

Contextual Inquiry

» Quote Lorem Ipsum.«

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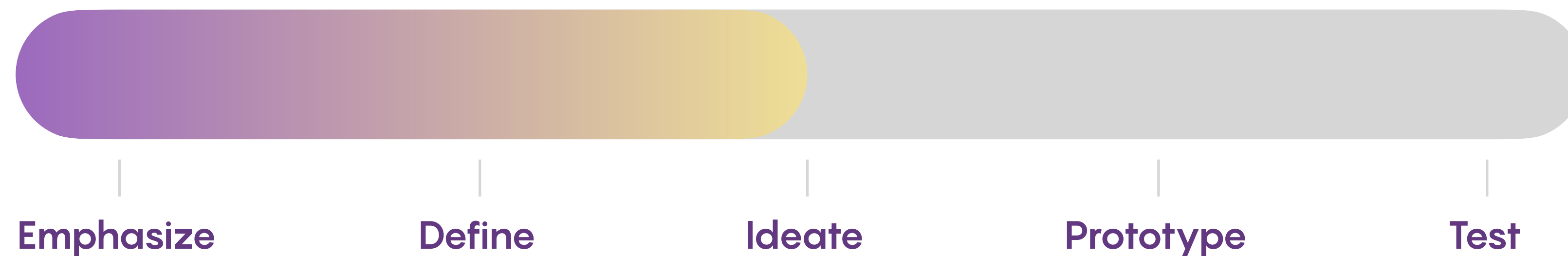
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Introduction

«The most serious or unpleasant thing that could happen; the part, situation, possibility, etc. that is worse than any other.»
SOURCE: [HTTPS://OXFORDLEARNERSDICTIONARIES.COM](https://oxfordlearnersdictionaries.com)

- Design Thinking technique and ideation method
- team members seek for worst solutions
- the «inverted» search process relaxes, boosts confidence and stokes creativity
- icebreaker-style technique
- breaks familiar thought patterns
- focus is on the big picture and on understanding concepts

Design Phases





Introduction

Goals:

- Creating the worst and craziest ideas
- Developing the opposite - the good ideas
- Powerful insights can be gained through the method and might be used for good plans somewhere else

Instructions

Step-by-Step



1. The method is conducted by a moderator and 3-5 participants
2. Participants are supposed to come up with as many worst ideas as possible
3. Bad characteristics of worst ideas are listed. Then it is identified what makes them bad.
4. Worst characteristics are substituted by their contraries. The "good idea" is created based on the before explored "good" characteristics.



Strengths:

Little judgmental issues. Can be funny and motivating. Easy to to, doesn't need training.

Weaknesses:

Required good facilitation to keep ideas flowing. Can be time-consuming. Can be embarrassing.



Contact

usability-siegen.de

fablab-siegen.de