Simplicity - The 5 Principles and 14 Strategies

**Restructure**
- Create new order
  - Place lower storage rack on top

**Restructure**
- Create modules and small units
  - Several little baskets instead of single large basket

**Restructure**
- Separate quantity and exceptions
  - Special baskets for walking frame (senior citizens)

**Exclude**
- Consider the past
  - No storage rack for crate

**Exclude**
- Delegate activities
  - Self scanning

**Exclude**
- Remove functions / elements
  - Only three instead of four wheels

**Supplement**
- Combine functions / elements
  - Add cool box

**Supplement**
- Add utilities
  - Clipboard for shopping list

**Supplement**
- Hide functions / elements
  - Additional extentable storage racks

**Replace**
- Rethink the basics
  - No child seat, but adapter for Maxi Cosi

**Replace**
- Change dimensions
  - Larger wheels

**Replace**
- Transfer the concept
  - Hanging shopping bags instead of basket

**Perceive**
- Reduce time
  - Game boy for kids

**Perceive**
- Apply known models
  - Own smart phone as product finder

Denkmotor GmbH – Creativity. Innovation. Simplicity | www.denkmotor.com
Seminars and Workshops to simplify Products, Services and Processes