Toolbox for creativity
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W R D
S O F A

W R D
S O L A R C E L L S

P I T C H E R
K E T C H U P
If a stockbroker was hired to solve this problem, what ideas would he come up with?

If a guide was hired to solve this problem, what ideas would she come up with?

If a marketing manager was hired to solve this problem, what ideas would he come up with?

If a snake charmer was hired to solve this problem, what ideas would she come up with?

If a charmer was hired to solve this problem, what ideas would she come up with?

If a gold digger was hired to solve this problem, what ideas would he come up with?
If a massage therapist was hired to solve this problem, what ideas would she come up with?

Challenge: The solution should be able to be used by a three-year-old.

Challenge: The solution must use solar cells.

Challenge: The solution must be able to freeze.

Challenge: The solution must be pressure sensitive.
**CHALLENGE**

The solution must not be connected to the ground.

The solution must be able to be hidden.

The solution should be used by a drummer.

The solution must emit light rays.

Up-side-down

Why is a saw thicker than a plane?

Why is an airbag less flexible than a gymnast?
WHY IS A HOB COLDER THAN A SNOWBALL?

WHY IS A STRETCHER THE OPPOSITE OF A SODA?

WHY IS A PENCIL SMARTER THAN A PERFUME?

WHY IS A BUMPER SOFTER THAN A PILLOW?

WHY IS ONE PIN LARGER THAN A CLASSROOM?

WHY IS A DRILL SOFTER THAN A BED?
APPLY THE.principle OF A BEAUTY CONTEST IN THE SOLUTION

APPLY THE.principle OF DICTATORSHIP OF THE SOLUTION

APPLY THE.principle THAT THE MOST IMPORTANT ELEMENT IN THE SOLUTION IS ONLY TEMPORARILY AVAILABLE

APPLY THE.principle OF PERIODIC FUNCTION OF THE SOLUTION

APPLY THE.principle OF A “SNOWBALL EFFECT” IN THE SOLUTION

APPLY THE.principle OF DRIVE-INS OF THE MAIN ELEMENTS OF THE SOLUTION
APPLY THE PRINCIPLE THAT THE MOST IMPORTANT ELEMENT IN THE SOLUTION MUST VANISH

APPLY THE PRINCIPLE OF PYRAMID SCHEMES IN THE SOLUTION