

Insight Combination

How is a circus like a murder?

Potential answers:

It isn't

They are both words

They are both in the same sentence

They both have six letters

They both involve people

They both are somewhat rare occurrences

...

How is a circus like a murder?
They are both intense.

Why are jokes funny?

How is a circus like a murder? They are both intense.

Not funny answers

It isn't

They are both words

They are both in the same sentence

They both have six letters

They both involve people

They both are somewhat rare occurrences

Funny answers

They are both intense

In both, you can go straight to the juggler

They're all about Ringling their necks

They can happen when you clown around

Why are jokes funny?

How is a circus like a murder? They are both intense.

Not funny answers

It isn't
They are both words
They are both in the same sentence
They both have six letters
They both involve people
They both are somewhat rare occurrences

- **Accurate**
- **Logical**
- **Predictable**
- **Expected**
- **Obvious ahead of time**

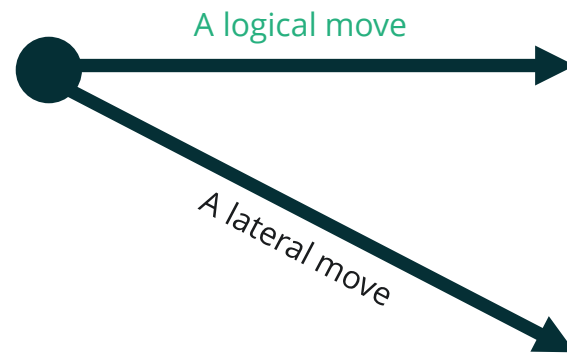
Funny answers

They are both intense
In both, you can go straight to the juggler
They're all about Ringling their necks
They can happen when you clown around

- **Inaccurate (language-play)**
- **Illogical**
- **Unpredictable**
- **Unexpected**
- **Obvious after the fact**

Why are jokes funny?

Circus




In a tent

In tents

Murder



Intense

“Explaining a joke is like dissecting a frog. You understand it better, but it dies in the process.” 

E.B. White

Developing new ideas

Innovations emerge through a process of lateral thinking—by looking at things sideways.

We've leveraged the data to insight process in order to create tacit knowledge of the problem, and to identify opportunities.

Now, we'll build on the insights we've created by combining insights with patterns: by looking at things in new ways.

Lateral thinking

Lateral thinking is a way of looking at problems in a new and unexpected way.

Typically, we look at a problem in a linear, or predictable way: we use logic, based on our previous experiences and our critical thinking, in order to see an idea or concept through to its natural conclusion.

Lateral thinking purposefully rejects predictable ways of thinking in order to arrive at a new, non-obvious solution.

Lateral thinking is driven by a provocation or prompt.

