

## **Solutions to the exercises in the creativity module**

### **Starting point: exercises:**

- You are a last-year student and you want to travel for a year after graduating. To be able to do so, you will not only need money but you also have to convince your parents of these plans. Formulate at least three starting points for the problems you see here.

Depending on the focus or most urgent need, we will make different starting points:

- ⇒ You need to convince your parents:
  - How will I convince my parents that I can travel safely after completing my studies?
  - How will I convince my parents that I am mature enough to travel for 1 year?
- ⇒ You need enough money to save up for travelling?
  - How can I find a job abroad while travelling to provide for my living?
  - How can I do an internship abroad to both gain some experience and to be able to see something in other countries?
  - How can I find a good income before leaving?
- Your company has problems with clients who don't pay their invoices on time. Form a good starting point to start a brainstorming session to find solutions.
  - How can we make sure our clients pay on time?
  - What can we do if our clients don't pay in time?
  - How can we discourage customers from paying late?
  - How can we encourage customers to pay early?

### **Step 2: diverging phase: exercises**

#### **Exercises on presuppositions**

- Immigration is a problem in a lot of countries as people are escaping bad circumstances in their home countries. Use the technique of presuppositions to find solutions to problems with immigrants.
- ⇒ Presuppositions:
  - Immigrants/refugees have no money and are thus more likely to get involved in crime
  - Immigrants/refugees come here to take advantage of people working
  - Immigrants/refugees don't want to work and think they will get social assistance
  - Immigrants/refugees come and take the jobs of people who already live here
  - Immigrants/refugees are not open to other cultures and want to stick to the habits of their home countries
- ⇒ Solutions derived from these presuppositions:
  - Make sure that refugees who enter a country get opportunities to earn a living: governments provide 'easy jobs' in which refugees earn a minimum wage to survive and at the same time learn the language/culture
  - Don't give housing/money for granted. Offer jobs and opportunities for refugees to build up a new life in your country

- To be able to get social assistance, refugees need to prove that they are willing to work but could not get a job yet. Social assistance is only provided on the same grounds as for other people
  - Try to find the specific talents of the refugees + try to apply these to jobs. Give the refugees a training so that they can work in bottle neck professions
  - Give refugees a training in civic integration so that they get to know the local customs and habits and that they know what people expect from them.
- You are the manager of a supermarket and you know that there are a lot of complaints about the long queues at the checkout. Use the technique of presuppositions to find solutions to the queueing problem.

Presuppositions:

- Queuing is boring
  - Queuing is a waste of time
  - You get nervous when you have to pack your stuff in bags when there is a long queue behind you
  - Queuing is in a straight line
  - You always choose the wrong line
  - When you stand in line, everyone stands in a straight row and is separated by shopping carts.
  - There is absolutely no fun in queuing
  - ...
- ⇒ Solutions derived from these presuppositions:
- Hang up tv-screens so that people are entertained while waiting
  - Give people things to taste while waiting
  - Offer fastfood for people queuing
  - Have the cashier put the stuff in bags immediately after scanning. This way, the customer has time to take out the money and the groceries/products are packed (system used by Colruyt / okay supermarkets in Belgium)
  - May be there is a more interesting way of queuing: everyone starts in the same line (not a straight line but a line like in amusement parks). At a certain point the line is split up: you go to the free check out. This way you can never choose the wrong line
  - What if you could put your trolley on a conveyer belt. The products are scanned and put into bags. You can have a drink and pick up your stuff on paying afterwards.
  - Make sure that there is always something happening while people are queuing: cooking demonstration, performance, tv-show, dating queue, ....

