

10 "What if..."

What?

This is a tool that will awaken ideas and fantasies about future possibilities. The unthinkable today might be a part of everyday life tomorrow.

Time?

60 minutes, depending on how much time you want to spend on this exercise.

Why?

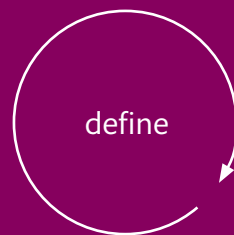
We need to adapt and prepare for the unknown since we have no idea what society will look like in the future. To ask yourself "What if..." can help you to understand how your work can be affected by future developments. "What if..." questions are meant to provoke and make you want to explore future situations, without limiting your thoughts to the present time.

What is needed?

You will need paper, pens, post-its, and a whiteboard or big papers.

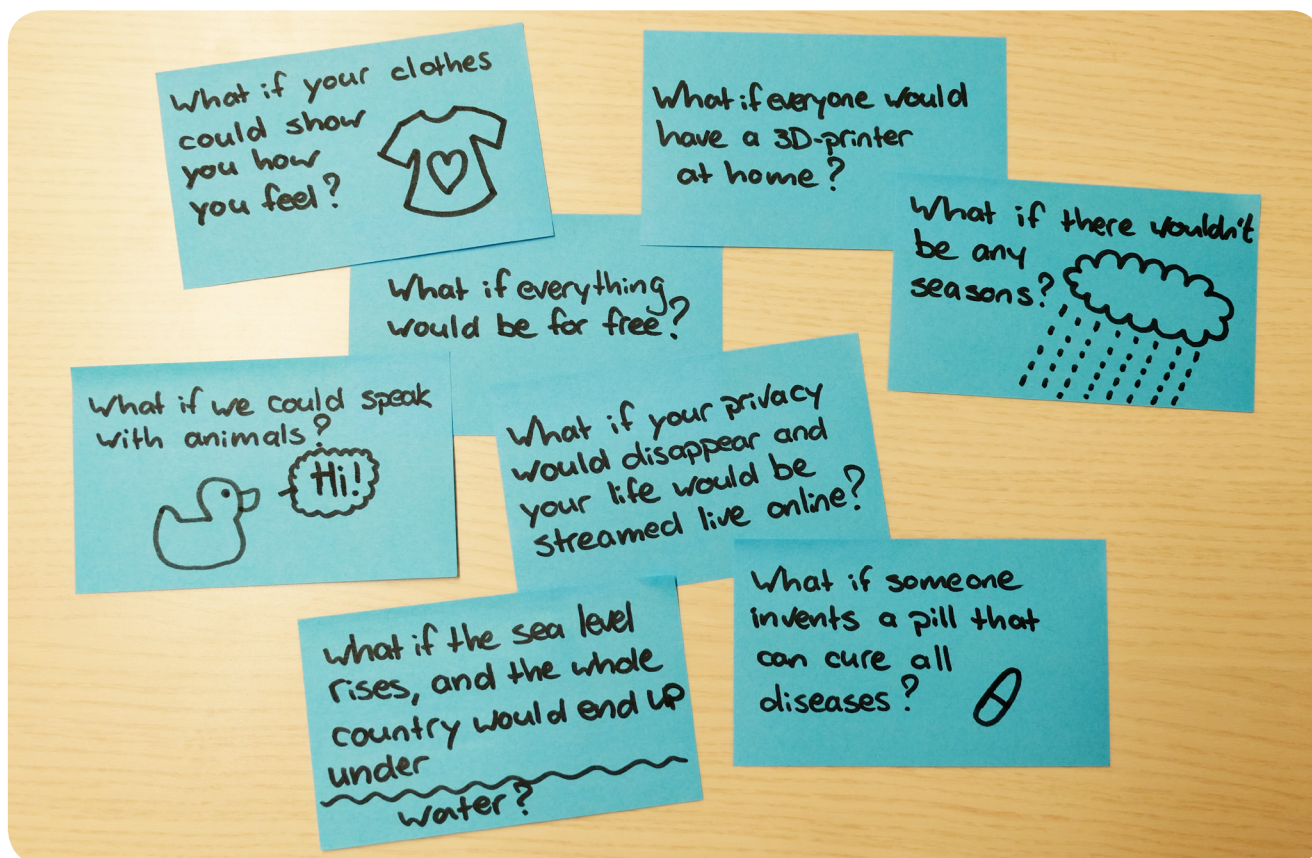
How?

1. Write down a couple of different "What if..." questions in the group (or by yourself if you are working alone). You can also brainstorm if needed (look at the "brainstorming" tool). Be creative—in the future anything is possible!
2. When you have decided on which questions to use, ask them to the group. The questions should be used in relation to your work, your research field or the project you are working on at the time. Generate ideas about different consequences that the questions might bring.
3. Is it possible to draw conclusions? Do you realize things that will help develop your work?
4. Document the thoughts or realizations made by the group so that you can use them when you continue working with your project or task.



Hints!

Your own imagination is the only thing limiting you when it comes to drafting/formulating a “What if…” question. There are a few examples in the picture.



Read more

Osterwalder, A., & Pigneur, P. (2010). *Business Model Generation*. Hoboken, New Jersey: John Wiley & Sons, Inc.

Stickdorn, M., & Schneider, J. (2011). *This is Service Design Thinking*. Hoboken, New Jersey: John Wiley & Sons, Inc.