Tackling Complexity Through Collaborative Games

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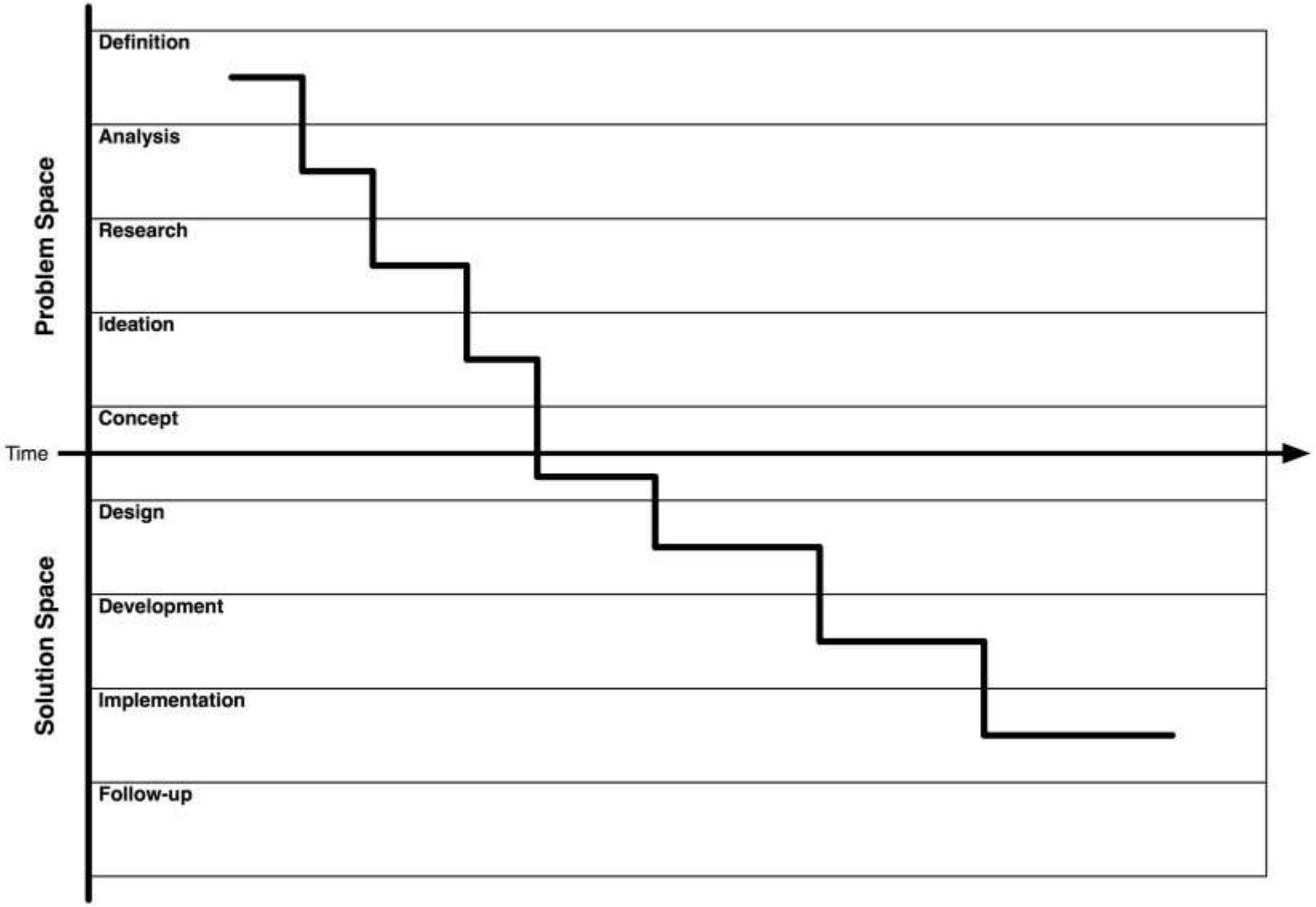
Hogeschool van Amsterdam
Design by Fire 2011