### **Exercises on keeping a journal**

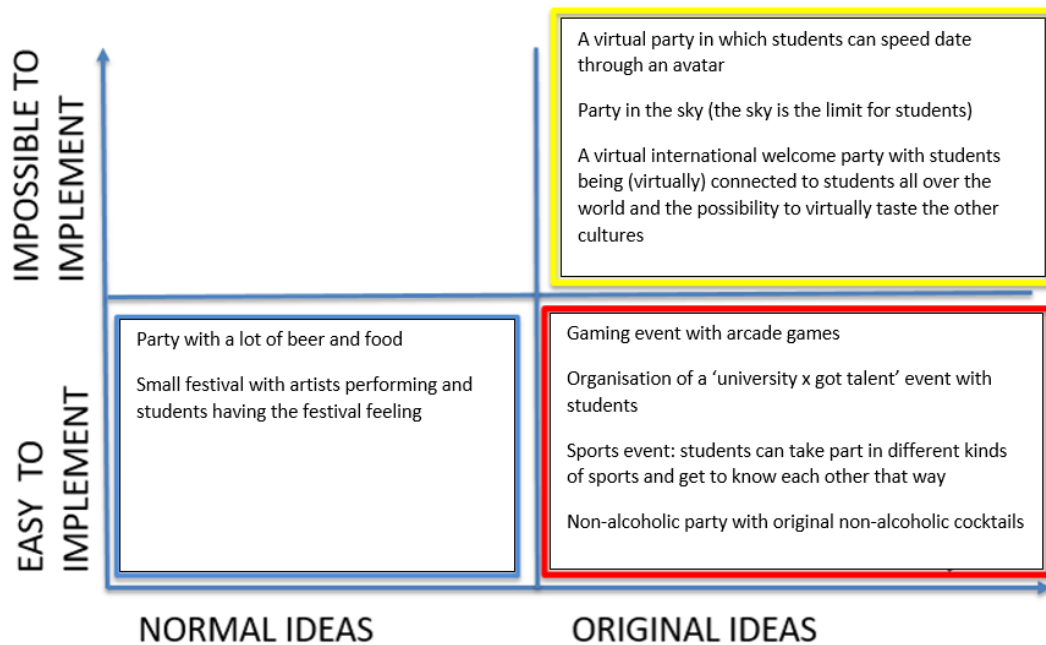
This is a very personal but inspiring exercise: collecting information, scouting for inspiring quotes, writing down irritations, problems, opportunities will definitely help you when looking for a useful business idea.

### Exercises on analogy

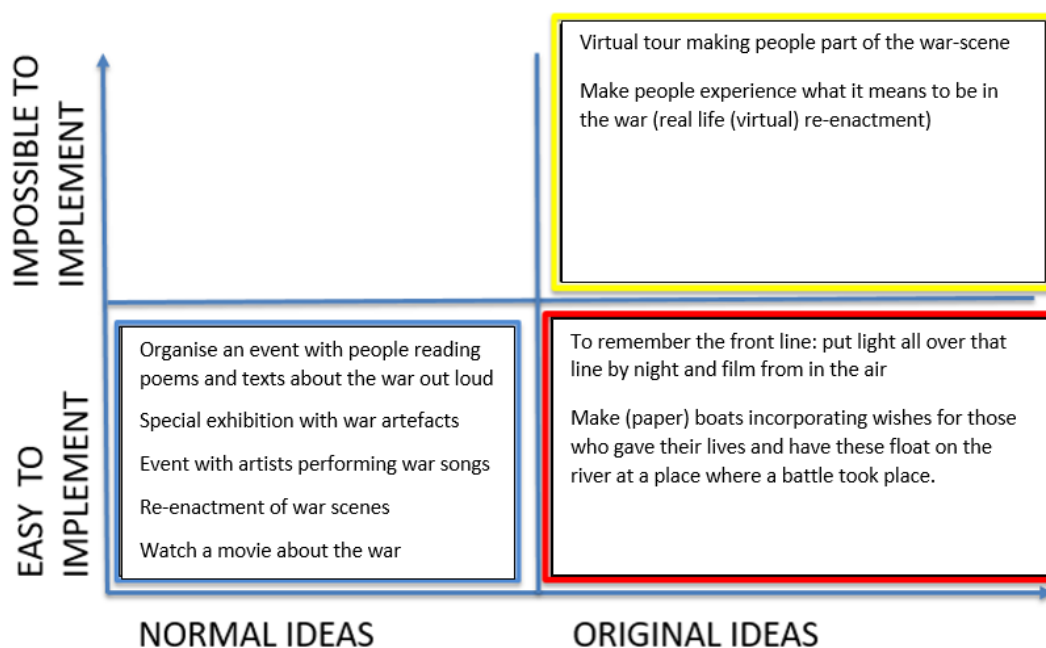
- Try to find a solution for the lack of visibility of teenagers who go to school by bike. Use Superman as a source of inspiration.
  - Step 1: write down the characteristics of the analogon Superman
    - Can fly
    - Wears a cape
    - Has an easily recognizable emblem or logo
    - Has superpowers
    - Can hear very well
    - Has supervision
  - Step 2: derive ideas for the problem
    - Attach some kind of fluorescent flag to an antenna on the bike (gives the idea of something flying over the bike that draws the attention of car drivers)
    - Flying kind of bug like a firefly enlightening the cyclist and flying above the cyclist
    - Make a fluorescent cape that can be zipped onto the bookcase or backpack of the teenagers.
    - Make sure that every fluorescent accessory has a trendy / recognizable emblem that makes children feel that they have the visibility superpower
    - A light shield around the cycling kid that not only gives light but also protects the teenager
    - Include some kind of noise when the cape detects cars coming too close or some kind of visual effect that will notify the driver of the car that he came too close
    - make sure that the fluorescent fabric attracts attention both in the light and in the dark
- You want to start an innovative kind of bar. Use an art gallery as a source of inspiration.
  - Step 1: write down the characteristics of the analogon: art gallery
    - Collection of artefacts (paintings / sculptures / installations)
    - Changing exhibitions (new talent, settled artists, ...) and permanent exhibitions
    - Special atmosphere
    - Artists visiting to give explanations about their work
    - Possibility to buy art
    - Souvenir shop
    - ...
  - Step 2: derive ideas for the problem
    - Organize the bar as if it were an art gallery: hang up paintings, exhibit sculptures, ...
    - Give young artists (painters, photographers, sculptors) the possibility to show their work to you customers during a certain period
    - Organise meet and greet with the exposing artist or some kind of speeddate with the artist
    - Prize the artefacts so that visitors to the bar can buy some of the art
    - Make 1 or a couple of limited objects from each exhibition (a mug with a painting on it, a glass with a picture of a sculpture, postcards from photographs, ...). Customers can save for the objects by spending money in your bar. Or they can buy and collect the limited editions
    - ...

