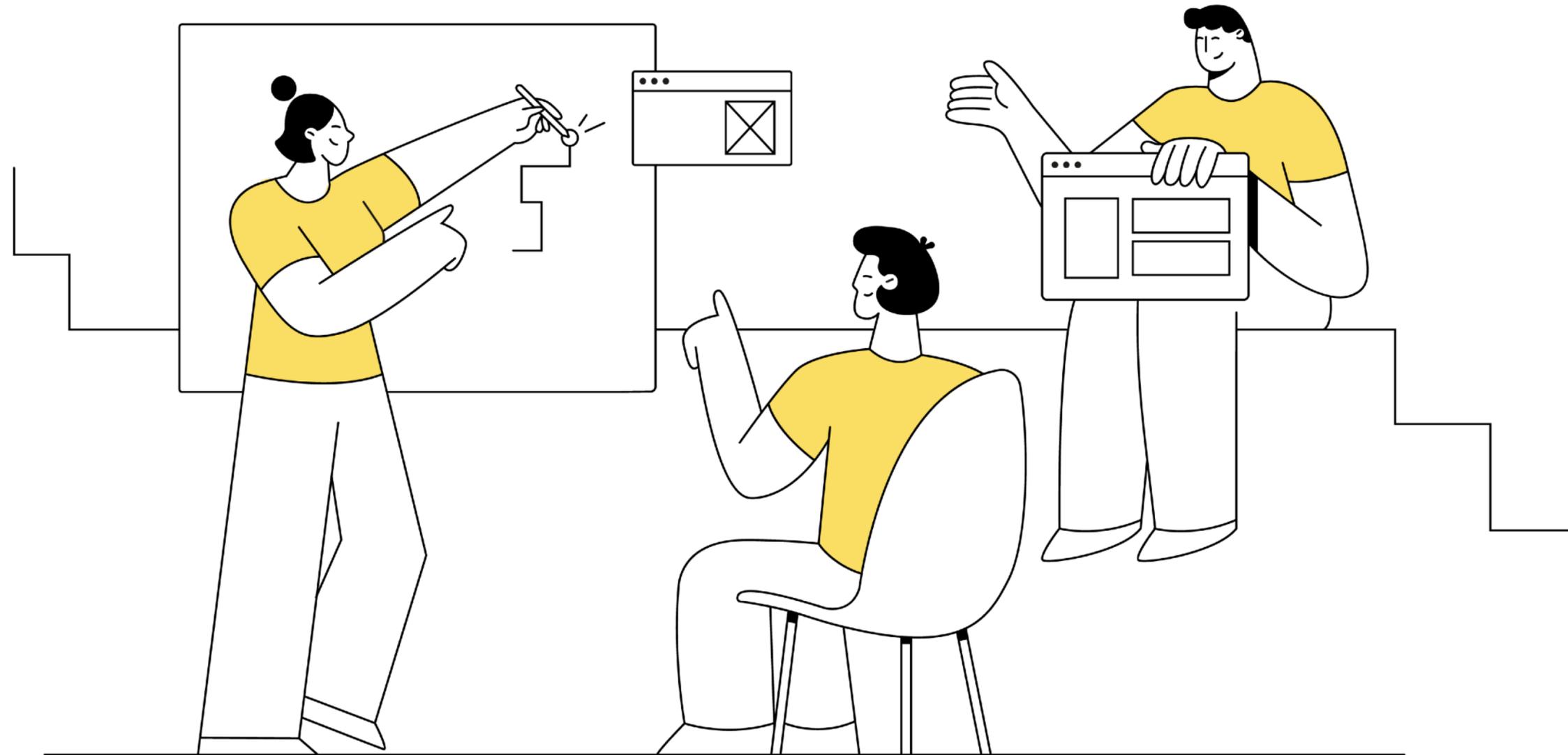


Booreiland



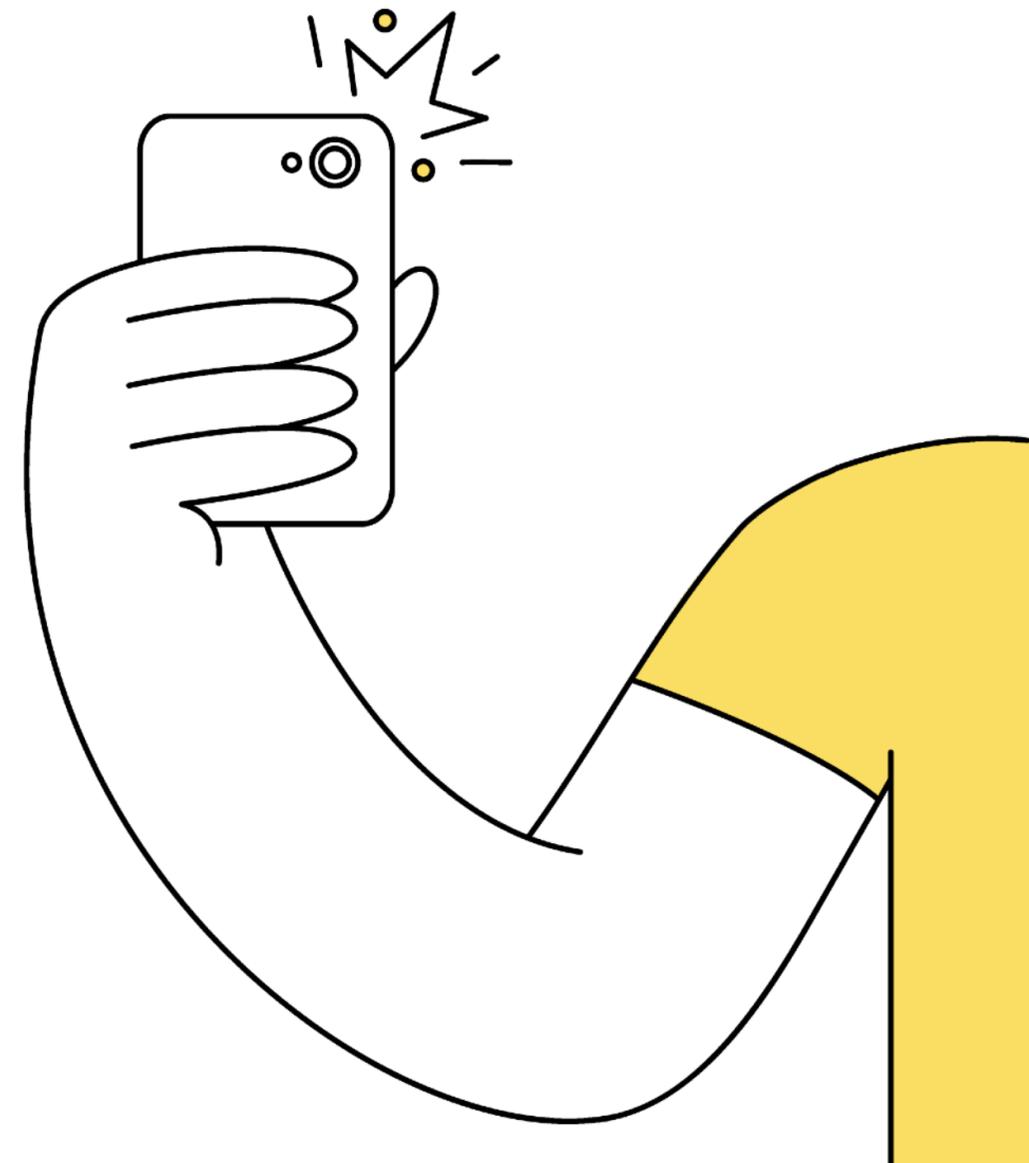
Creative problem solving tools

DESIGN THINKING STARTER KIT

About this toolkit

This kit will provide you and your team with 5 simple, inclusive and reusable creative problem solving tools for design thinking. It will help you empathize with your users, define the problem, generate new service concepts, and evaluate them so that you can prototype and test with your users, before determining the best way forward.

