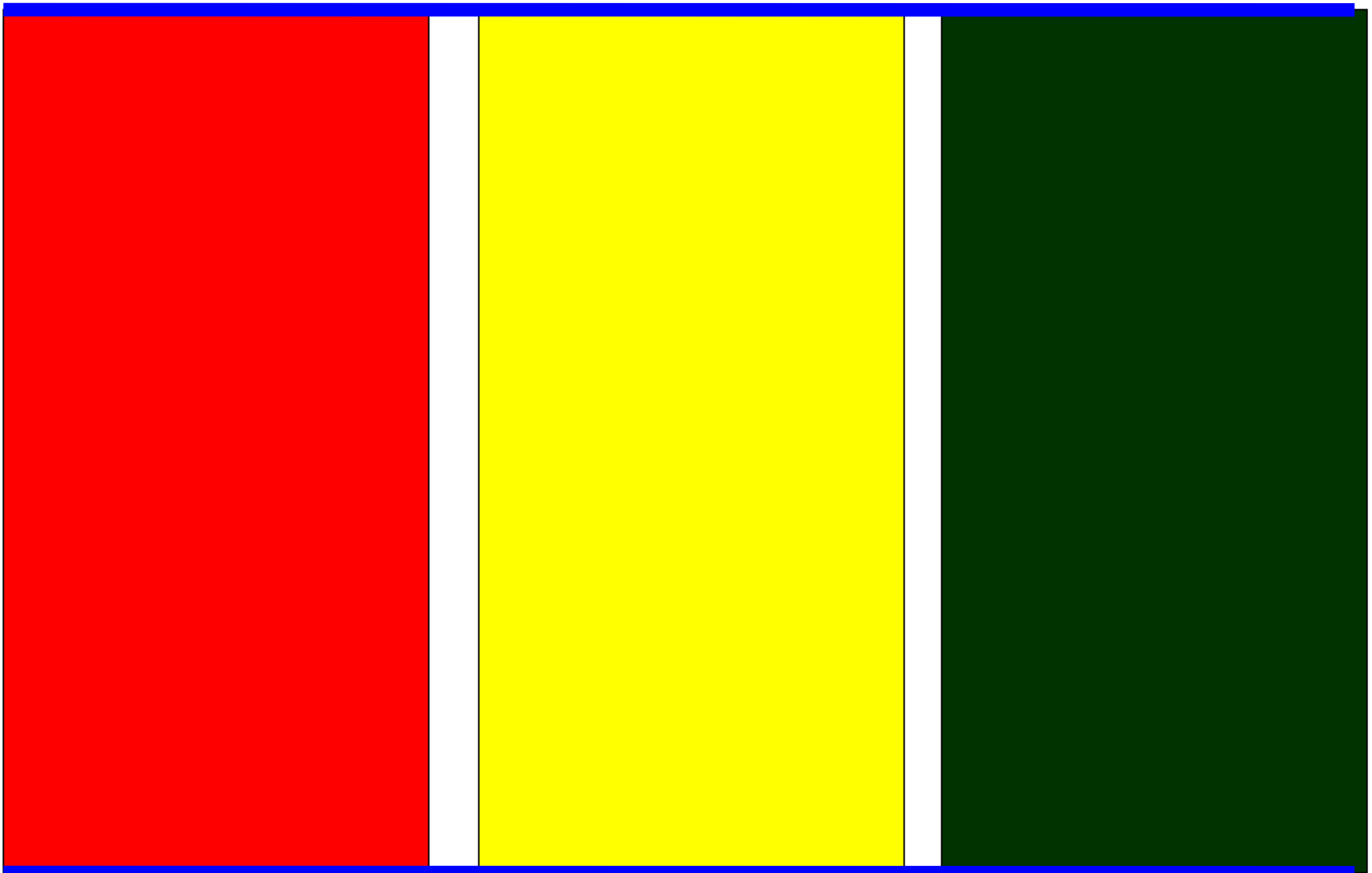


Conceptual Understanding

R A P I D

INNOVATION



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Conceptual Understanding

R A P I D

INNOVATION



INSIGHTS

IDEAS

MISS/KISS



INSIGHTS

Observe

New **INSIGHTS**

Whole picture story

IDEAS

IMPERFECTION

Innovate -
Prototype



MISS/KISS

Execute

Teach

Pain and Observation...

- Why we never enjoy a smooth ride on our Indian Ambassadors?
- Why is it always vibrating?



The Process ...

- Never start with a specific problem or never deal with each problem separately.
- Observe the System as a whole
- The Goal is to be changed
- Many Small changes as per environment & Interactions
- Small changes give effect in totality – all problems solved in one stroke



Create New Viewpoints

- Structure
- Mass
- Stiffness
- Suspension
- Tyres treads
- Radiator opening
- Shape – top & bottom



Whole picture story → Imperfections → Innovation

- Structure – Golden proportions?
- Mass – heavy?
- Stiffness – variable stiffness?
- Suspension – weak?
- Tyres treads – vibration once every revolution
- Radiator opening - vortices
- Shape – no damping at speed. (bottom also imp)