Lateral thinking

For example: purchasing eyeglasses

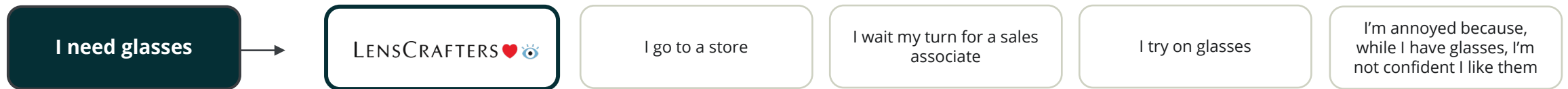
The user's intent:
I need eyeglasses



Lateral thinking

For example: purchasing eyeglasses

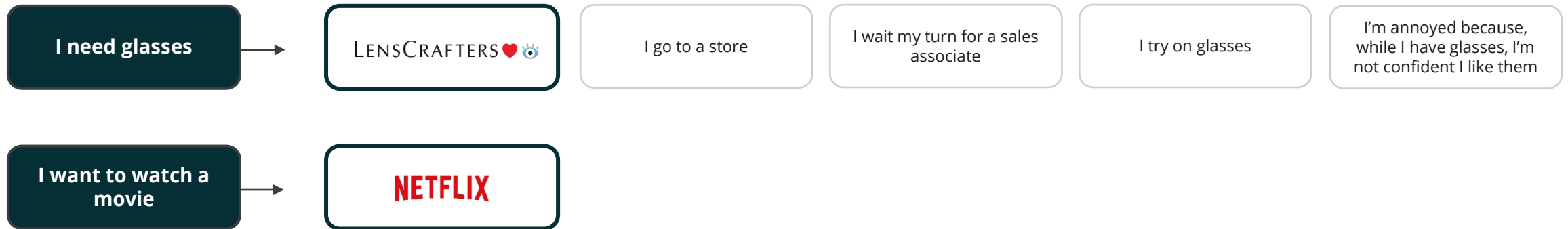
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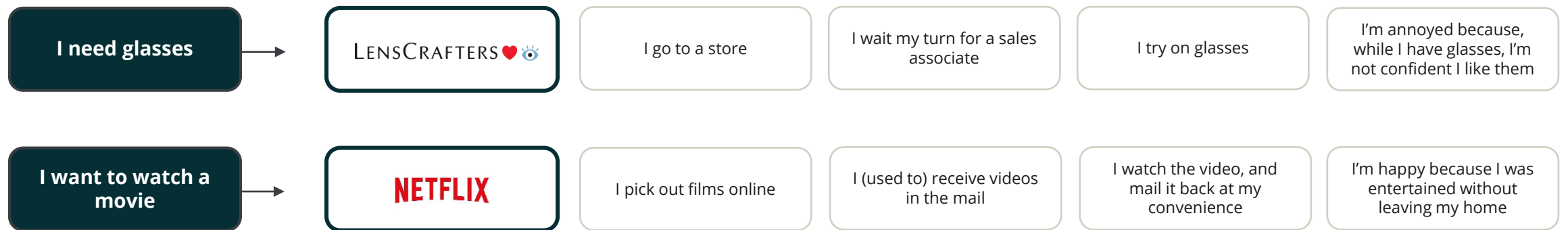
