



Aalborg Universitet

AALBORG UNIVERSITY
DENMARK

Toolbox for creativity

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Publication date:
2011

Document Version
Early version, also known as pre-print

[Link to publication from Aalborg University](#)

Citation for published version (APA):
Byrge, C. (Producer), & Hansen, S. (Producer). (2011). Toolbox for creativity. 2D/3D (psysical products)

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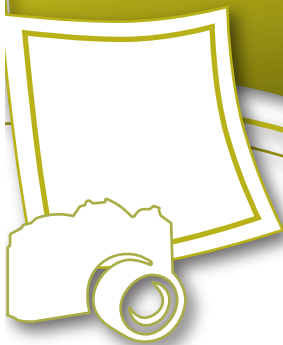
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PLAYING CARD

PICTURE

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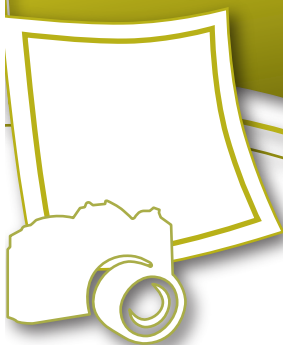


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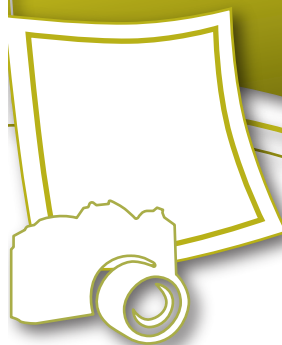


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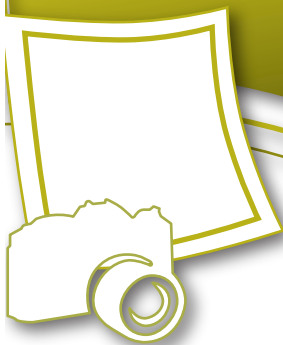


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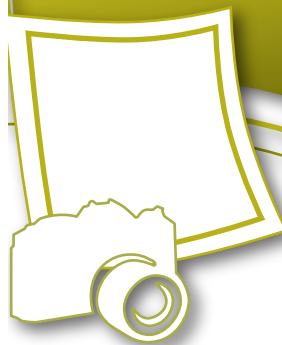


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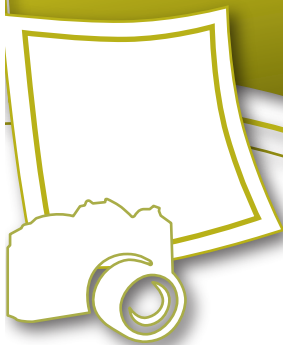
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JUNCTION



