Toolbox for creativity
Sørensen, Christian Malmkjær Byrge; Hansen, Søren

Publication date:
2011

Document Version
Early version, also known as pre-print

Link to publication from Aalborg University

Citation for published version (APA):
IF A MOUNTAINEER WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

IF A GEOLOGIST WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

IF A SOUND ENGINEER WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

IF A SKIER WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

IF A PRINTER WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

IF A GLASSBLOWER WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?
IF A LIGHTING TECHNIQUE WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

IF A SCHOOL TEACHER WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

THE SOLUTION SHOULD BE USED BY A NINJA

THE SOLUTION MUST BE PUT TOGETHER WITH PAPERCLIPS

THE SOLUTION SHOULD BE USED FOR VACUUMING

THE SOLUTION MUST BE OPEN SOURCE
CHALLENGE

The solution should be used by a spaceman

The solution must be put together with string

The solution should be used for teaching

The solution must be scalable

Up-side-down

Why is a salad hotter than a smoke detector?

Why is a boat larger than a cruise ship?
WHY IS A STRAITJACKET PRETTIER THAN A FLOWER?

WHY IS A HORSE MORE MASSIVE THAN A SKYSCRAPER?

WHY IS A FLOWER COOLER THAN AN ICE CUBE?

WHY IS A GONDOLA SMALLER THAN A WEATHER VANE?

WHY IS A DRAINPIPE SMALLER THAN A BANANA?

WHY IS AN EMBROIDERY BIGGER THAN A SUN SHADE?
PRINCIPLE
APPLY THE PRINCIPLE OF A TOUCH-SCREEN IN THE SOLUTION

PRINCIPLE
APPLY THE PRINCIPLE OF FEEDBACK IN THE SOLUTION

PRINCIPLE
APPLY THE PRINCIPLE THAT THE MOST IMPORTANT ELEMENT IN THE SOLUTION MUST BE PERFORMED BY JUST 100 PEOPLE

PRINCIPLE
APPLY THE PRINCIPLE OF MASS PRODUCTION IN THE SOLUTION

PRINCIPLE
APPLY THE PRINCIPLE OF A TRAMPOLINE IN THE SOLUTION

PRINCIPLE
APPLY THE PRINCIPLE FOCUS OF THE SOLUTION
APPLY THE PRINCIPLE THAT THE MOST IMPORTANT ELEMENT IN THE SOLUTION MUST BE PERFORMED BY JUST THREE PEOPLE