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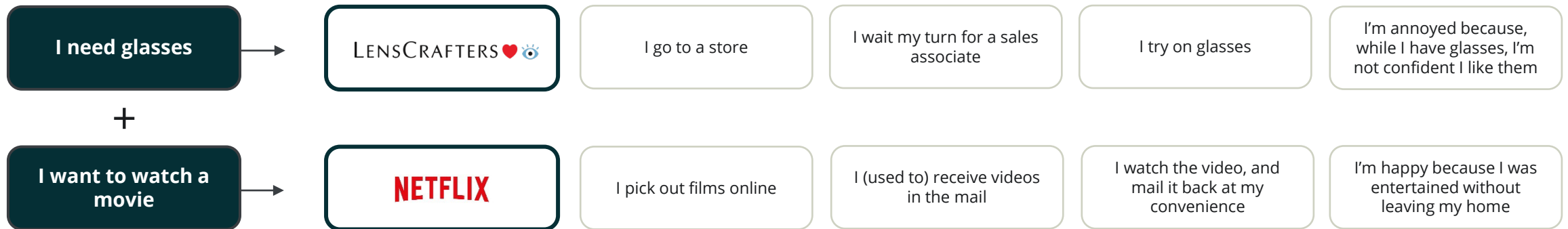
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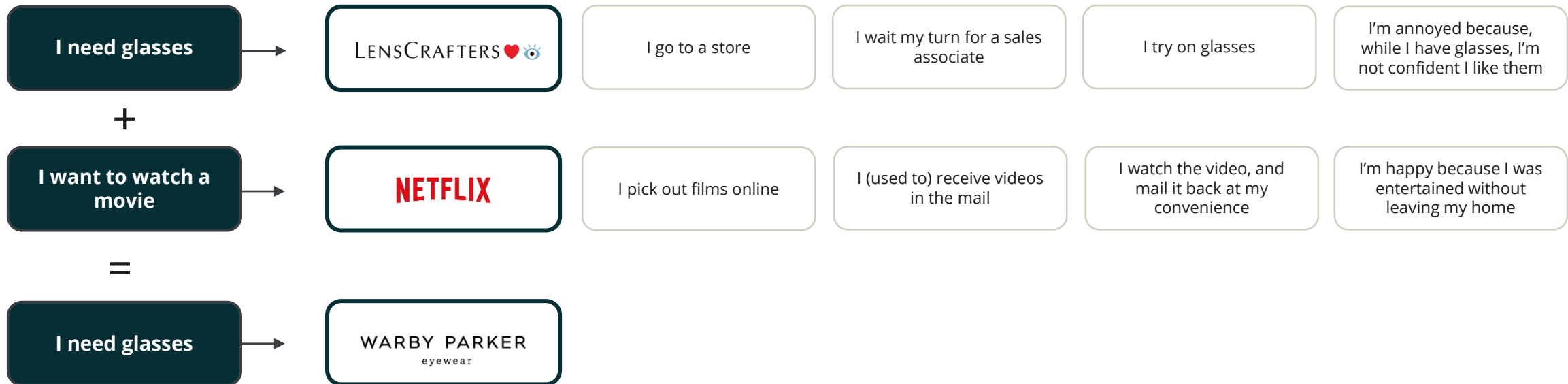
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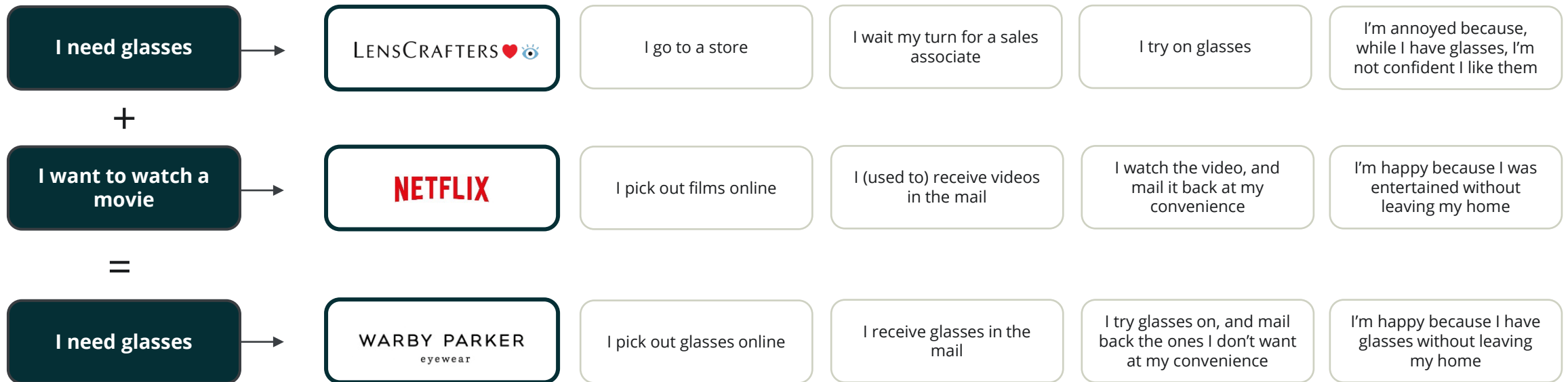
