

# THE MORPHOLOGICAL BOX

## WHY YOU HAVE TO BE STRUCTURED TO BE CREATIVE

Innovation can mean doing something completely new, but it can also mean making a new combination of things that already exist. But how is this achieved?

The concept of morphology stems from the study of biological structures and configurations. In the 1930s, the Swiss physicist Fritz Zwicky at the Institute of Technology in California developed a problem-solving method using what he called morphological boxes, in which a new entity is developed by combining the attributes of a variety of existing entities. This method, which was initially applied by Zwicky to jet engine technology, also began to be used in marketing strategies and the development of new ideas.

## HOW IT WORKS

For the development of a new car, for example, all the relevant parameters (e.g. vehicle type, target group) are noted, and as many attributes as possible are ascribed to each parameter. This requires expertise as well as imagination, as the aim is to create something new out of something that already exists. The result of this method is a table (a morphological box can have up to four dimensions).

The next stage requires brainstorming: the car has to be an SUV, say, but it also needs to be energy-efficient and inexpensive to manufacture. Which attributes match these requirements? Connect your chosen attributes with a line. This gives you an overview of your priorities. Ask yourself: Could these attributes form the basis of a new car design? Or do you have to abandon some of them or add new ones?

	CONFIG. 1	CONFIG. 2	CONFIG. 3	CONFIG. 4	CONFIG. 5	CONFIG. 6
<b>DESIGN (FRONT VIEW)</b>	Aggressive	Angular (new edge)	Slim	Flowing	Sporty	Athletic
<b>PERFORMANCE, ENGINE</b>	Petrol 100-200 hp	Petrol 200-300 hp	Diesel	Hybrid	Hydrogen	Electric
<b>SEATS/ROOM</b>	2	4	5	6	6+	6+ including fully reclinable seat
<b>VEHICLE TYPE</b>	Saloon/sedan	Mini-van	SUV	Estate	Coupe	Pick-up
<b>STYLE</b>	Confident	Cool	Friendly	Cheeky	'French'	'American'
<b>FEATURES, MARKETING ASSETS</b>	DVD player (cooperation with Netflix)	Integrate music down/load from online stores	Voucher for car tuning	Partnership with National Rail for intercity services	New paintwork of choice every year	Fridge, even kitchenette
<b>TARGET GROUP</b>	HNWIs High Net Worth Individuals	DINKs Double Income No Kids	FRUMPIEs Former Radical, Upward Moving People	LOHAS Lifestyle Of Health And Sustainability	WOOPIEs Well Off Older People	MILKIEs Modest Introverted Luxury Keepers