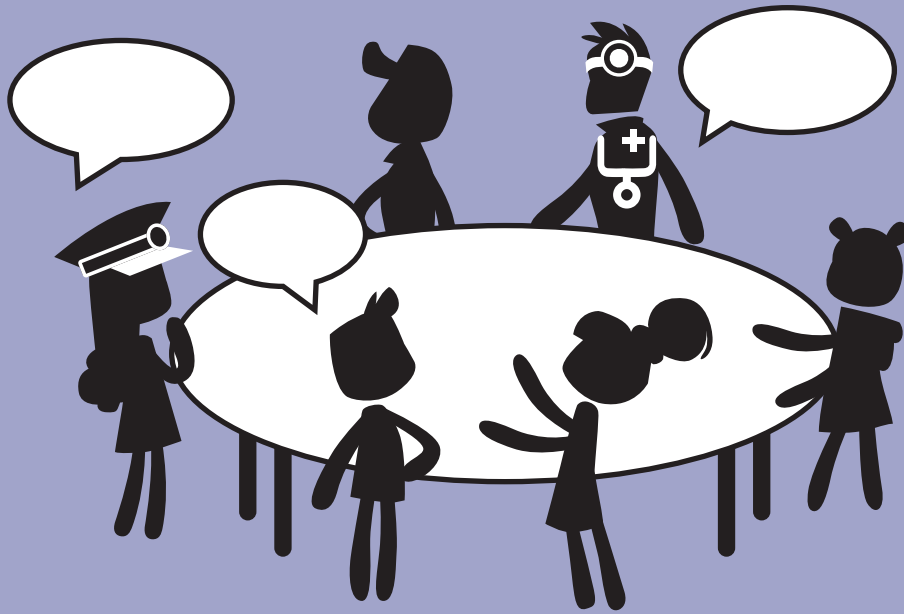


## IDEATION METHOD: 34. MULTIPLE PERSPECTIVES



### 34. MULTIPLE PERSPECTIVES

*This method is concerned with acquiring ideas, opinions and insights from a group of different people who are experienced or specialists in a specific theme or challenge and using that diversity of knowledge and opinions as inspiration for idea generation. The more diverse the group members are the better!*

**Materials needed:** Pens and paper, recording equipment and camera or smart phone.

**Time required:** A half to a whole day to prepare, 45 minutes to do the workshop and 1.5 hours to analyse the material. This may be done as homework.

#### How?

**1)** Plan an ideation session by scheduling small exercises like collage making, building mock-ups with Play-Doh, LEGO bricks, or drinking straws or answering different questions. You could also plan an activity that is relevant to the theme in some way.

**2)** Learn who are the people who would have knowledge, experiences or ideas about the challenge you are working with. You might also invite people who have no particular experience but have strong opinions or views on things.

**3)** Find a location for the session that offers a relaxed and fun atmosphere or decorate your classroom so that it is inviting to be in.

**4)** Invite the participants and explain carefully beforehand what you intend to do and what you will use the results for.

**5)** Conduct the workshop encouraging the participants to explain and visualise their experiences, opinions and ideas about the challenge at hand.

**6)** Gather as many and as varied insights, opinions or ideas as possible.