

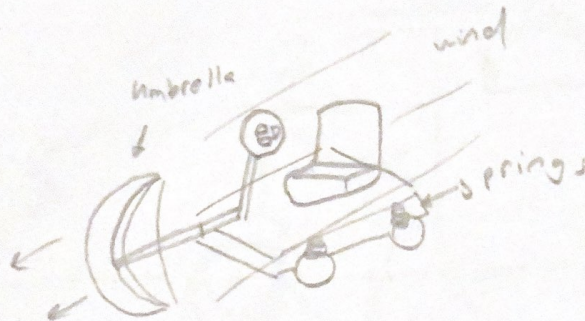
5B. Thematic Relations method (1/4)

Car, umbrella
spring

Exercise 5

1. Situation Think and describe of a situation that includes the three keywords.
Next, think and describe a new concept of product based on this situation.

- Car that uses umbrella as a cover from weather and springs to keep it stable
- Car propelled by the umbrella -...-



5B. Thematic Relations method (2/4)

Exercise 5

- 2. Function** Think and describe a new function integrating the three keywords.
You may use other products also. You may also separate the products into parts to use them, and you do not need to use all the parts.



5B. Thematic Relations method (3/4)

Exercise 5

3. Daily life

Choose a situation from daily life related to one or more of the keywords and describe it using a thematic relations.
Change one of the identified thematic relations with a thematic relation that describes an advanced technological method and generate a new situation (context this occurs).

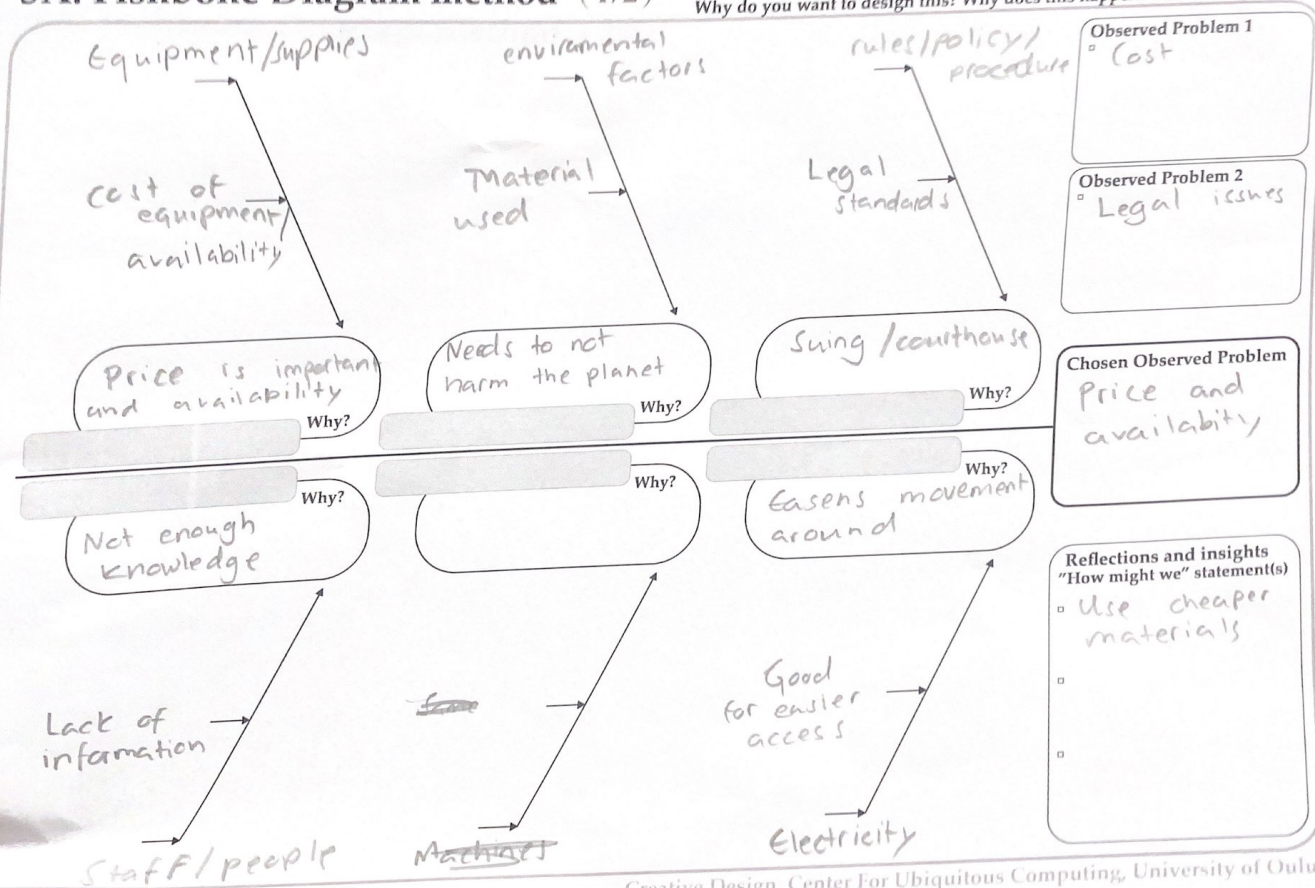
< Umbrella is in a car > → Integrated in car's
so that it is always available
< A car has an umbrella >
< A car is powered by umbrella(s) >

→ < A car is propelled by
electric engine > → Environmentally
friendly



5A. Fishbone Diagram method (1/2)

Why do you want to design this? Why does this happen? What causes this?



*Write chosen categories in the grey boxes

5A. Fishbone Diagram method (2/2)

Exercise 5

New idea(s)

4 wheel scooter

Smaller
-cheaper
one?