Agenda

- Design and wicked or fuzzy problems
- Innovation games and the problem space
- Let’s have a go

Design and wicked or fuzzy problems

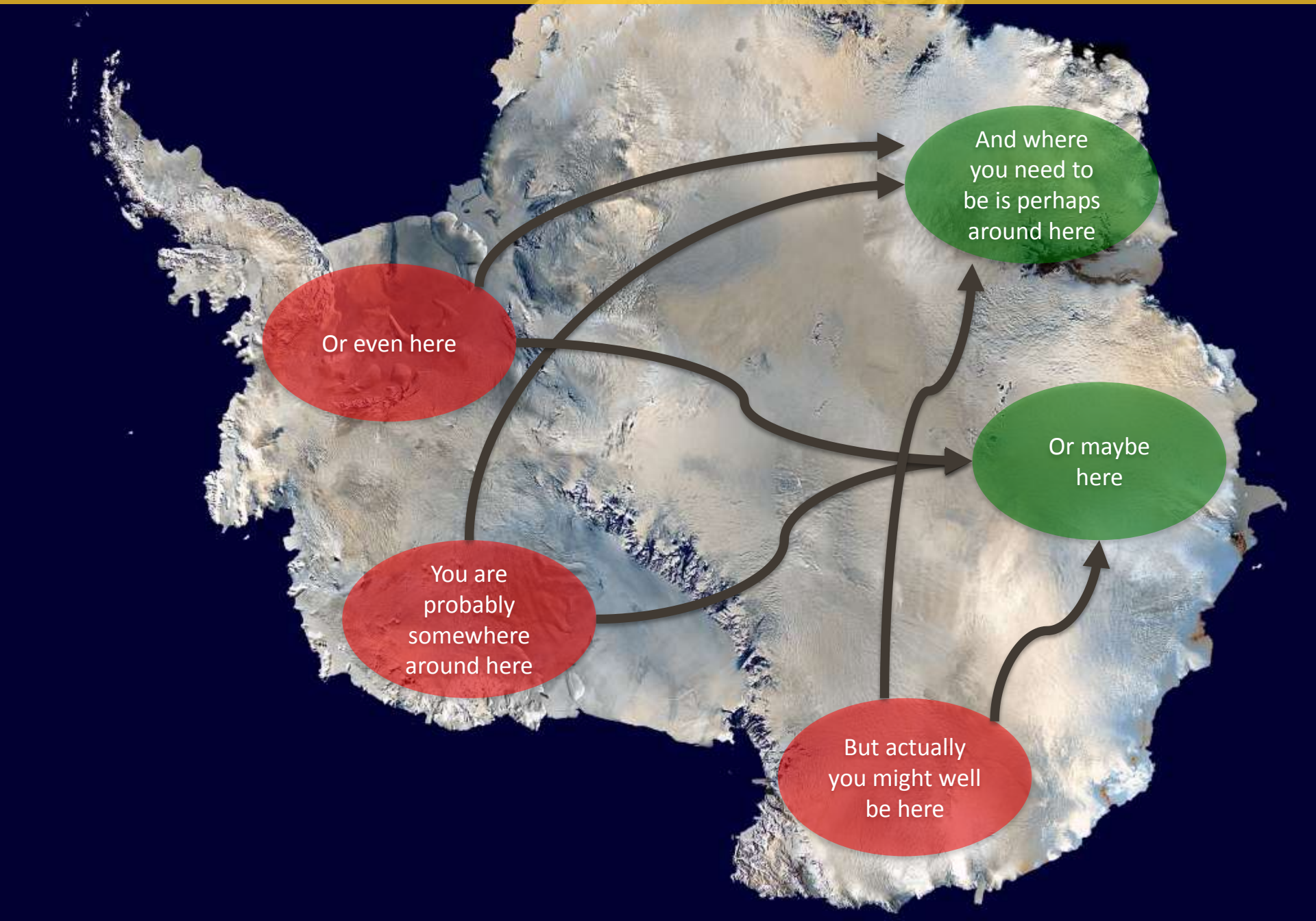
One view of a design proces



Design involves wicked or fuzzy problems!