### Exercises on selecting

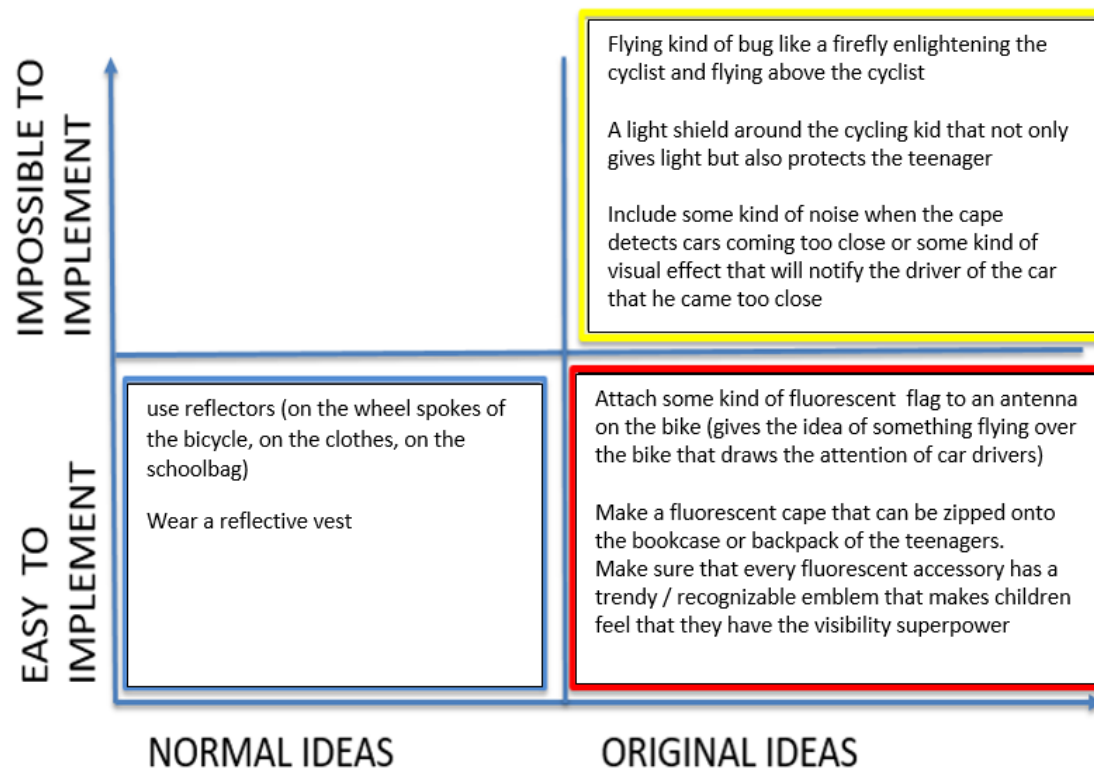
- The university wants to organise an original 'student welcome' event at the beginning of the academic year. Come up with as many ideas as possible (using some of the techniques mentioned in the diverging phase) and write all these ideas down in the right quadrant of the COCD-box.



