Inspirational Tool (Problem-Audience-Technology)
Teaching Method

emex

EMERGING MEDIA EXPLORATION

Inspirational Tool
(Problem-Audience-Technology)
Teaching Method

Björn Stockleben, Film University Babelsberg KONRAD WOLF, Germany;
Sophie Tummescheit; Film University Babelsberg KONRAD WOLF, Germany;
Stephan Bernardes, Film University Babelsberg KONRAD WOLF, Germany;

Description for students

This triangle of „Problem - Audience - Technology" is a creativity tool to help you along your process of early ideation. Basically, your project idea should use a certain technology to help tackle a certain problem that a certain audience has.

This isn't meant to restrict your possibilities, but rather lead you along the first questions your group should pose to the ideas you come up with. Ideally, you will be able to recognize the potential (or lack there-of) of an idea earlier and filter it accordingly.
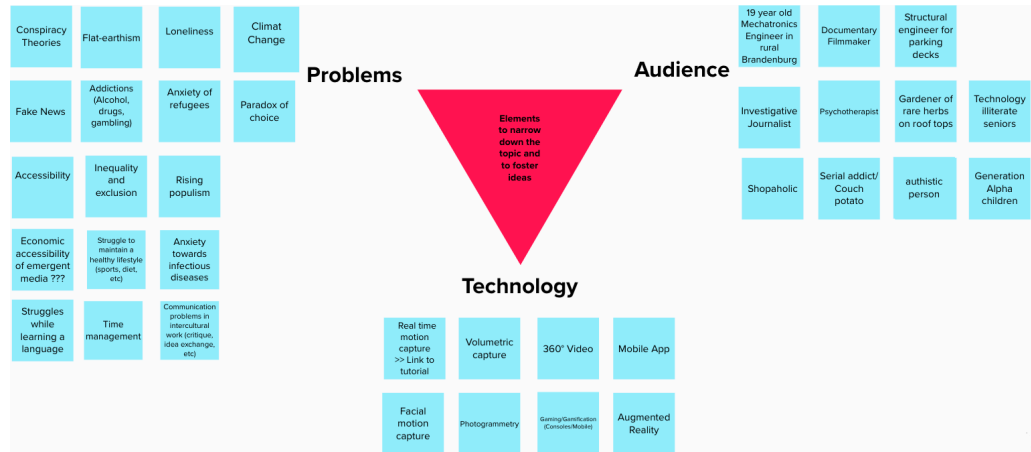We've added a few examples you can play with, but you should try out with your own. Be as specific or as general as you want, but experience shows that being precise in these stages usually leads to more special concepts.

For instance, you could ask yourself:

- How can 360° video help an investigative journalist in Lincoln tackle the problem of fake news?
- How can gamification help a shopaholic in Tampere deal with their addiction?
- How can a mobile app help a 19 year old mechatronics student in rural Brandenburg deal with their loneliness?

Fake News	Investigative Journalist	360° Video
Addictions (Alcohol, drugs, gambling)	Shopaholic	Gaming/Gamification (Consoles/Mobile)

Template

Problems

Conspiracy Theories	Flat-earthism	Loneliness	Climat Change
Fake News	Addictions (Alcohol, drugs, gambling)	Anxiety of refugees	Paradox of choice
Accessibility	Inequality and exclusion	Rising populism	
Economic accessibility of emergent media ???	Struggle to maintain a healthy lifestyle (sports, diet, etc)	Anxiety towards infectious diseases	
Struggles while learning a language	Time management	Communication problems in intercultural work (critique, idea exchange, etc)	

Audience

19 year old Mechatronics Engineer in rural Brandenburg	Documentary Filmmaker	Structural engineer for parking decks	
Investigative Journalist	Psychotherapist	Gardener of rare herbs on roof tops	Technology illiterate seniors
Shopaholic	Serial addict/ Couch potato	authistic person	Generation Alpha children

Elements to narrow down the topic and to foster ideas

Technology

Real time motion capture >> Link to tutorial	Volumetric capture	360° Video	Mobile App
Facial motion capture	Photogrammetry	Gaming/Gamification (Consoles/Mobile)	Augmented Reality

Example Problems

Examples Audience

19 year old Mechatronics Engineer in rural Brandenburg	Documentary Filmmaker	Structural engineer for parking decks	
Investigative Journalist	Psychotherapist	Gardener of rare herbs on roof tops	Technology illiterate seniors
Shopaholic	Serial addict/ Couch potato	authistic person	Generation Alpha children

Examples Technology

Real time motion capture	Volumetric capture	360° Video	Mobile App
Facial motion capture	Photogrammetry	Gaming/Gamification (Consoles/Mobile)	Augmented Reality

Tips and problems

Students tend to stick to familiar tools and themes, especially in online settings. It is therefore advisable to do a proper research beforehand. Participants should also be encouraged to think wild and big.