Source: http://farm3.static.flickr.com/2744/4524305428_5d6c103eca_o.jpg

These are ill-defined problems.



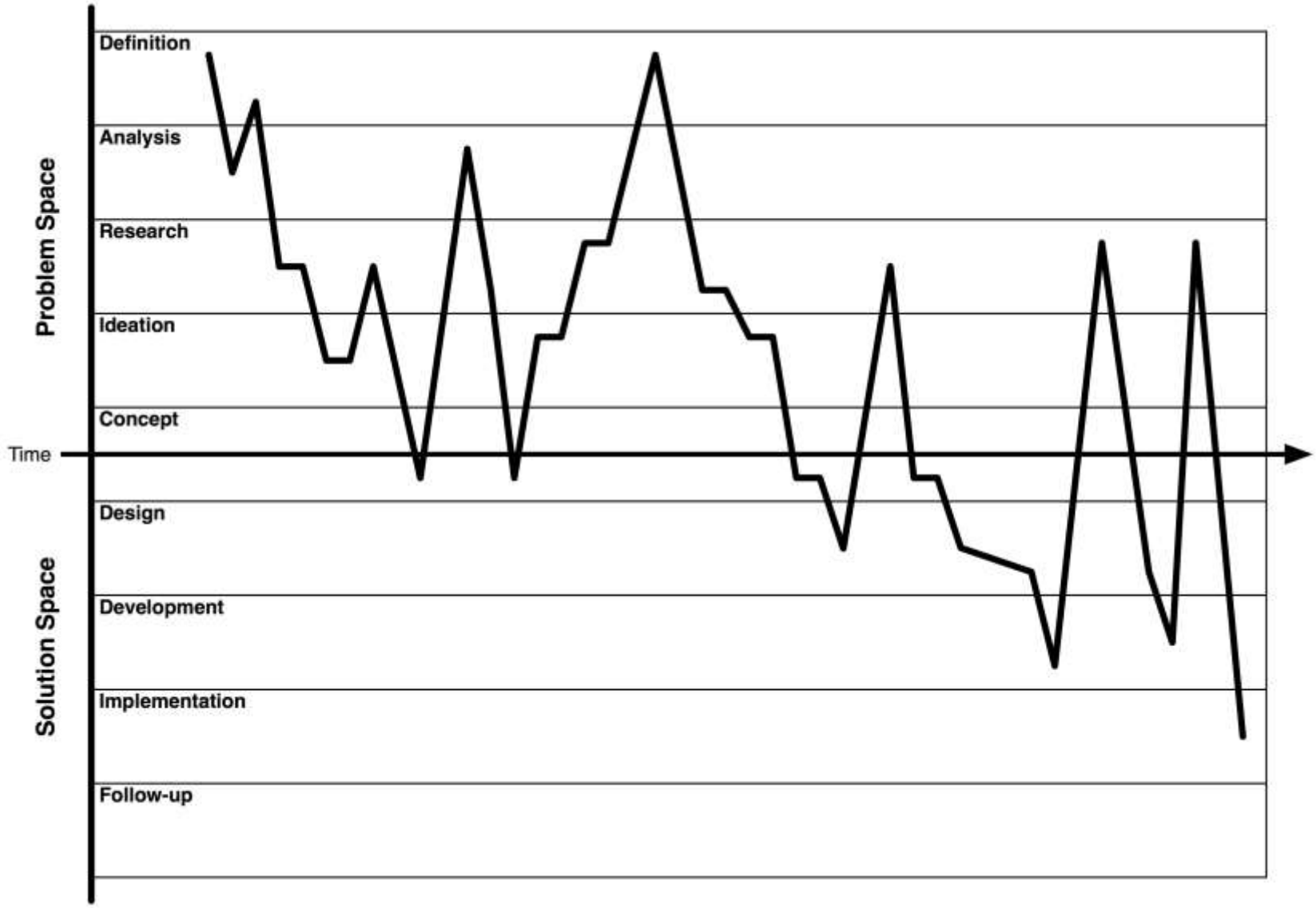
No good or bad: just better or worse

