

Disruption & ripple effects

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14.11.2017@IS



Overview of session:

Introduction

Disruptive idea generation
Sharing

Ripple effect generation
Sharing

When we do design we
reshape the universe
intentionally and
unintentionally.



When we do design we
reshape the universe
intentionally and
unintentionally.



“The best way to predict your future is to
create it.”

- Abraham Lincoln

Creating a
disruption point
(intentional)



Creating
ripple effects
(unintentional)

Problem



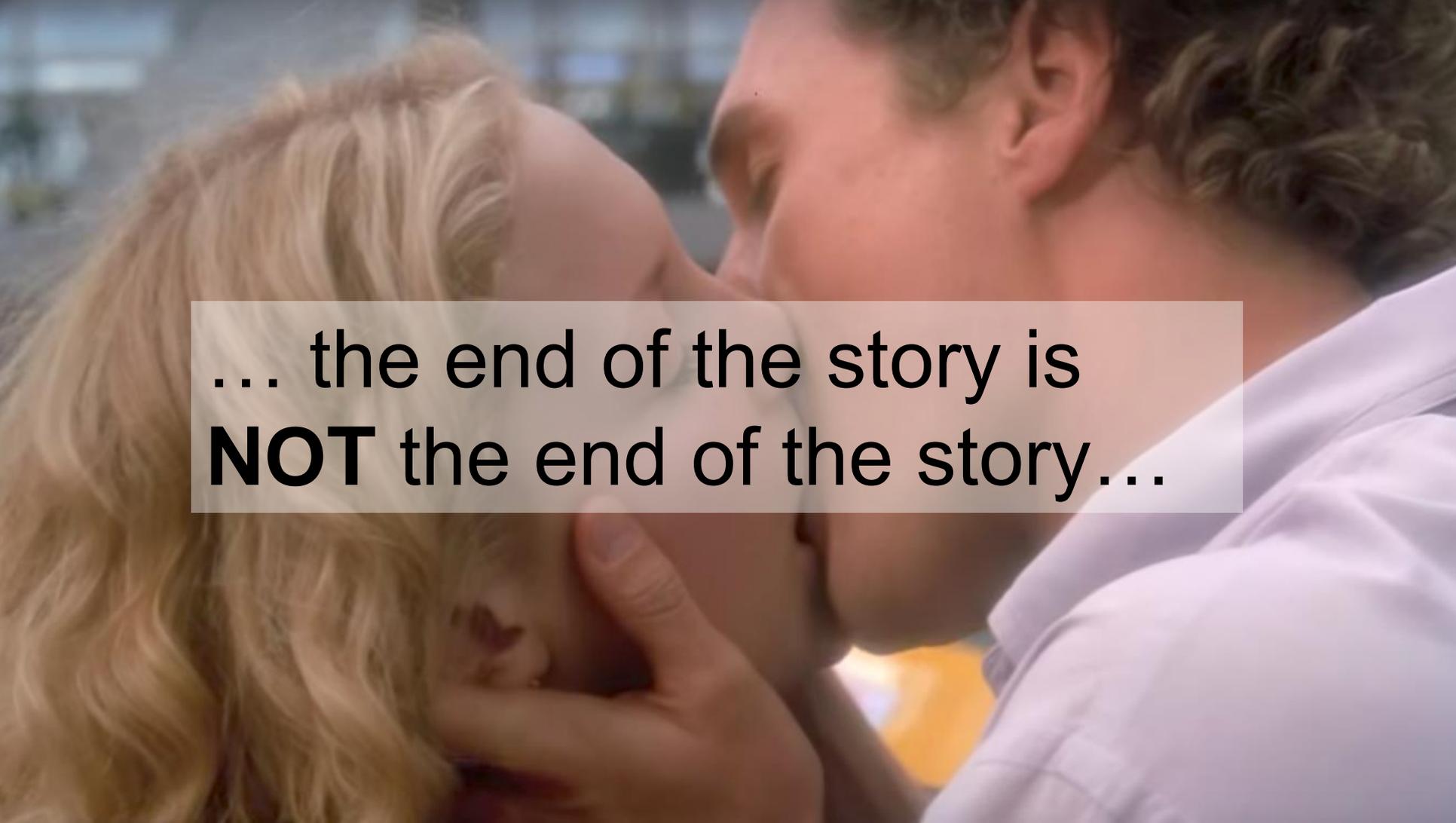
Solution

Solution



Problems

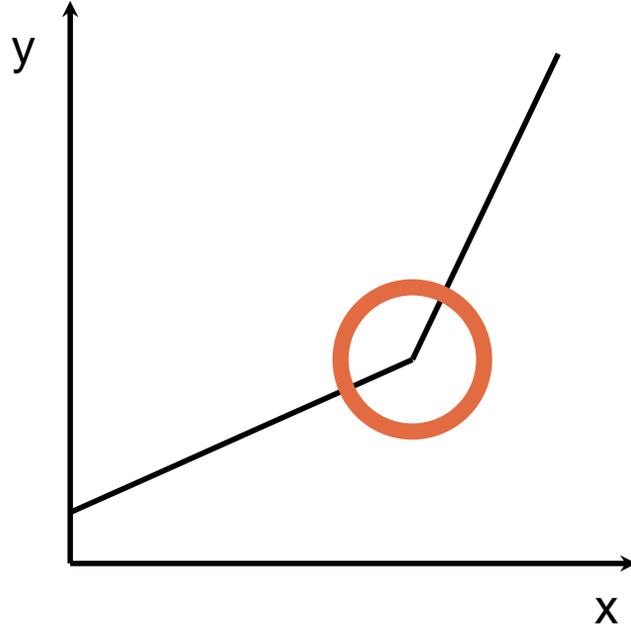




... the end of the story is
NOT the end of the story...