- As WW1 ended 100 years ago, the city wants to organise a remembrance activity unlike all the others. Come up with as many ideas as possible (using some of the techniques mentioned in the diverging phase) and write all these ideas down in the right quadrant of the COCD-box.



- Go back to your ideas for the teenagers who need more visibility when going to school by bike. Put your ideas in the right quadrant of the COCD-box.



### Exercise on developing:

- Return to your idea about visibility for teenagers in traffic. Think about your preferred solution from the COCD-box by wearing all the different hats.
- ⇒ Preferred solution: fluorescent cape that can be zipped or clipped onto the school bag

Yellow hat:

- The fluorescent cape can be attached to the school bag so that children don't lose it
- It is cooler than a fluorescent vest so children won't be ashamed to use it
- It could be like a must-have item that everybody wants
- Easy to use as it zips to the schoolbag
- Children won't forget it because it can remain attached to the school bag
- The fabric already exists, it's only a matter of finding a way to easily attach the cape to the school bag

Black hat:

- Maybe teenagers will find this too childish
- If the cape curls up it won't improve the visibility
- If the cape is not fastened securely enough, it can be blown away or detached and cause an accident.
- the cape must not be too long or it can get into the wheels of the bike

- the cape might get in the way when the teenagers want to put something in or take something out of their schoolbags.

Red hat:

- I feel very confident that children and hopefully teenagers as well will like this idea
- I would like the sight of all these superheroes cycling to schools with the small capes attached to their schoolbags
- I would feel proud to see teenagers using this

White hat:

- We know that a lot of accidents happen when car drivers don't see the cyclists on the road
- We don't know yet whether teenagers would be interested in this kind of accessory.
- We should do a market research to investigate the interest of teenagers
- We should look for a campaign that makes teenagers aware of the dangers of not being seen + motivate them to wear the cape
- We should find an easy way to attach the cape to the schoolbag + find the best fabric for it and with this information make prototypes
- We should investigate the ideal length of the cape.

Green hat:

- Maybe there are other shapes than a cape to attach to the schoolbag that will be more accepted by teenagers
- We could attach the cape at different spots so that it can't be blown away or get ripped off
- We could provide a way to roll up the cape so that it is not in the way for taking something out of the schoolbag
- The cape could serve multiple purposes: protect the schoolbag from bad weather and be fluorescent
- Turn the cape into some kind of umbrella over the schoolbag.

Blue hat:

- We've been looking for the right fabric
- We haven't done market research yet
- We need to find the right way to attach the cape to the schoolbag
- We have to find influencers who would be willing to promote the cape
- We need to set up a campaign for promoting the cape.

### **Exercise on executing:**

- Think of a company you know, that could improve one of the items in the business model canvas. Make suggestions.

- The local bicycle shop: instead of just selling bikes and more specifically electric bikes: start renting bikes: start with leasing formula for clients. (change the value proposition and the relation with the client, channel and customer segment)
- The local shoe store: also make it possible for customers to buy online (channel, customer segment)
- The do it yourself market: not only sell but also rent materials. People often only need specific tools only once and would rather hire these than to buy them
- The library: offer the possibility to download books online for a limited period and to read it on an e-reader or tablet.