Source: http://farm3.static.flickr.com/2432/3648816968_aff7499167_b.jpg

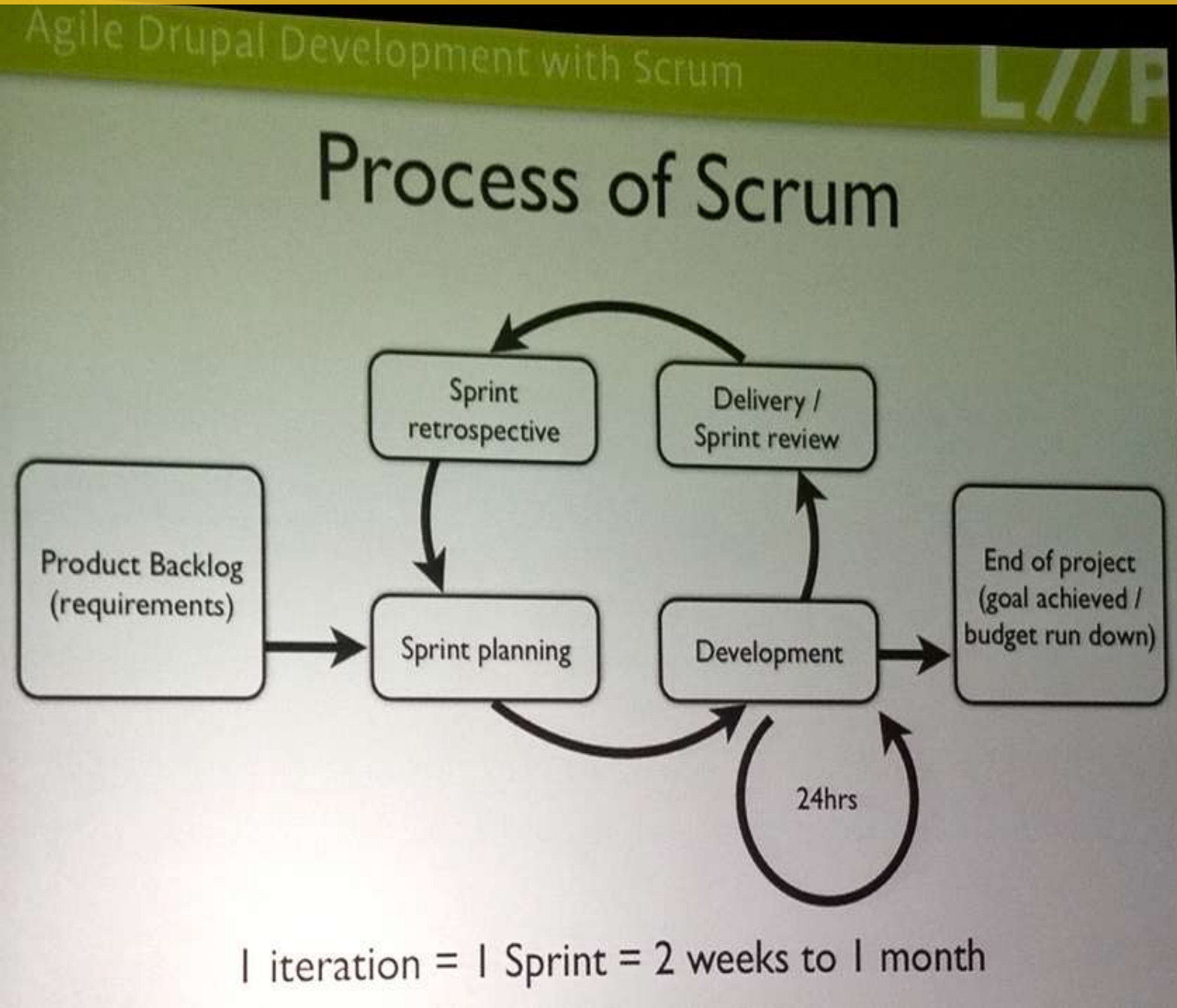
With infinite definitions of the problem and solution