The 5 tools are taken from '75 Tools For Creative Thinking', a card set written and designed by Booreiland. For more info, see: 75toolsforcreativethinking.com





Before you begin with design thinking

No 1.

Seek for a nice and relaxed atmosphere.

No 2.

Gather enthusiastic and cooperative participants.

No 3.

Always withhold judgement and listen carefully to others.

No 4.

Keep in mind that all ideas are valid; the more ideas, the better.

Tool 1:

dig deeper

Why?

To describe a situation or a problem and its underlying reasons.

How?

1. Take a large sheet of paper and on the right-hand side write down a list of elements that describe a situation or a problem, e.g. low sales of shoe brand 'X' or teenagers drinking more alcohol. Be sure to leave plenty of room on the left-hand side.
2. Draw the first 'why line' to the left of an element. With each element ask why and write down the answers on that line from right to left. Do this for all the elements.
3. For each answer draw a new line and ask why again. Continue asking why to every subsequent answer.

Result

An aid to help you reflect on the core elements of a problem or situation. This is called reverse reasoning, and might raise new questions that need to be answered.

Tool 2:

Assumption busting

Why?

To reject or confirm your assumptions about a situation or a problem.

How?

1. Make a list of at least ten assumptions about a situation or a problem. Make the list in a sequential and descriptive way, e.g. elderly women visit their doctor unnecessarily.
2. Per assumption, elaborate on a question with three options as answers — two very similar answers and one completely different from the other two, e.g. when do you think it is necessary to visit the doctor? a) when I really cannot handle the pain; b) the moment I clearly notice something irregular in my health; c) when I have some questions about my health.
3. Ask at least six persons involved in the problem or situation to choose one answer for each question (without revealing your own assumptions).
4. Compare their answers with your original assumptions.

Result

A systematic analysis of your assumptions about a situation or a problem.

Tool 3:

Club members

Why?

To organise, synthesise and reflect on the insights or data gathered about a situation or a problem.

How?

1. On sticky notes, write keywords of all the insights or data you've gathered about a situation or a problem (one sticky note per insight).
2. Which insights have something in common? Gather the similar insights together in groups.
3. Give each group a 'club name', e.g. insights: the seat is too low, poor ventilation, noise. Club name: 'Indoors comfort'.
4. Define which clubs are related to each other and place them close together. Discuss why.
5. Specify which clubs are distantly related to each other. Discuss why.
6. Select one or two clubs as a starting point to generate ideas.

Result

Several clusters of key insights that are related to each other.

Tool 4:

Absurd questions

Why?

To generate ideas answering a 'How to' question from tool Trick Questions.

How?

1. Select a 'How to' question from tool Trick Questions.
2. Highlight the keywords that indicate what and how, e.g. how to involve children in spreading the word of an anti-violence campaign through online media in a persuasive way?
3. Use the highlighted keywords to brainstorm a word chain association, e.g. 'spreading the word' > gossip > rumour > whispering > ear > etc. 'persuasive' > salesman > persistent > annoying > mosquito > malaria > etc.
4. Choose one pair of words to replace the keywords in the 'How to' question, e.g. how to involve children in the 'whispering' of an anti-violence campaign through online media in a 'mosquito' way?
5. Try to answer this absurd question with one or three ideas.
6. Reflect on whether there is an interesting analogy or a possible answer to your initial 'How to' question.
7. Repeat steps 3 to 6 several times to generate more ideas.

Result

Ideas generated through analogical thinking or making associations to answer a question.

Tool 5:

Checklist

Why?

To select ideas based on the availability of the necessary resources.

How?

1. Preselect five to ten ideas that you consider may have potential.
2. On a sheet of paper, number the ideas and write them on the top row of a matrix. Write the following concepts on the left column: 'money', 'knowledge', 'skills', 'scale', and 'time'.
3. Together with your team, define how much money, the type of knowledge, the type of skills, scale (how many and how far) and the time necessary to develop each idea. Write a description of each concept in the matrix.
4. Add a last row at the end of the matrix and write down a realistic check-up of your own resources per idea.
5. Highlight in red where you lack resources, and reflect with your team on whether you can find ways to acquire them.
6. Choose the idea with the least amount of red highlights.

