

Future Box Tourism



Method | Ideation - crazy 8

Basics

Objectives	Participants know how to develop many (innovative) ideas in a short time.
Competencies	The participants strengthen their competence to <ul style="list-style-type: none"> ● be creative ● solve problems ● think systemically ● think critically ● ...
Material	per person: a paper (A4) and a pen adhesive dots (for dot voting) - if needed
Form of social interaction	in teams of at least 3 to a maximum of 5 people
Duration	approx. 30 minutes (8 rounds of 1 minute + exchange + selection)

Brief Description

Crazy 8 is a method for developing many ideas in a short time. It is well suited for generating innovative ideas.

Preparation

A team design challenge must be defined in advance by the participants. Alternatively, the 'Destination of the Future' call can be chosen as a starting point - the region can be named as required. (Based on 'City of the Future - Initiatives in Competition', FuturZwei - Stiftung Zukunftsfähigkeit <https://futzwei.org/article/bildungsmaterialien>) - also see alternatives.

Implementation

1. Develop many ideas

Take a sheet of paper (A4) and fold it three times in half so that you have eight rectangles of the same size. Now write a concrete idea for a solution in each rectangle. You have exactly one minute for each idea. Try to visualise the idea, i.e., draw it and not write it and not talk to each other (you will have time to do this afterwards). After every 60 seconds (timer), the next idea is sketched in the next field until all eight fields are filled.

Try to think 'out of the box' and allow for creative, wild ideas. Think: what would be the craziest, coolest, what would I do if I had superpowers, didn't have to follow any conventions, etc.?

Then share your ideas as a team. New ideas that come up during the exchange can, for example, be sketched on post-its. Note: mass is class - develop as many ideas as possible in this time.

2. Select ideas

Depending on the size of the group, you now have at least 24 (3 people) to 40 (5 people) ideas. You can now decide in the team which idea / which bundle of ideas you want to pursue further. The decision can be made, for example, with the help of a portfolio based on certain criteria such as feasibility and effectiveness or simply by 'dot voting' or discussion. Check your choice to see if it can contribute to the solution of your Design Challenge.

Variations

For brainstorming, other methods such as the 10+10, Brainsketching or 6-3-5. See also <https://ph-tirol.ac.at/node/1549> (in German).

Good to know

In the first step, the participants should develop as many ideas as possible without already thinking about whether they can be implemented. This is done in the second step. Regardless of the method chosen, we recommend that phases in which participants develop their own ideas alone alternate with phases in which they exchange ideas in a team and add new ideas together. Warm-ups such as "Yes, but - Yes, and" help participants to understand why it is important to open up in the idea development phase and close down in the decision phase.

Follow-up / securing results

Reflect on the method with the participants, for example using the following guiding questions:

- How did the method feel?
- How did you feel about drawing? Why draw?
- What alternatives are there to the method in order to come up with a lot of - even crazy - ideas as quickly as possible? What helps and what hinders the process? Why?
- What alternative methods are there for selecting ideas?
- How is it possible to adopt the appropriate attitudes (e.g. 'yes, but' - 'yes, and') during the process?
- ...