

**Innovation by Design**  
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**Module – 08**  
**Start of section 8**  
**Lecture – 55**  
**The serial Innovation**  
**Success story**

And after this the company started producing the multi hose dispenses also because by the time things changed. So, we had multiple designs happening and company did further move and you know things went forward. So, what is interesting is we did these multi hose dispensers again the same formula we used.

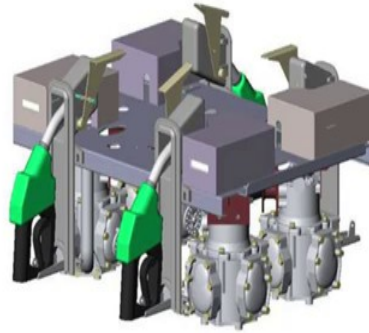
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I do not need to tell you again the formula was very straightforward.

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## CAD Assembly



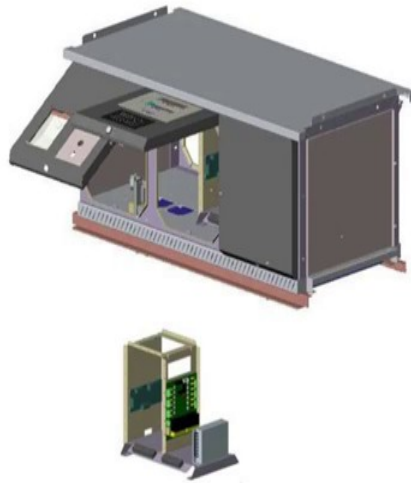
Component assembly is quick layout.

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Take you to cad assembly.

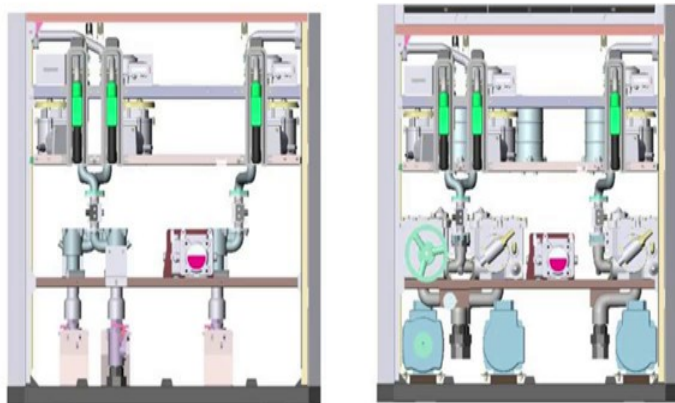
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Come down to electronics for the MPDs.

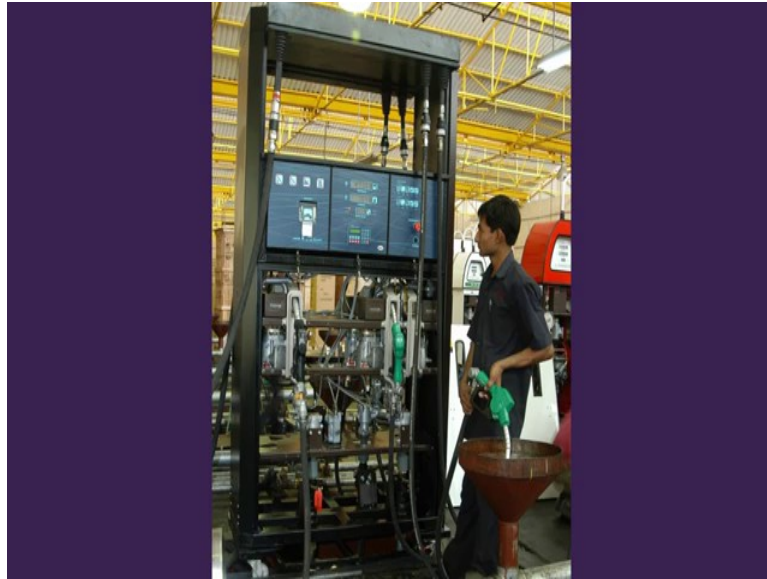
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## MODULAR LAYOUT



Modular design development, cad model.

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Prototyping.

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Develop the first prototypes developed the easy maintainability features.

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So, see now it looked like you know cakewalk get all the, you know operations done and finally, you know Midco had a multi host dispenser for the export market and the bullet dispenser for the local market. So, two products in the market line and like companies still galloping forward and I think the company is still doing well after 10 years.

So, I thought I will just show you this story and this time we have specifically talked about how same domain same product now we could innovate to the next level (Refer Time: 01:52) yeah, ok. So, that is our you know culmination of our course where we looked at the total journey from the you know stages of the 7 Cs starting from the cause reaching the connection where we said that you know only the connection happens or innovation happens.

Hello there here we meet again at the end of the course innovation by design. The 7 Cs are now clearly imprinted in my mind I am sure learners feel the same way.

Thank you, Nina. Each journey has of course, been unique in itself in spite of the varied circumstances and requirements of our case studies, the seven concerns paved the way to innovation in each one of them.

And if I remember you have emphasized in all your lectures that it is the connection to the user that leads to innovation.

Yes it is only when this connection is made we can claim that innovation has actually taken place. Also let us remember that innovation cannot be achieved by just a handful of people.

Design is a collaborative venture between designers, users and industries with all the methods and concepts you have gathered in this course you will now be able to begin your own innovation journey.

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1st C: The Cause  
The resolve to solve a problem