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BOTTLE



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WORD

DOT



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WORD

WALKIE-TALKIE



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TOWN HALL



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SUN



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SCHOOL



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CAR



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HIGHWAY



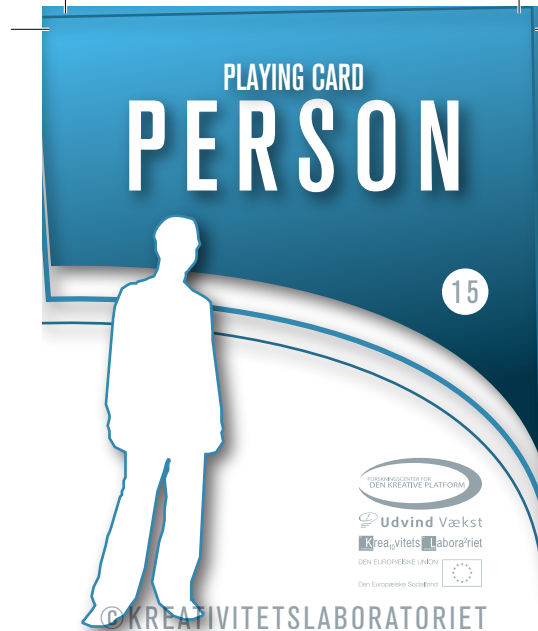
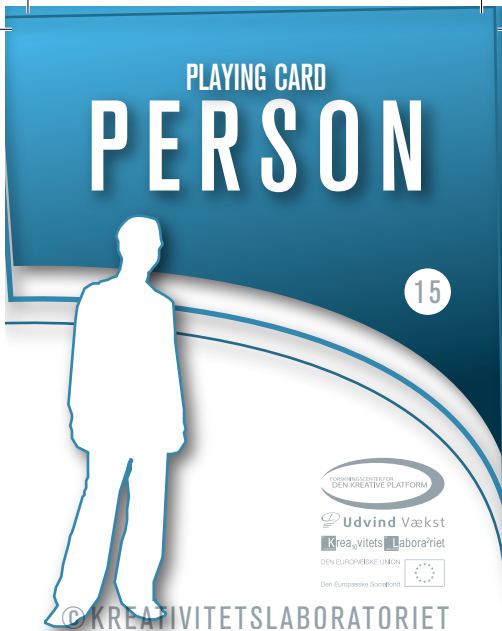
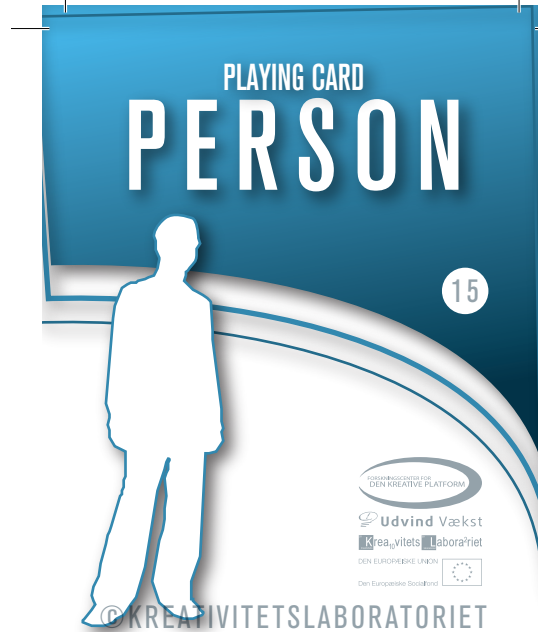
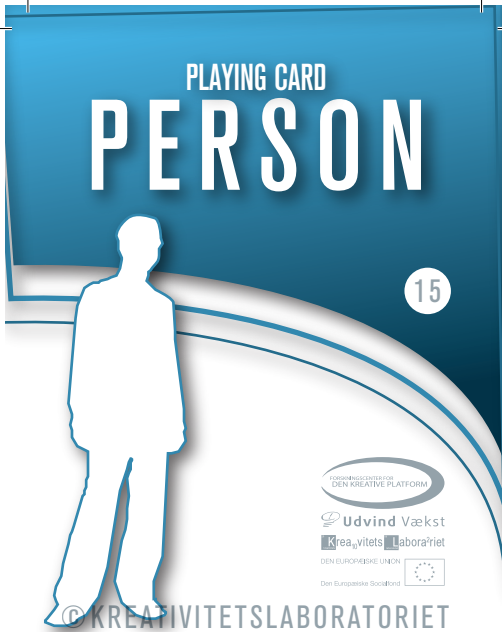
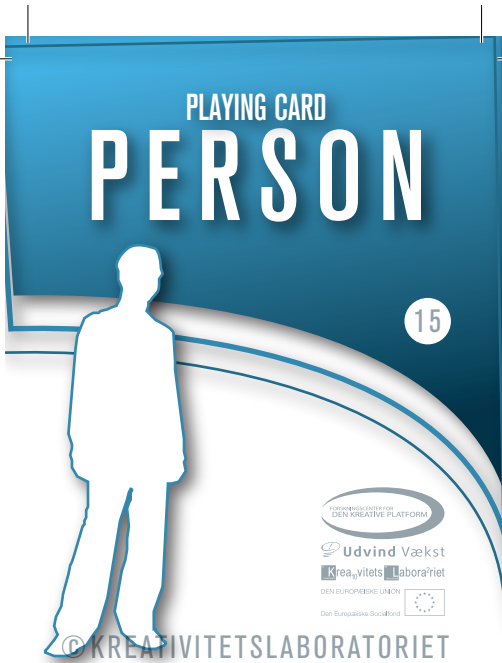
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WORD

STREET



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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

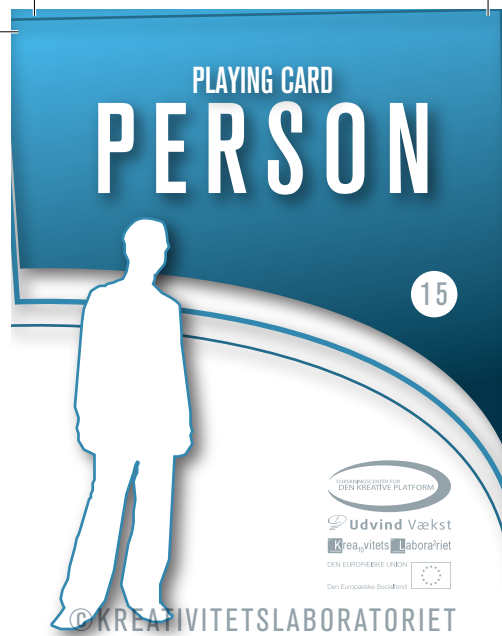
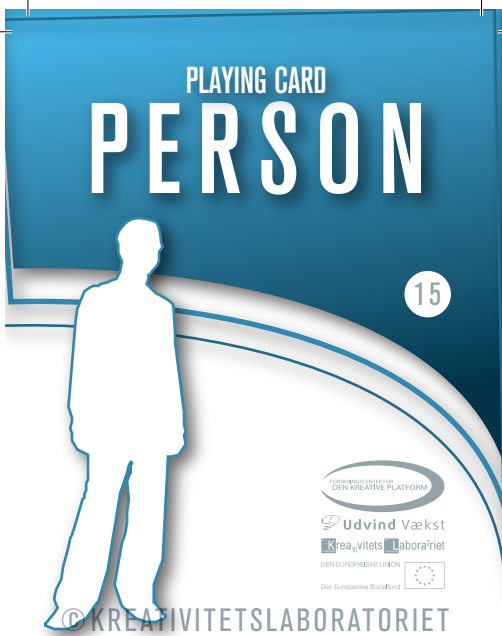
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PERSON



