Wrong Theory Protocol

**Conceptual Design Deliverables**

***Stakeholder needs***

What needs will your design solution address?

***Constraints & design requirements***

What constraints do you need to attend to?

***Problem definition***

Briefly describe the design problem you are trying to solve.

**Wrong theory design**

Look back over the needs, constraints and requirements you have identified. Now violate these! Your task is to come up with ***the worst possible design***, one that violates constraints and does not address needs. It should both **harm** and **humiliate.**

1. Sketch and label your ideas below.
2. Be ready to share your design and defend why it is the **absolute worst.**

**Generate beneficial ideas**

Don’t focus on trying to get the best idea. Instead be open and generative. Suspend judgment: don’t discount or eliminate any ideas at this point. Try to come up with different ways to meet the needs you identified, not just minor variations of the same solution. Here are a few ways to come up with ideas:

* Think about the category of the problem you are solving and then investigate how others have solved similar problems. For instance, if you need to come up with a way to close a cat carrier, do a google image search of lids to get ideas. But don’t get stuck in what others have done.
* Try role playing. Imagine you are the stakeholder. What do you want?
* Sketch lots of ideas freeform. Use stick figures or simple diagrams, not detailed pictures.

Document your ideation process.