**-PRODUCT DESIGN THINKING FRAMEWORK**

**-QUANTUM UNIVERSITY**

**-01**

**-TASK 04**

**-PRODUCT CONFIGURATION**

**& C-K THEORY**

**Alienware Gaming PC in the Context of C-K Theory**

**C-K (Concept-Knowledge) Theory is a framework that helps in innovation by structuring the interplay between Concept Space (C) and Knowledge Space (K). Below is how the Alienware Gaming PC Configurator can be analyse using Disjunction, Expansion in Concept Space, and Expansion in Knowledge Space.**

**1. Concept Space (C) - Starting Idea: Alienware Gaming PC Configurator**

* **Initial Concept (C0):** A customizable platform that allows users to configure Alienware gaming PCs based on their preferences.
* **Disjunction (C1, C2, ...):** New, unconventional ideas that redefine traditional PC configurators.
  + AI-driven gaming PC configurator that predicts the best setup based on user behavior.
  + Holographic or VR-based configurator for an immersive experience.
  + Self-upgrading PC that evolves over time.

**2. Knowledge Space (K) - Existing Knowledge**

* Hardware Components (CPU, GPU, RAM, etc.)
* AI and Machine Learning for user preference analysis
* Cloud-based gaming and remote configuration
* Modular PC architecture
* VR and AR technologies

**3. Expansion in Concept Space (C)**

* **By combining existing knowledge, new concepts emerge**
  + A voice-controlled gaming PC configurator.
  + A system that suggests the best configurations based on real-time market trends.
  + A subscription-based gaming PC where hardware gets automatically upgraded.

**4. Expansion in Knowledge Space (K)**

* **New research needed to support futuristic gaming PC configurations**
  + Quantum computing for gaming.
  + AI-powered predictive maintenance.
  + Cloud-based modular hardware upgrades.

**FLOWCHART OF PRODUCT CONFIGURATOR**