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

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PERSON



IF AN **ENVIRONMENTALIST** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

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PERSON



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

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CHALLENGE



THE SOLUTION SHOULD BE USED BY A WALKING-IMPAIRED PERSON

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CHALLENGE



THE SOLUTION MUST BE MEMORABLE

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CHALLENGE



THE SOLUTION SHOULD BE USED IN A CINEMA?

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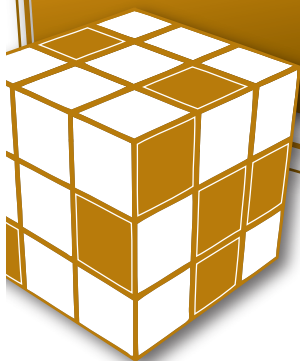
CHALLENGE



THE SOLUTION SHOULD DEVELOP THE USER'S MOTOR SKILLS

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PLAYING CARD
CHALLENGE

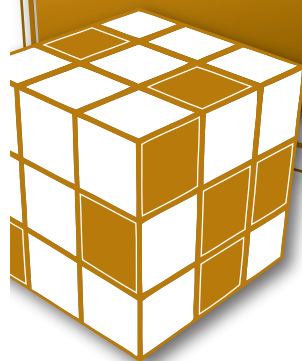


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CHALLENGE

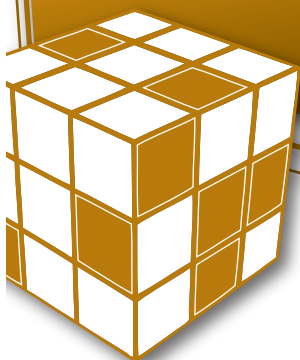


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PLAYING CARD
CHALLENGE

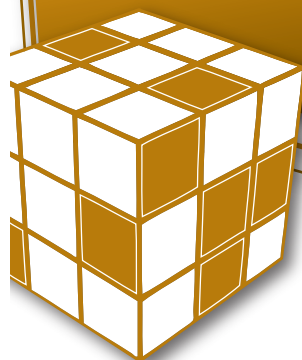


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PLAYING CARD
CHALLENGE



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PLAYING CARD
UP-SIDE-DOWN



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PLAYING CARD
UP-SIDE-DOWN



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CHALLENGE



THE SOLUTION SHOULD BE USED BY A BRAIN SURGEON

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CHALLENGE



THE SOLUTION SHOULD BE USED IN AN IGLOO

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UP-SIDE-DOWN



WHY IS A DOOR SMALLER THAN A BED?

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CHALLENGE



THE SOLUTION MUST BE ABLE TO HANG ON A WALL

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CHALLENGE



THE SOLUTION SHOULD DEVELOP THE USER'S ENDURANCE

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UP-SIDE-DOWN



WHY IS A LIGHT SHOW CHEAPER THAN A WINDOW?

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PLAYING CARD
UP-SIDE-DOWN

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PLAYING CARD
UP-SIDE-DOWN

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UP-SIDE-DOWN

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UP-SIDE-DOWN

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PLAYING CARD
UP-SIDE-DOWN

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UP-SIDE-DOWN



WHY IS A YEARBOOK LARGER THAN A TENT?

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UP-SIDE-DOWN



WHY IS A BEAR CHEAPER THAN A NAPKIN?

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UP-SIDE-DOWN



WHY IS AN ANTENNA FASTER THAN A TENNIS RACKET?

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UP-SIDE-DOWN



WHY IS A HANDBRAKE UGLIER THAN A SUNGLASS?

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UP-SIDE-DOWN



WHY IS A CONCRETE BLOCK SMALLER THAN A COIN?

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UP-SIDE-DOWN



WHY IS A BALLOON THE SAME AS A SOLAR CELL?

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF A SMOKE
DETECTOR IN THE SOLUTION

PRINCIPLE

APPLY THE PRINCIPLE OF OPEN
COMMUNICATION IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE THAT THERE IS ONLY
ONE CUSTOMER WHO CAN AFFORD THE
SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF BUOYANCY IN THE
SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF A SATELLITE IN
THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF THE YEAR
DIFFERENT MONTHS IN THE SOLUTION

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF THE WEAKEST
ELEMENT IN THE SOLUTION MUST BE THE
SOLUTION'S STRONGEST ELEMENT

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF HEATING THE
SOLUTION

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