Source: http://farm5.static.flickr.com/4039/4545729148_a6ce9171d9_b.jpg

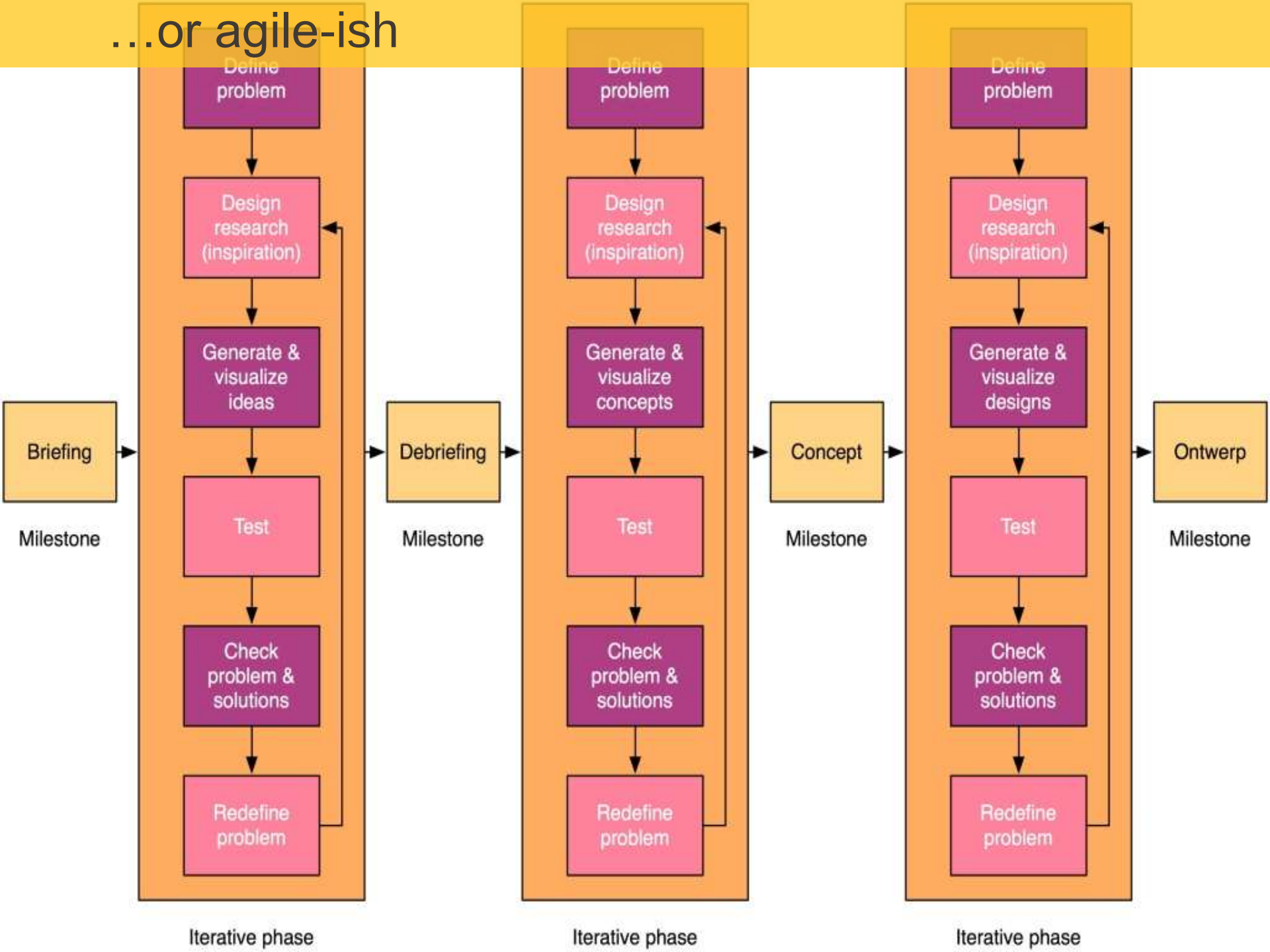
The design process is not a waterfall



So we have agile…



…or agile-ish


Define problem
Design research (inspiration)
Generate & visualize ideas
Test
Check problem & solutions
Redefine problem
Briefing
Milestone
Debriefing
Milestone
Define problem
Design research (inspiration)
Generate & visualize concepts
Test
Check problem & solutions
Redefine problem
Concept
Milestone
Define problem
Design research (inspiration)