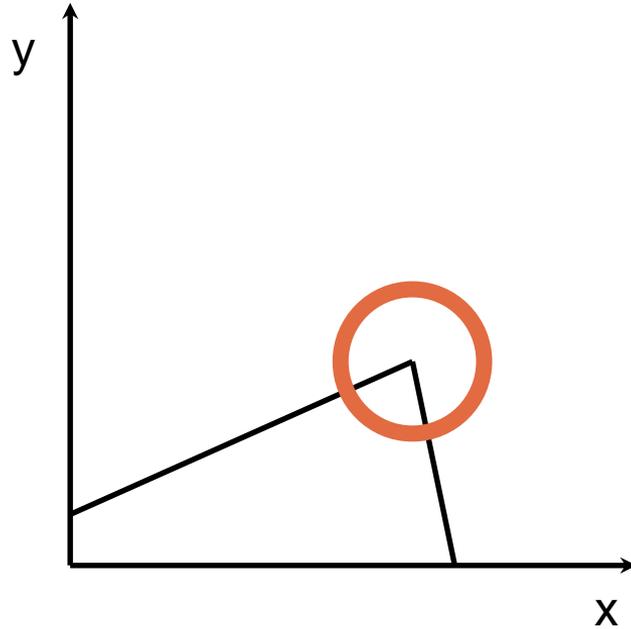
Disruption

Disruption



Not only
technological

Negative or
positive



Incremental
innovation

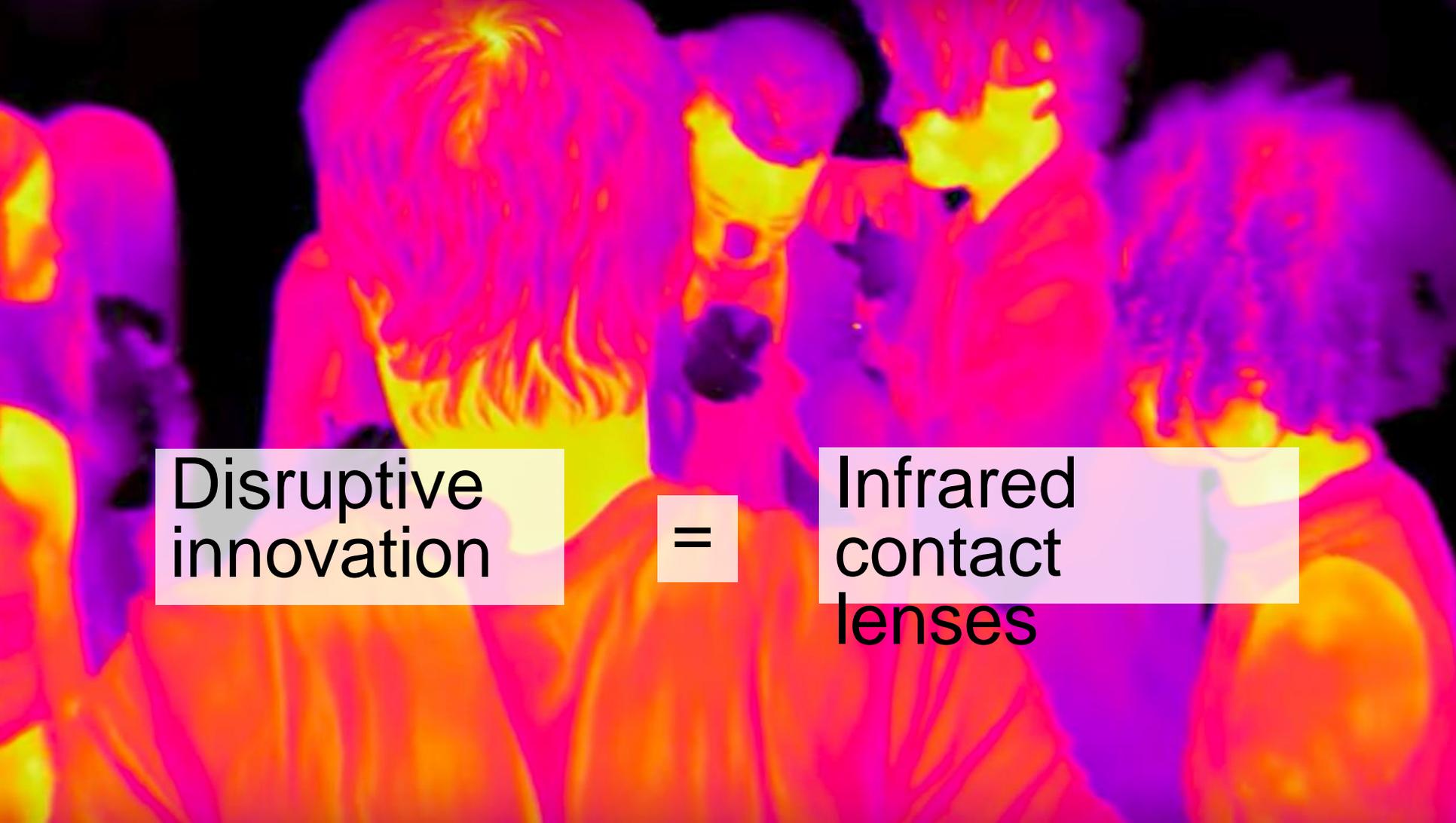
=

5% longer
burning candle

Disruptive
innovation

=

Light bulb

A thermal image of a group of people, likely in a meeting or conference setting. The image is rendered in a color scale from blue (cooler) to red and yellow (warmer). The people's faces and heads are the warmest parts of the image, appearing in shades of red and yellow. The background is dark blue, indicating a cooler environment. The overall scene suggests a group of people engaged in a discussion or activity.

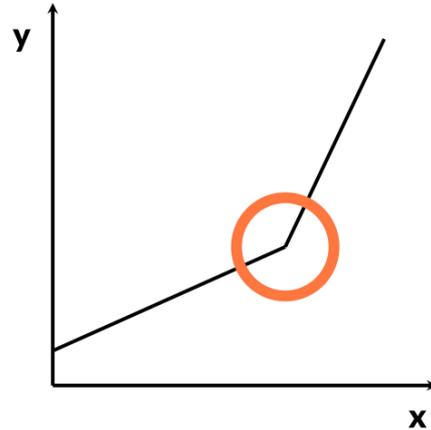
Disruptive
innovation

=

Infrared
contact
lenses

Mission: Come up with a disruptive idea using an everyday object as starting point.

Quantity &
Quality of lives

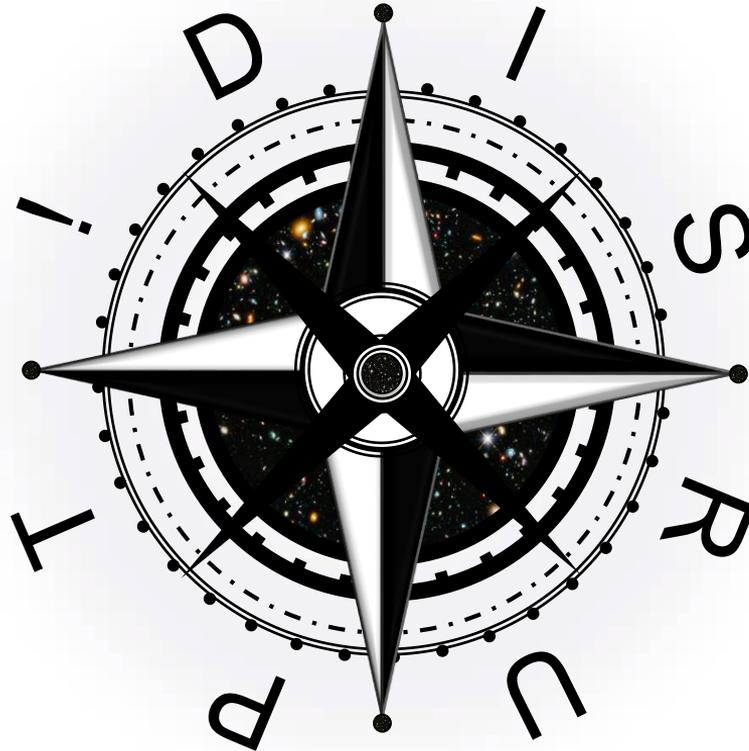




cosmic egg

Current cosmological models
Finnish mythology
Vedic mythology
Greek mythology
Egyptian mythology
Phoenician mythology
Chinese mythology
Norse mythology

Disruption Navigation Device



Inspired by
SCAMPER
TRIZ
Circular
design

...