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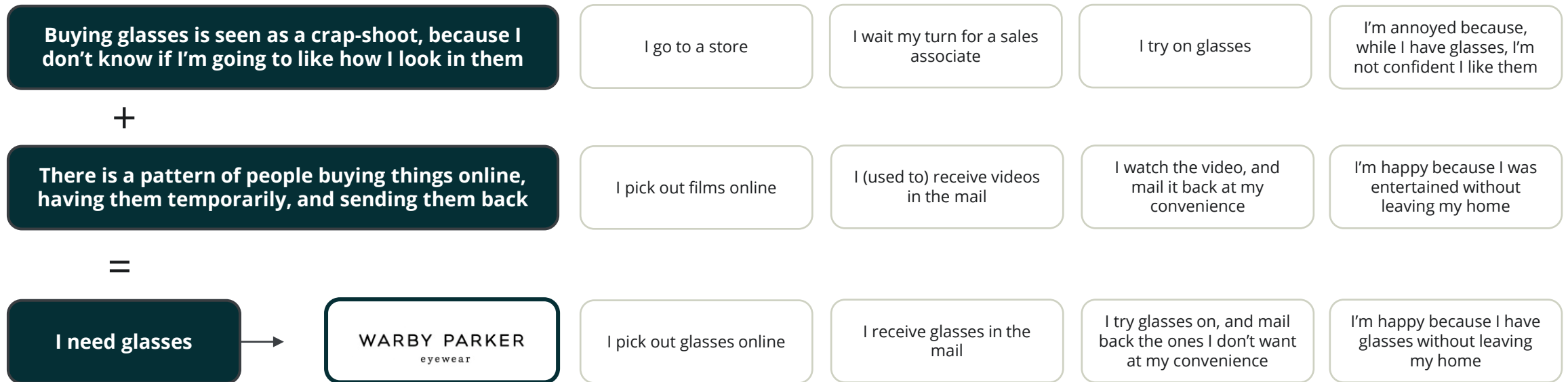
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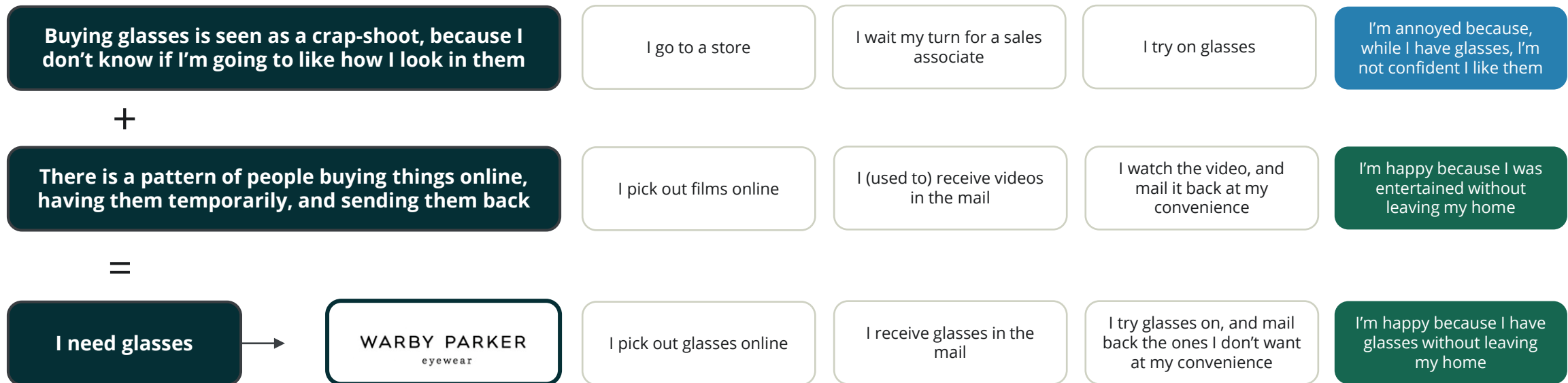
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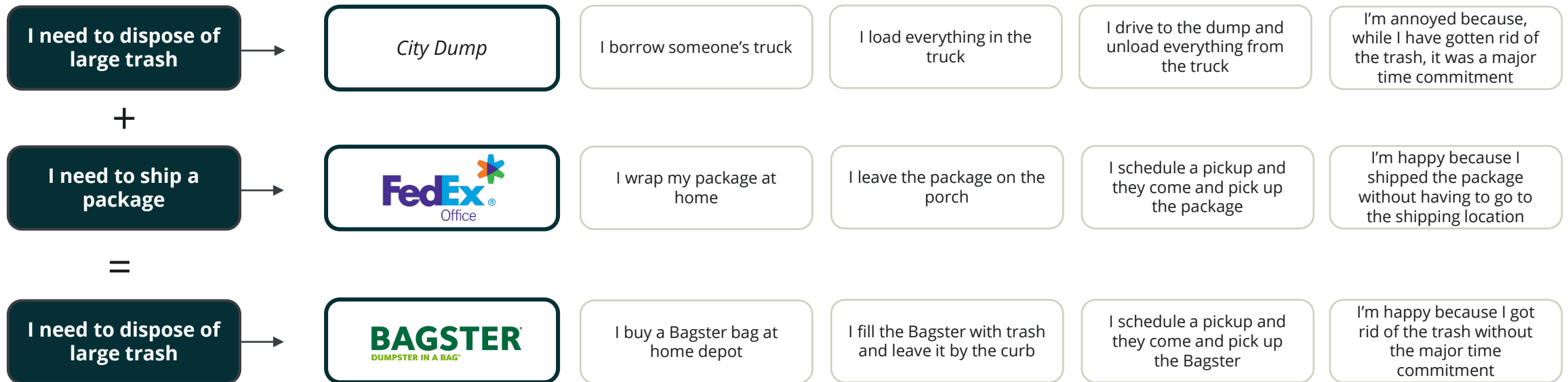