Result

An analysis of resources and the selection of an idea that best matches the existing resources.



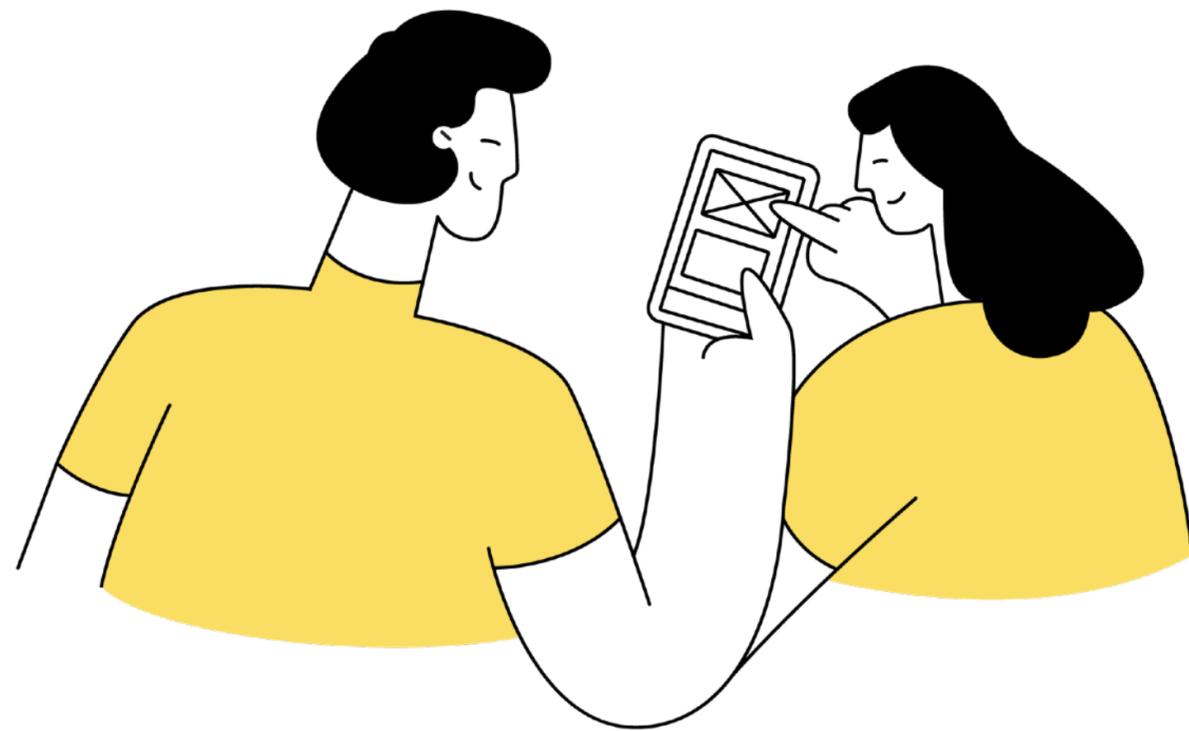
**Did we spark your
curiosity? We're happy
to explain more.**

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About Booreiland

The digital world can be a complex place. We use design thinking to help you create clarity and take the right decisions for your digital business. From there we work closely to create the best digital product or service for your audience that truly boosts your business. Are you ready to make a difference? Let's dive into digital.

Our services

Digital service design

Design or improve the online service for your customers.

Digital product development

Create an MVP within weeks and scale it up to a professional platform.

Digital transformation

Consult us to bring your business to the digital domain.

Design sprints

Fast-track your business idea from digital strategy to user-validated concept.

UX/UI design

Design interfaces and user experiences that capture your audience.

Prototyping lab

Hack together a quick digital prototype to assess its viability.