Case: Fork



D

Decompose your product into separate parts.

What if you would swap out the parts, how they are made and how they work?





Industrial partners.

What if you would create a collaborative partnership with another organization from another industry?



For your lips this
serum



S

System increasing happiness.

What if your system would make someone happy in a novel way?



Mom:
Automatically
moving fork

R

Revise how your system is currently working.

What if it would perform the opposite function and do the functions in a different order?

Making eating
more difficult so
you'll eat slower



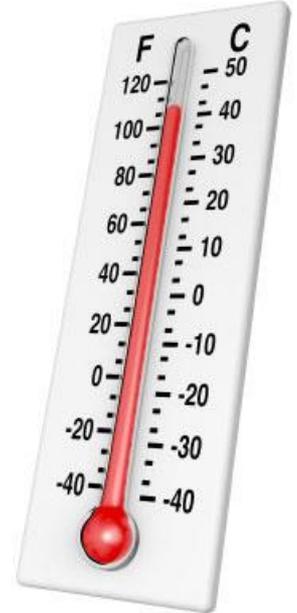
You eat the fork

U

Use nature as inspiration.

**What if your system would be an alive being
(e.g. compromising of sells, self healing, self learning, metabolism, nervous system...)?**

Maintaining a steady
temperature



P

Put your system to another use.

What if you could use it to solve a currently unrelated problem?



T

Think about substituting or removing parts.

What if your system would have different or less hardware or software?

Introducing
photosynthesis
into our genome



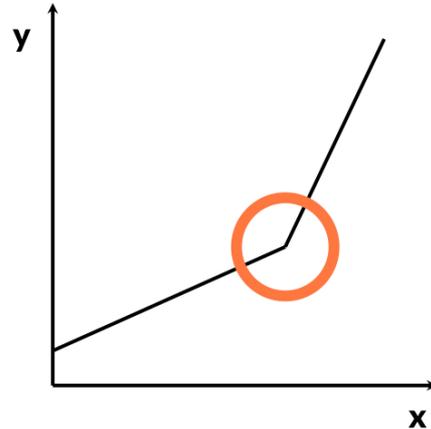


Go nuts!

What if your self criticism system went off for this round? Come up with the most horrible, strange, weird Dali and Burton inspired ideas you possibly can.

Mission: Come up with a disruptive idea using an everyday object as starting point.

Quality &
Quantity of lives
50 mil.



Spin the cosmic egg to find a
category for disruptive thinking





Spin the cosmic egg to find a category for disruptive thinking

Come up with at least 3 ideas before moving on in this category



Spin the cosmic egg to find a category for disruptive thinking

Come up with at least 3 ideas before moving on in this category

15 minutes to gather material - go for quantity



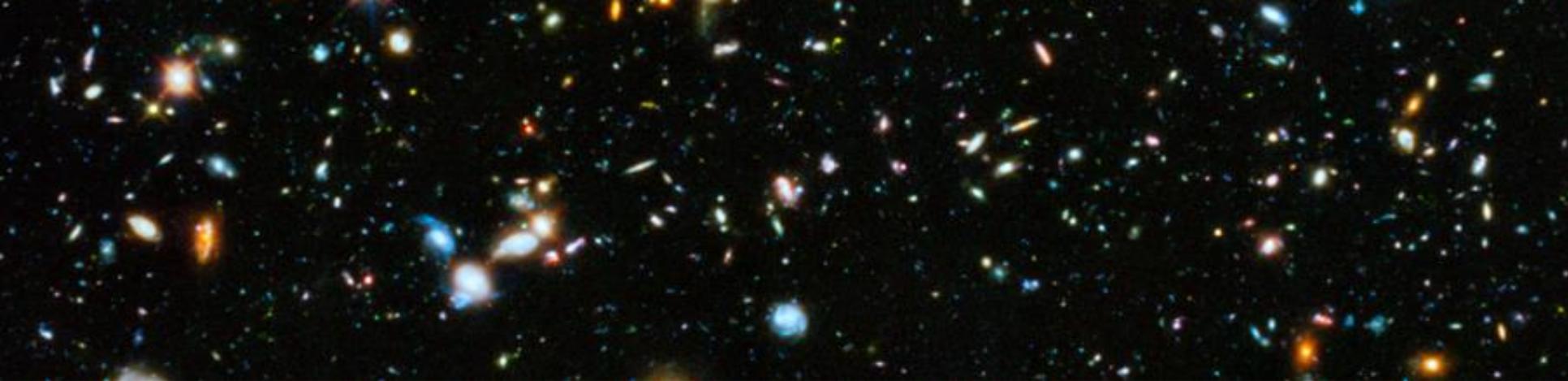
Spin the cosmic egg to find a category for disruptive thinking

Come up with at least 3 ideas before moving on in this category

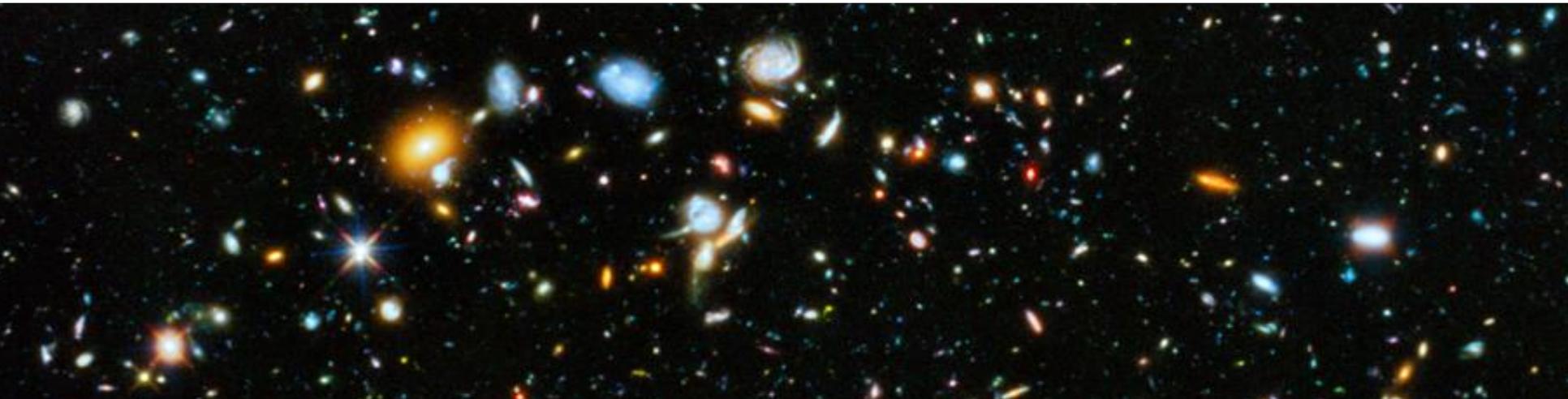
15 minutes to gather material - go for quantity

