

## **Application of the design strategy that is supported by lateral thinking techniques in product design**

**Prof. Dr. sayed Abdo Ahmed Abdo**

**Professor and Head of Industrial Design Dep.- Faculty of Applied Arts - Helwan University**

**Dr.sayed1965@yahoo.com**

**Researcher. Ahmed Said Mohamed Kassab**

**Doctoral candidate - Faculty of Applied Arts, Helwan University**

**akassab@effatuniversity.edu.sa**

### **Abstract**

Lateral thinking methods have a key role in developing the designer's ability to deal with challenges and life situations in a more creative way. It gives him the power to produce original and unique ideas. Creativity is the process that lies behind every progress reached by human groups. It is also one of those processes that separate man from the rest of the creatures within the limits of what we know, as the existence of man is linked to that ability. The relationship between creativity and development is strong. The burden of community development and progress falls on the creators, bearing many difficulties and hardships. The industrial designer is responsible for the task of innovation, design and product development, with the help of tools, methods and methods of design (drawing, presentation and modeling techniques), which makes him constantly looking to develop his tools, and activate and enrich his creative abilities, which gives importance to scientific support for the industrial designer, by adding New methods that would support creativity in the industrial design process, which the industrial designer needs when joining the labor market in productive institutions, which highlights the importance of the issue of lateral thinking in the field of industrial design, so the research deals with how to take advantage of lateral thinking methods in the design process by applying a strategy The new design supported by these methods is in the process of designing a new product that depends on technology and helps in opening new and unfamiliar markets, then the result will be presented to clarify the feasibility of the new strategy in achieving creativity in the design and development of ideas and solutions that both the industrial designer and the industrial organization aspire to. This is in an effort to generalize and consolidate the concept and practice of lateral thinking among students and practitioners of industrial design to reach creative designs.

### **Research Keywords**

- Creativity ,Design Strategy,Lateral Thinking,Product Design ,Creative Thinking