

# design thinking & lockers

CREATING SPACE TO UNDERSTAND  
OUR CUSTOMER'S WORLD

Our mantra around here is that **“it’s not just a locker”**. For us, lockers do more than just temporarily store belongings, but rather lockers enable functionality, design, and experience. Lockers can play a seamless and integral part in the overall goals and objectives of a workplace, university, hospital, and leisure spaces.

## what does design thinking have to do with LOCKERS?

Depending on your perspective, some people may also have their own variations on how to define Design Thinking. Those that perceive it as a philosophy, argue with those who use it as a toolbox; people who use it as an innovation technique make different experiences than those who apply it as an instrument for employee engagement.

Design Thinking doesn't have to be just for product innovation, a learning process, or problem solving protocol. When it comes to lockers we think of Design Thinking through the lens of a philosophy in the way of looking towards our customers and their experiences.

## what is design thinking?

Developed by IDEO founder David Kelley, design thinking is defined as “a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.” Thus, the method focuses on three main elements of a product or solution: **people, technology, and business**. All of these aspects revolve around the customer.



# mindset & empathy

When it comes to taking this approach and lockers there is an exploratory nature as to how we are willing to take risks. An unrelenting effort to understand the world from our customer's perspective. Widely accepted ambiguity and acceptance of the problem-solving process. And an optimism, or stubbornness to give in to constraints and obstacles that are defined before us.

This philosophy is radically different from a company just looking to sell a smart locker or 'just a locker'.

## why it matters?

- It's the desire to partner in creating experiences and solving challenges together with the customer.
- It's taking these solutions and applying them to others with similar challenges in the marketplace.
- It's an approach that not only guides our sales process but also influences our partnerships, our marketing and innovation and so much more.
- It's the ability to take on challenges, solve problems and be creative in our approach to smart personal storage.

*It's a different approach, but we firmly believe **it's not just a locker** and because of that, it warrants a different model.*