5 minutes to develop and select a disruptive idea considering:

Quality & quantity of lives affected

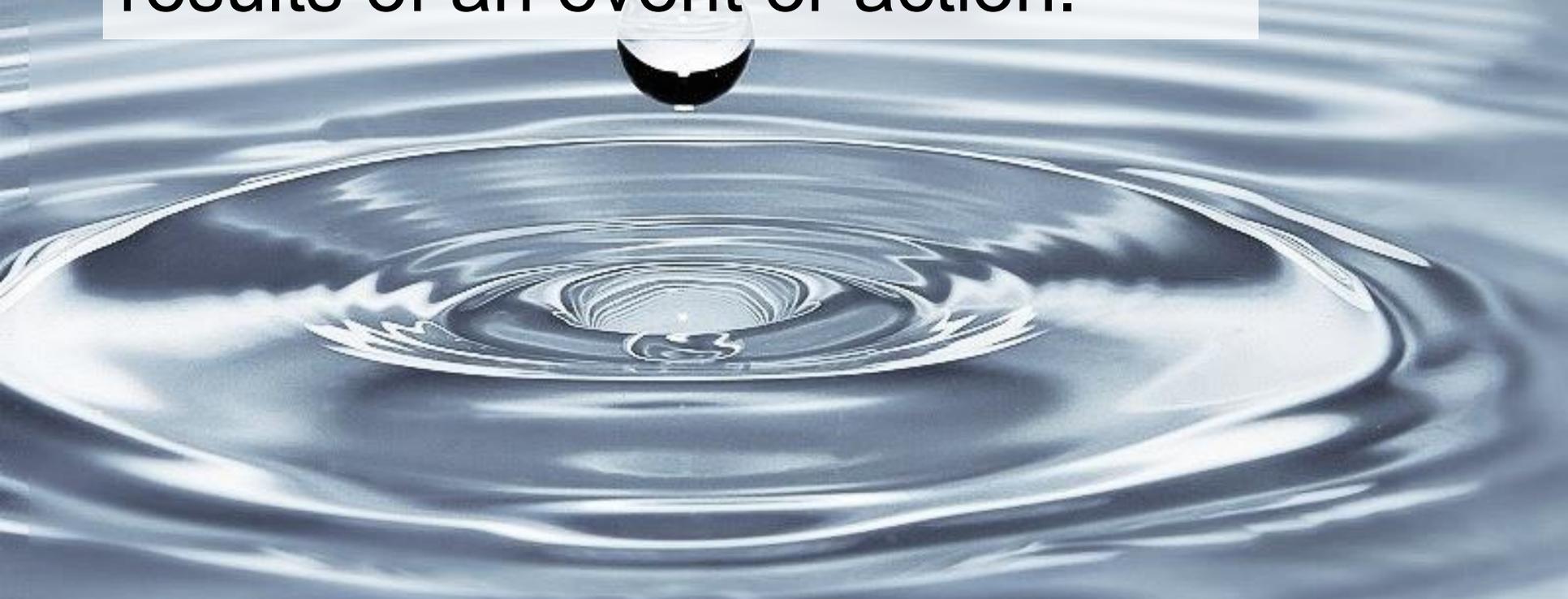


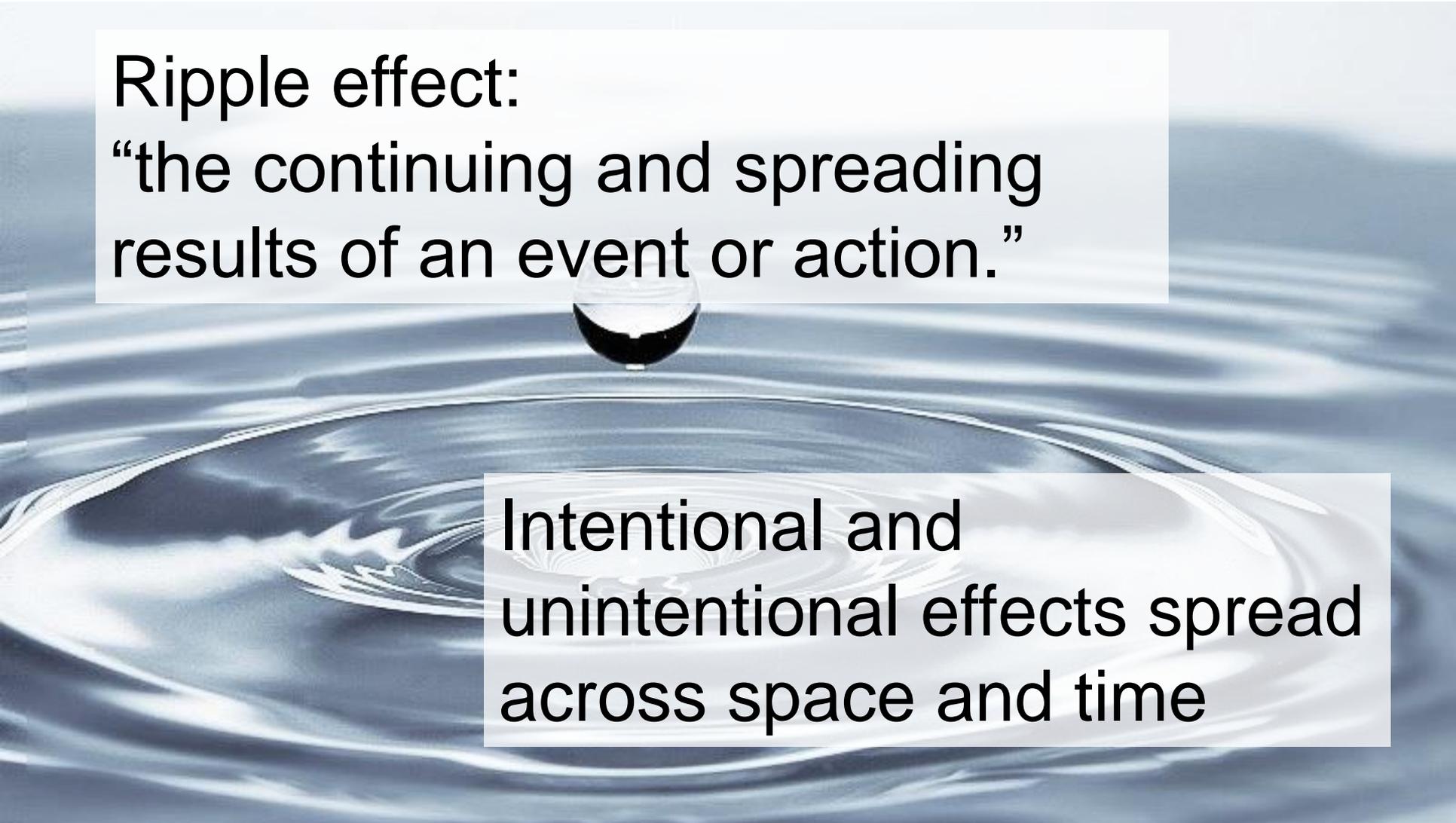
SHARE TIME



Ripple effect:

“the continuing and spreading results of an event or action.”



A high-speed photograph of a water droplet just before it impacts a surface of water. The droplet is dark and spherical, suspended in the air above a point where concentric ripples are spreading outwards across the blue-tinted water surface. The lighting creates highlights on the droplet and the ripples, emphasizing the texture and movement of the water.

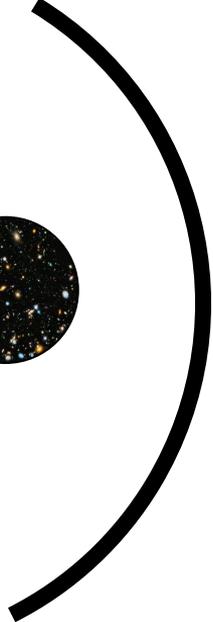
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“the continuing and spreading results of an event or action.”

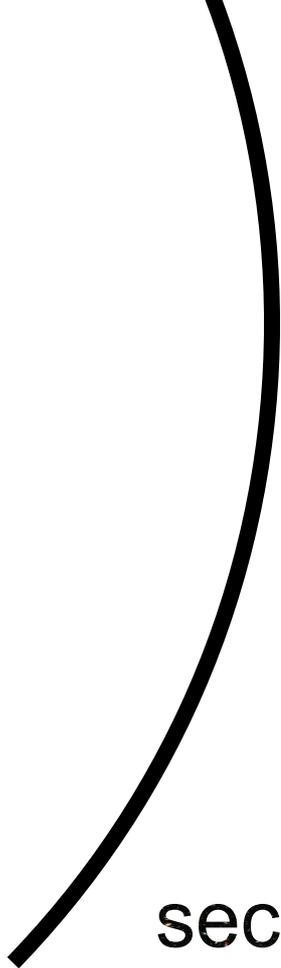
Intentional and
unintentional effects spread
across space and time