Lateral thinking

For example: disposing of large trash

The user's intent:

I need to dispose of trash that doesn't fit in my trash can

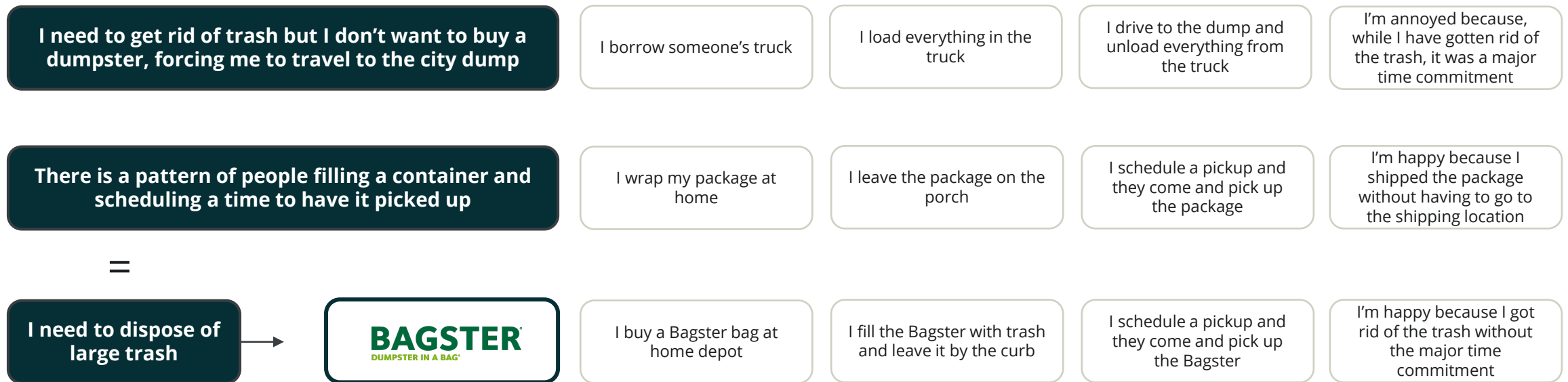


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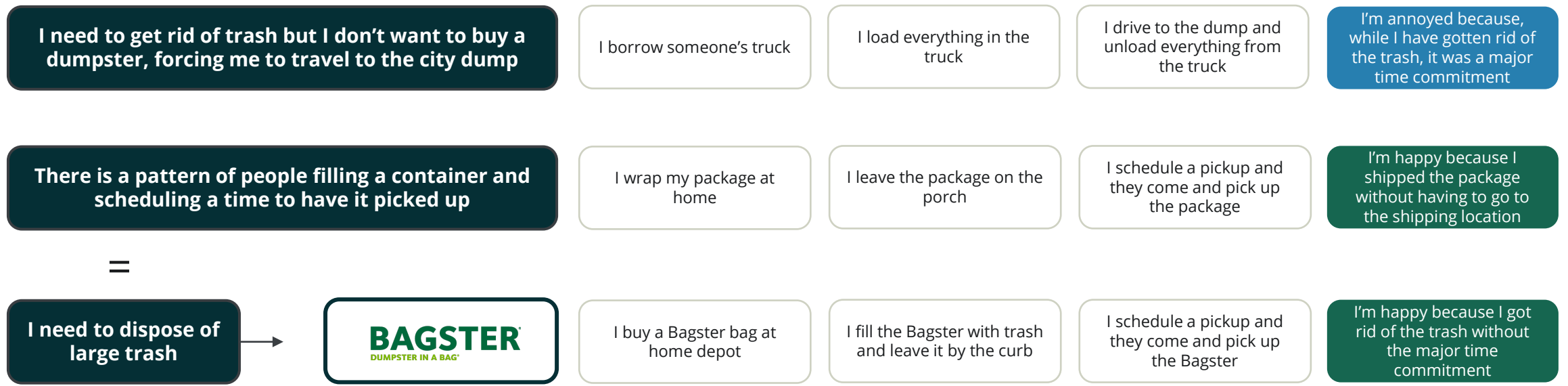


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Innovation Patterns

An innovation pattern is a recurring trend, often related to human behavior.

