innovations like these.