Paper recycling in Brazil

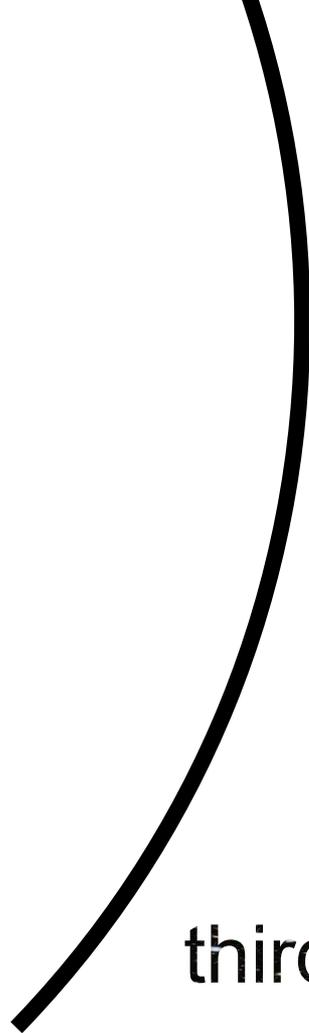
Snake farming in India



first wave



second
wave



third wave



Invention of
bookpress

first wave

second
wave

third wave



Invention of
bookpress

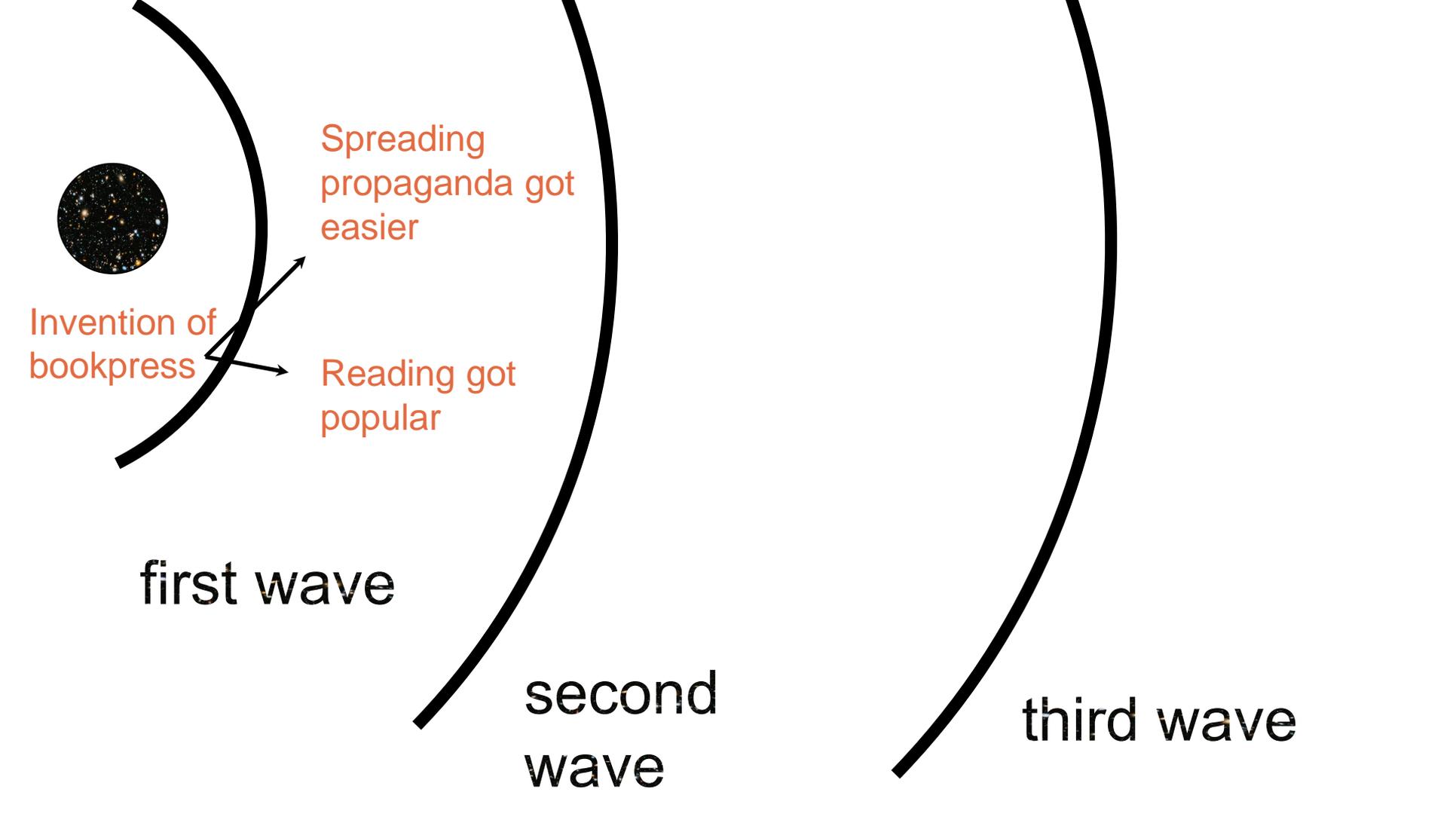
Spreading
propaganda got
easier

Reading got
popular

first wave

second
wave

third wave





Invention of
bookpress

Spreading
propaganda got
easier

Reading got
popular

Good light
conditions became
important for
entertainment

Eyeglasses
became
important

first wave

second
wave

third wave



Invention of
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Spreading
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first wave

Good light