Innovation patterns describe emergent behavior: things people are starting to do and expect.

Patterns are often driven by innovation, and in turn, drive new innovation.

A good designer can “catch” an innovation pattern on its way up, and help shape the emergent behavior (and, in turn, profit from and benefit from the new behavior).

The cost and ubiquity of 3D printing is changing the way people think about object permanence



Collaborative consumption models (like AirBNB, Car2Go, and Zip Car) are challenging existing, entrenched norms about ownership



Community programs (like CSA food boxes) have raised awareness and interest in local consumption and engagement with local brands



Innovation Patterns

Example innovation patterns:

Wearable technology is driving an awareness of personal health at a micro, behavioral level (the “quantified self”)

Brick and Mortar stores are becoming product showrooms to foster delayed online purchases

On-demand media consumption is confusing and changing traditional planned, programmed, and top-down content delivery

The cost and ubiquity of 3D printing is changing the way people think about object permanence

Companies are increasingly looking for employees who can manage ambiguity and problem solve, rather than follow orders

Curated retail platforms are changing the way people discover and shop for products

The connected world has created an artificial sense of urgency, and has changed the nature of time

Dashboard, wearable, and micro cameras are passively recording everything, all the time

The “internet of things” is allowing people to maintain remote connections to physical objects and places

Collaborative consumption models (like AirBNB, Car2Go, and Zip Car) are challenging existing, entrenched norms about ownership

Platforms like Twitter have flattened public hierarchies, allowing “regular people” to interact directly with celebrities

Subscription-based digital services allow new functionality to be pushed to users incrementally, rather than in massive quantities

Smart technology is appearing in unexpected places - like thermostats or vehicles - enabling new and often unexpected behaviors

Manufacturing customization has enabled consumers to exert a greater preference over aesthetics and content

Community programs (like CSA food boxes) have raised awareness and interest in local consumption and engagement with local brands

“Power of the crowd” models - like Kickstarter - have shifted traditional business models and enabled niche markets to flourish

Insight Combination

To force lateral thinking, we're going to combine innovation patterns with insights.



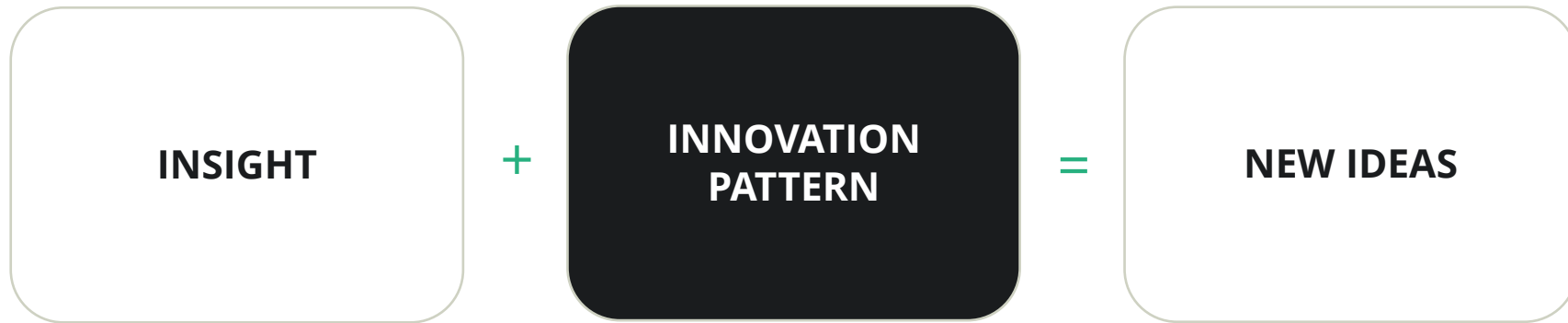
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For example...

Start with insights or observations gathered from research.