Generate & visualize designs
Test
Check problem & solutions
Redefine problem
Ontwerp
Milestone
Iterative phase
Iterative phase
Iterative phase

However, the problem of
the problem space remains…

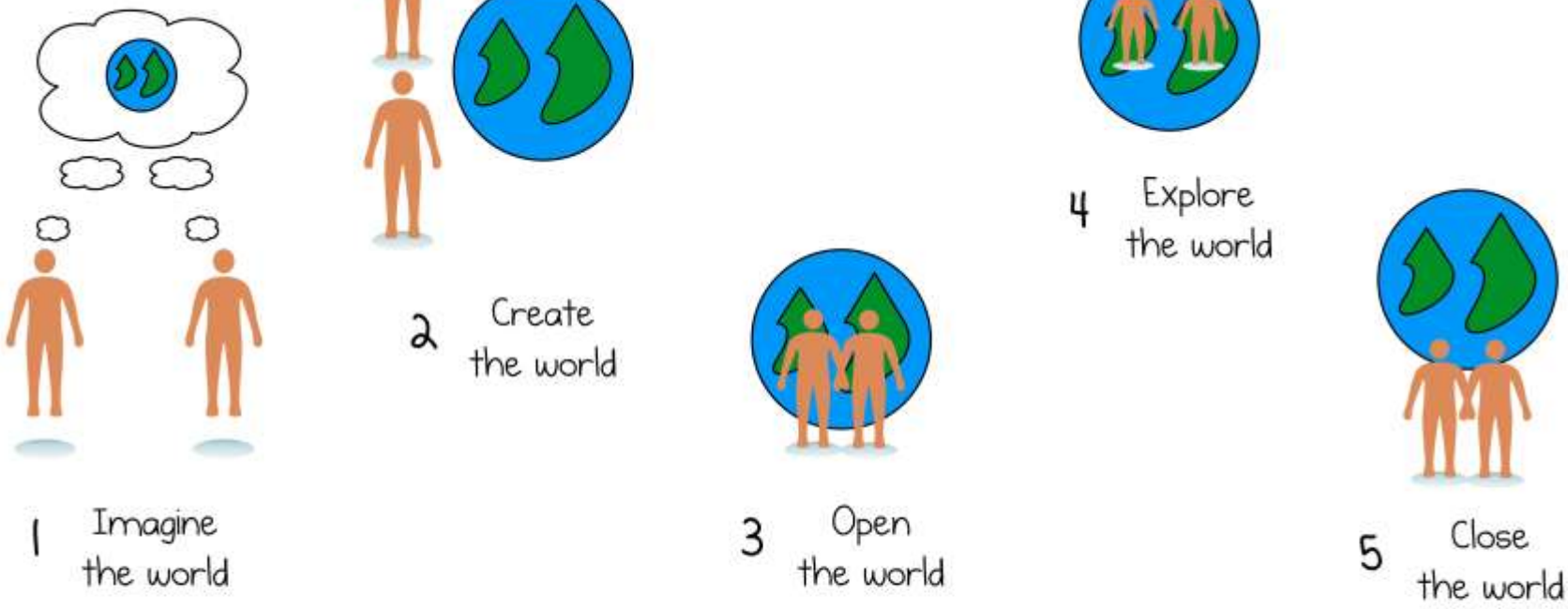
Innovation games and the problem space

Play as learning & exploration

Games as learning & exploration

So let’s have a go…

Technique



Source: Gray, Dave, Brown, Sunni, Macanufo, James. *Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers*. 2010. Print. Sebastopol, CA: O'Reilly.