conditions became
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entertainment

Eyeglasses
became
important

second
wave

Cases for
glasses a new
market

Developments
in lens
technology gave
birth to
microscopes..

third wave



Photo-
synthesis to
genome

first wave

second
wave

third wave



Photo-synthesis to genome

Skin turns green

Food industry collapses

Sun as source for feeding

first wave

second wave

third wave

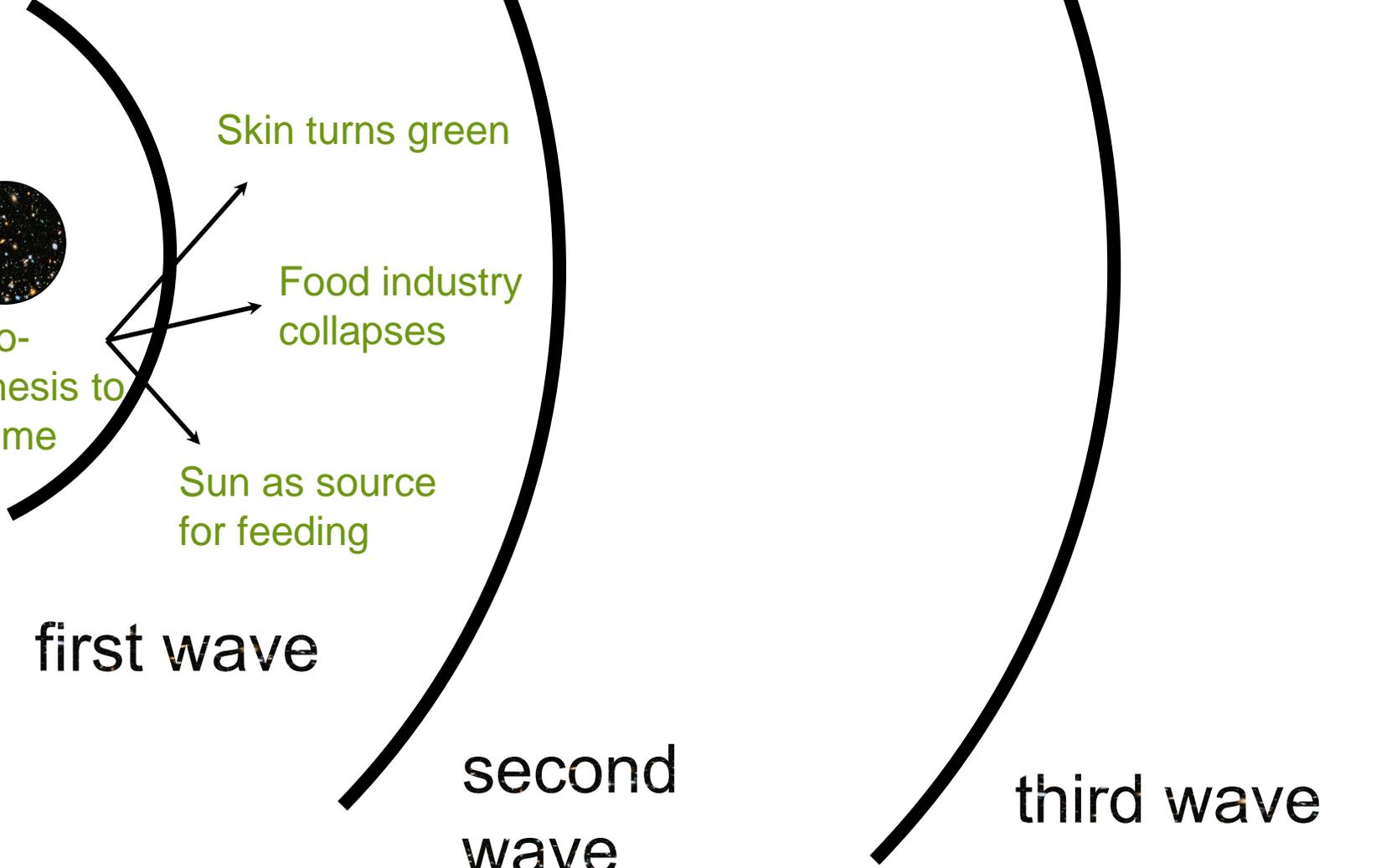




Photo-synthesis to genome

Skin turns green

Food industry collapses

Sun as source for feeding

Techno racism

Color schemes of fashion industry

Spending time outside increases

Finns naturally thinner than Brazilians

“Light restaurants”

