ADD TO EXISTING PRODUCT

Use an existing item as part of the product's function. Consider physically attaching components, creating a system, or defining relationships between objects. This can reduce material and cost, or improve efficiency.

© Design Heuristics, LLC 2012

ADD TO EXISTING PRODUCT

KABOOST
Kaboost Corp.
This product attaches to any dining chair to turn it into a high chair for children. Using spring-loaded arms, it can securely hold any size chair.

BIKEBUG
Design Continuum
This walkie-talkie device clips on to a biker's helmet, and allows safe and comfortable communication while riding.
ALLOW USER TO REORIENT

Allow the user to flip the whole product or its parts vertically or horizontally. This can create different orientations that can perform different functions.

© Design Heuristics, LLC 2012

ALLOW USER TO REORIENT

HI LO KIDS CHAIR
Age Design
This product provides three seating options. By turning the chair seat upside down, a baby seat becomes a toddler seat, or at an angle, a recliner.

3 IN 1
Fisher-Price
This infant activity gym converts to a toddler keyboard by flipping 90 degrees.
Develop a service related to the product by defining interaction between the user and a service provider. This can improve user experience, or make the product easier to acquire, install, or use.

**SAYL**
Yves Behar
This chair comes with a 12 year warranty. If broken, a certified repairman will repair the chair on-site, free of charge.

**COCOON**
NewDealDesign
These disaster relief shelters can be air-dropped to quickly provide support to victims before full-scale service is available.
MAKE COMPONENTS ATTACHABLE/DETACHABLE

Separate parts of a product, and develop ways these parts can be joined and separated, such as with fasteners or interlocking pieces. This can provide product flexibility and make the product easy to clean, carry, and repair.

SEX-FICTION
Diego Fortunato and Gabriel Fontanilo
This lounge chair uses male and female connectors to attach individual pieces.

BOOM TUBE
Astro Studios
This base has two speakers that can be attached or separated.
USE REPURPOSED OR RECYCLED MATERIALS

Explore the use of materials repurposed for different functions; for example, converting waste materials into usable components. This can decrease manufacturing costs, reduce use of natural resources, and increase consumer awareness about waste.

© Design Heuristics, LLC 2012

DROPS
Camilla Hounsel Halvorsen
This chair is made out of a repurposed inner tube wrapped with scrap upholstery fabric.

SOLEMATES
Satish and Falguni Gokhale
This disposable footwear is made from recycled newsprint.