Donderdag 13 10 11

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Heren, laat je inpakken 14

Chipkaart moet meer kunnen

ChristenUnie komt met waslijst aan verbeterpunten

DOOR JOHN MAES

„De feitelijke kostprijs van de anonieme ov-chipkaart is daarnaast slechts een à twee euro."

De ov-chipkaart kent daarnaast nog verschillende gebreken en veel minder mogelijkheden dan veel vervoerders en reizigers willen. Het enkelvoudig in- en uitchecken waarover Slob vandaag aan

Design the box

- Start at the end
- *Design the box (the packaging) that would sell an improved Dutch Public Transport Chip card (OV-Chip) to the pubic on the shelves of Dutch High Street Stores*

Process

Fill the box (5 min.)

- Brief
- Personal thinking / sketching time
  (N.B. adaptation due to time constraints)

Make the box (15 min.)

- Work as a team to create your team box

Sell the box (5 min.)

- Sell your box to the other teams
  (N.B. also an adaptation for today)

Fill the box (5 min.)

- Think about how you might improve the OV-Chip card
- Feel free to sketch your ideas on the A4 sheets with the exploded box diagram
- The chip stays!

Make the box (15 min.)

Work as a team to make the box

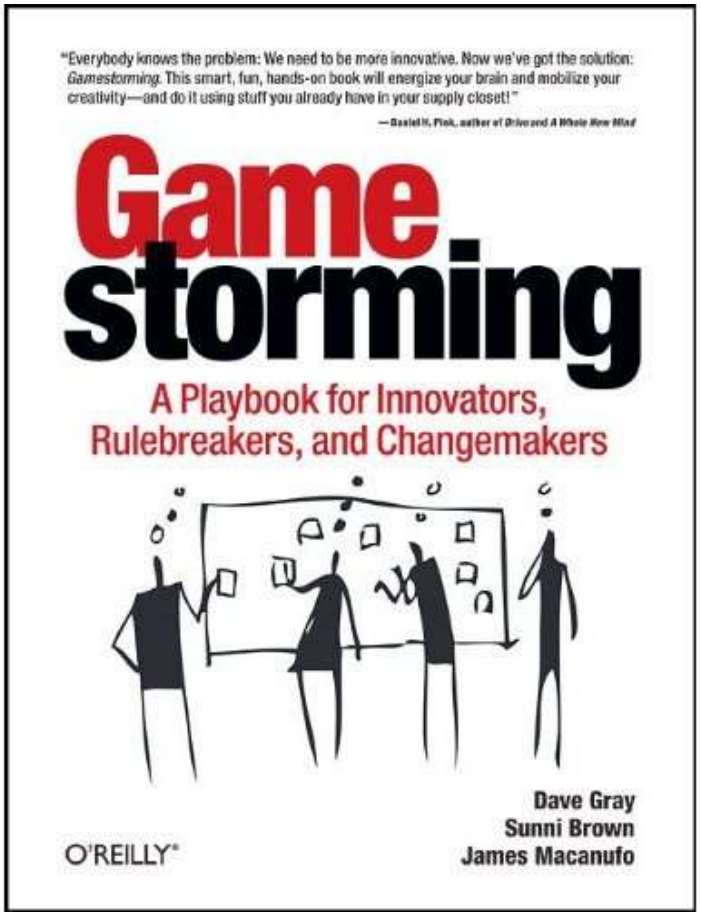
- You have a box and a load of materials to help you make it special
- Make it eye-catching for a high street store shelf (or end of aisle)

Think about things like:

- Features & benefits
- The name
- A slogan or tag-line
- Imagery

The chip still stays!

Sell the box (5 min.)

- Andrei (as a man who doesn’t live here) has been asked to choose 2 or 3 boxes
- The chosen teams must then sell their box to the rest of us
- **Informal vote**

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