first wave

second wave

third wave

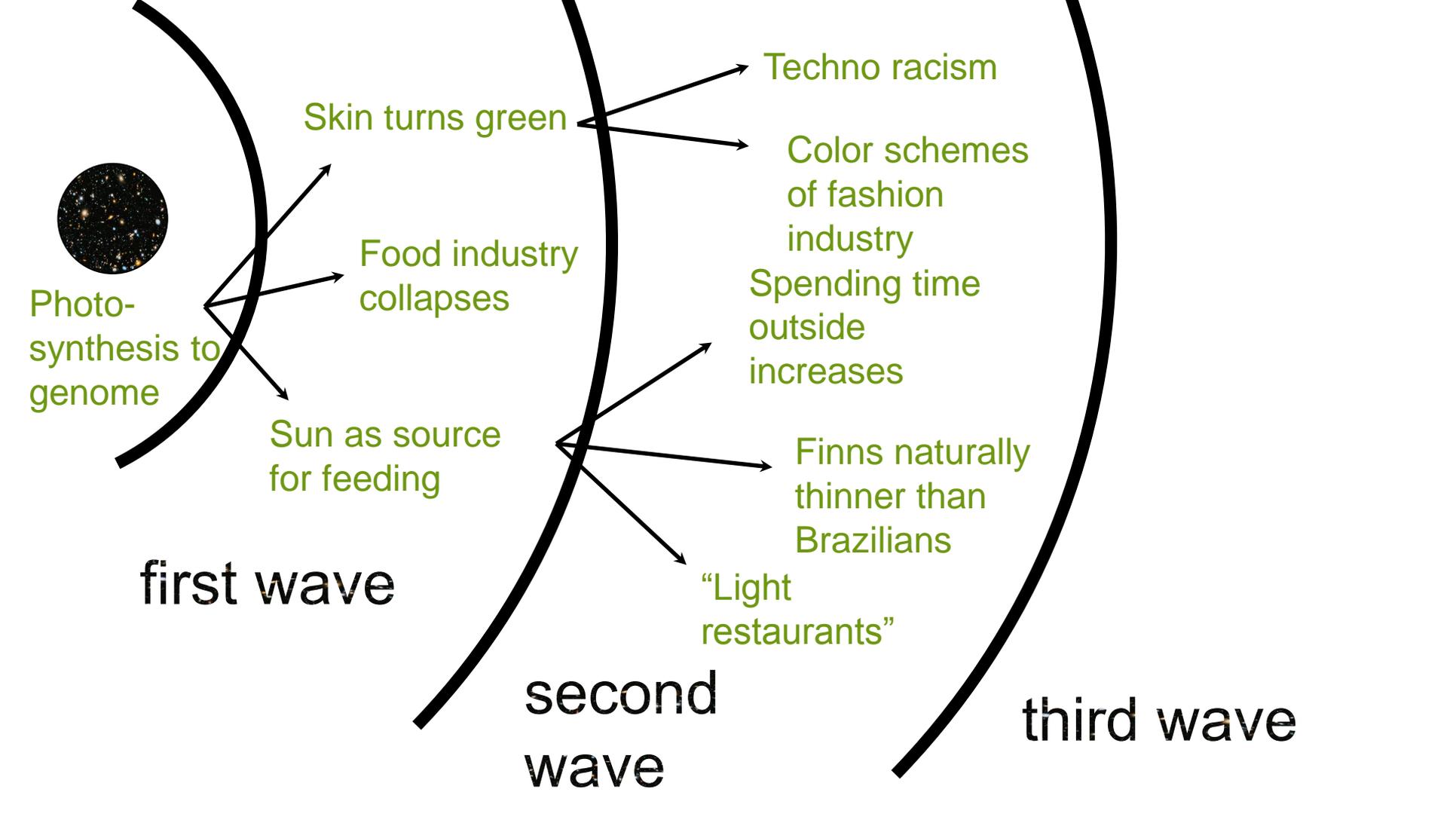




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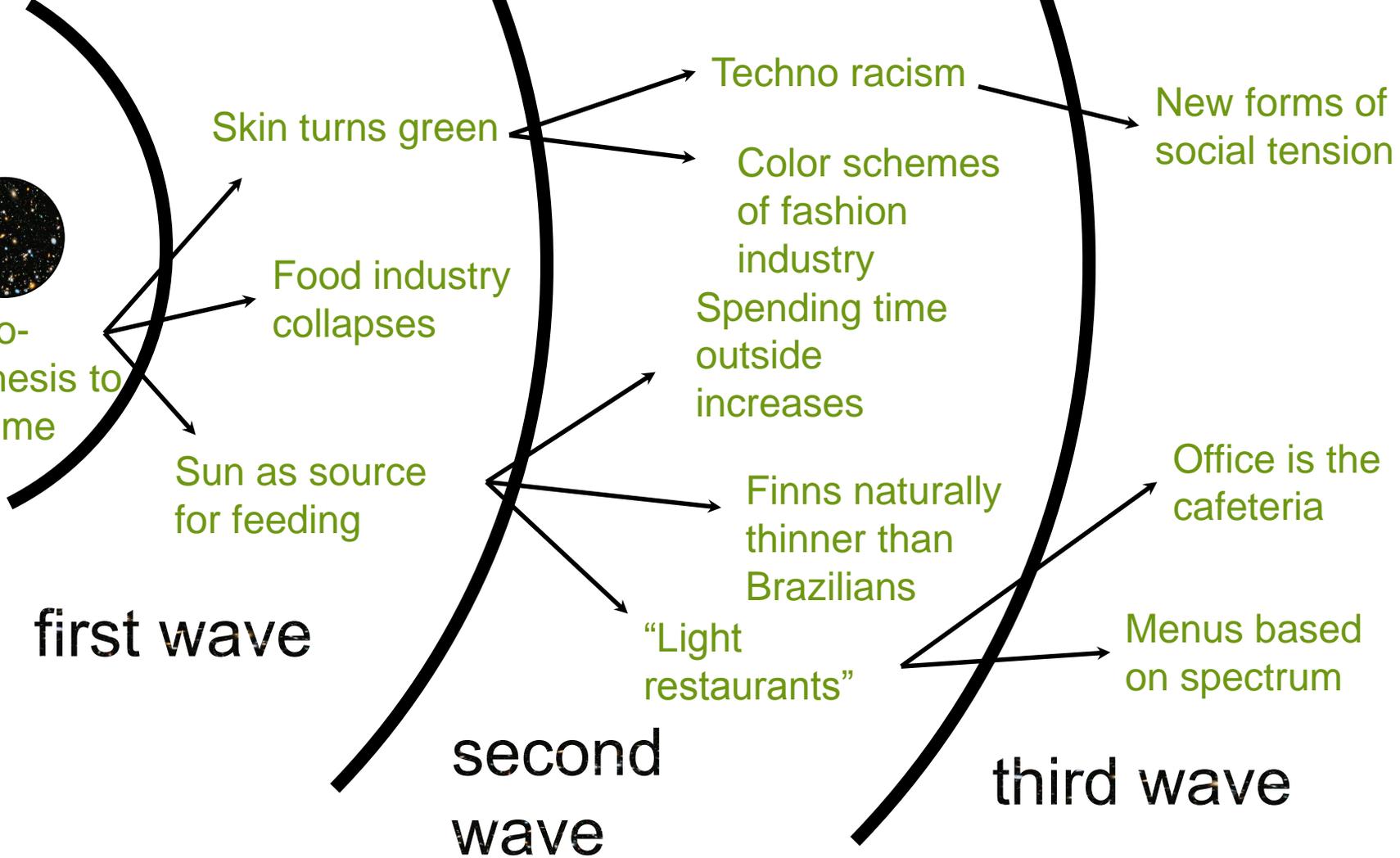
second wave

