

Project Note

Hair-raising ideas

A new twist on a familiar theme: hair removal. Together with Braun, Zühlke generated innovative ideas for new epilator technology and an alternative special drive. Laboratory experiments and tests were used to demonstrate the feasibility.

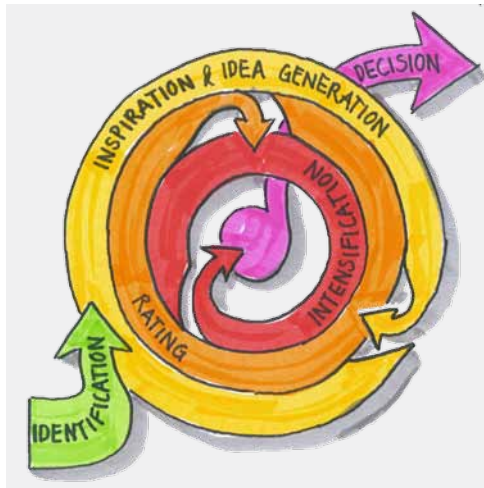
Task

Braun is a globally leading brand in the field of electrical appliances and has been setting design standards since the 1950s. The Zühlke team had two main tasks in this project: one was to identify fundamentally new approaches to hair epilation and the other was to develop revolutionary drive concepts.

Solution

The team made use of its tried and trusted idea generation process for both tasks.

1. **Identification of the issue.** The Analysis of the existing product exposed advantages and disadvantages and defined the task at hand more precisely.
2. **Generation of ideas.** Customer employees took part in joint workshops with Zühlke specialists to draw inspiration from cross industry and analogy cases. Also "hair-raising" ideas were welcomed for their particularly high innovation potential.
3. **Evaluation of ideas.** The criteria for assessing ideas were compiled and refined. User and company perspectives were contrasted with each other. Three concepts were nominated to go through to the next phase.
4. **Immersion.** Zühlke constructed elementary laboratory samples and tested critical part functions to proof the concepts.
5. **Decision.** Based on the proof of concepts the project risks were reduced to such a level that allowed to select the right concept.



Customer benefits

- The systematic approach to generating ideas and the resulting overall picture provided the customer with the assurance that all available innovative ideas had been considered.
- As a result of the early feasibility analysis carried out using laboratory samples, the project risks were reduced drastically. This provided the necessary degree of certainty to continue to the actual product development stage.

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