Financial responsibility is seen as “real”, while education is seen as “ideal”. **This sets students up for failure, and we shouldn’t encourage students to go to school.**

Technology lacks rich emotional nuance, **and shouldn’t be used in educational settings.**

Children are told an idealized narrative of coming-of-age by society, **and it’s damaging to them as they grow older. We should stop expecting them to “know what they want to be when they grow up.”**

There’s no obvious short-term incentive to follow arduous long-term best practices, **so students don’t. We shouldn’t expect students to make logical, thoughtful life decisions.**

Higher education has an enormous hidden cost: **guilt. We shouldn’t encourage students to take on loans of any kind.**

For example...

Pick one (any one).

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Services like Tinder have changed the way we make big decisions—often, just by swiping left or right.

For example...

Force a lateral move: create a new design idea.

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An online tool that lets students "try on" different life scenarios with the ease of swiping left and right, and see implications of their career choices.

For example...

Do it again; pick another insight or observation from research.

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For example...

Add the innovation pattern...

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Services like instacart are mixing online interactions (food purchasing) with human interactions (like shopping)

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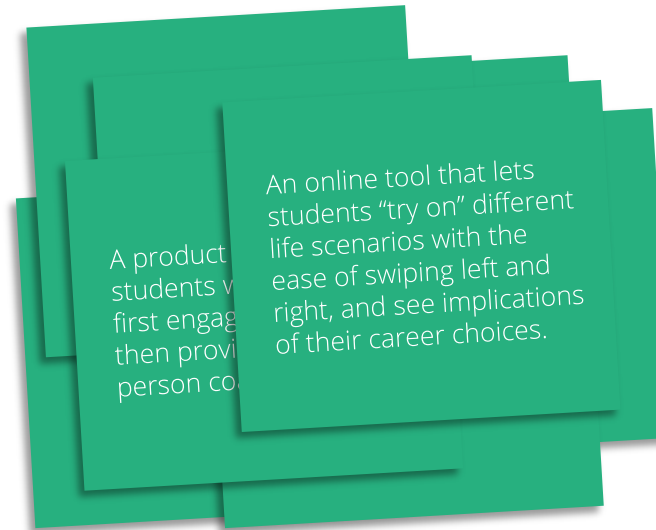
Services like instacart are mixing online interactions (food purchasing) with human interactions (like shopping)

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A product that connects students with mentors, first engaging online and then providing offline, in-person coaching.

The result

Your goal: lots of ideas.



The result

LOTS of ideas. Try for 500.

A dense grid of approximately 500 small, handwritten notes on sticky paper, each containing a unique idea or strategy for education. The notes are organized in a grid-like fashion, with each note typically containing a title, a brief description, and a date or reference code. The ideas are diverse, ranging from classroom management techniques to curriculum development, technology integration, and student engagement strategies. Some notable ideas include:

- Classroom Management:** "Use a 'popcorn' rotation for group work," "Implement a 'quiet time' at the start of class," "Use a 'classroom contract' that students help create."
- Curriculum & Instruction:** "Use a 'backward design' approach for lesson planning," "Incorporate 'real-world' examples into lessons," "Use a 'flipped classroom' model for content delivery."
- Technology Integration:** "Use a 'BYOD' (Bring Your Own Device) policy," "Implement a 'digital citizenship' curriculum," "Use a 'learning management system' (LMS) for course management."
- Student Engagement:** "Use a 'peer-teaching' model for student learning," "Implement a 'student-led conference' system," "Use a 'classroom debate' format for critical thinking."
- Assessment & Feedback:** "Use a 'portfolio assessment' to track student progress," "Implement a 'peer-review' system for student work," "Use a 'self-reflection' journal for student growth."

The notes are densely packed and cover a wide range of educational topics, providing a comprehensive resource for educators looking for innovative ideas and strategies.

Summary

Innovations emerge through a process of lateral thinking – by looking at things sideways.

Innovations emerge from unexpected combinations of ideas. Lateral thinking forces these provocations, and grounds them in patterns people are familiar with.

This is a form of ideation, and helps us develop a large quantity of ideas in a short time.

By generating lots of ideas, rather than focusing on a single good idea, we move past conservative and traditional thinking in order to arrive at new and novel ideas.

We'll use these ideas in future phases of our process, in order to build towards our new north star and product direction.

Thank you!

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