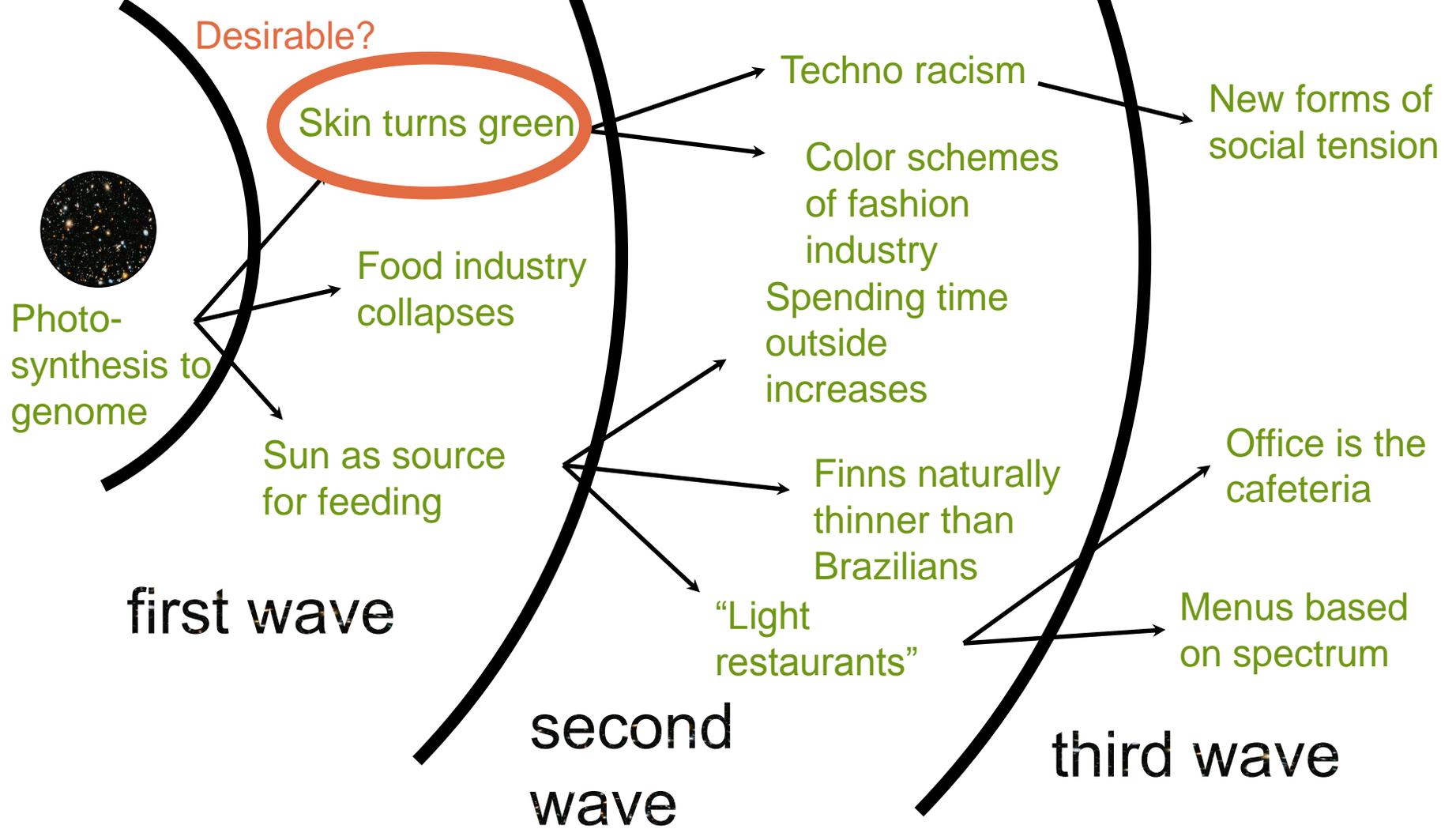
New forms of social tension

Office is the cafeteria

Menus based on spectrum

third wave





Generate ripple effects





Generate ripple effects

5 minutes per wave - go for
quantity



Generate ripple effects

5 minutes per wave - go for quantity

Select & develop a promising ripple story from 3rd wave 10 min



Generate ripple effects

5 minutes per wave - go for quantity

Select & develop a promising ripple story from 3rd wave 10 min

Share the story
(scenario based informance)



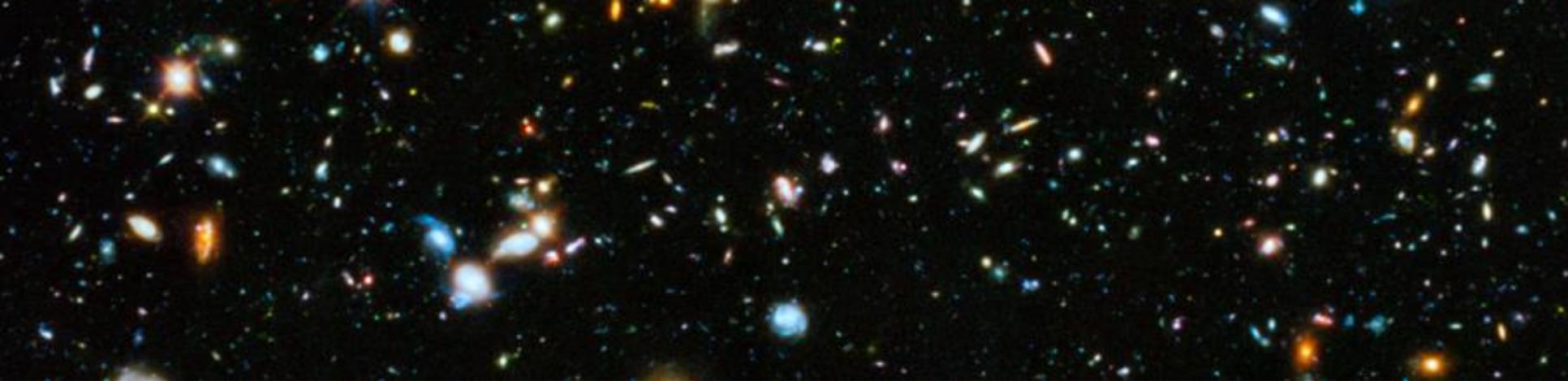
Generate ripple effects

5 minutes per wave - go for quantity

Select & develop a promising ripple story from 3rd wave 10 min

Share the story
(scenario based informance)

Most stimulating story wins a box containing dark matter



SHARE TIME

