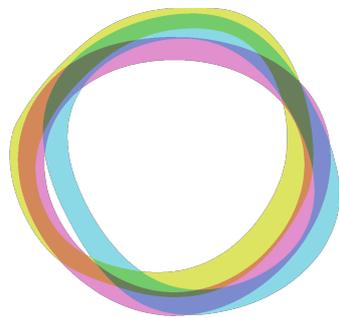


# Inspirational Tool (Problem-Audience-Technology) Teaching Method



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EMERGING MEDIA EXPLORATION



**Grant agreement no.:** 2018-1-DE01-KA203-004282

**Project Consortium:** University Babelsberg KONRAD WOLF (Germany); Tampere University (Finland); Tampere University of Applied Sciences (Finland); University of Lincoln (United Kingdom); University of Central Lancashire (United Kingdom)

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## When to use

This tool can be used for initial exploration of the problem space and is best applied when you want to explore the potential of one or more technologies. While you would usually defer considerations about technology to a later phase in the design process in order to avoid becoming technology-driven, in an emerging media context the purpose of your process might be to explicitly explore a technology.

## 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.

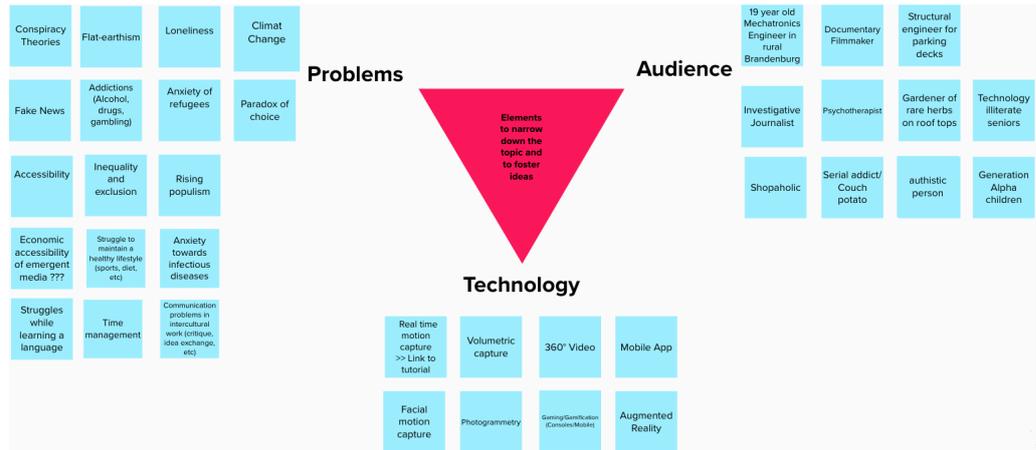
We've added a few examples you can play with, but you should try out with your own. Be as specific or as general as you want, but experience shows that being precise in these stages usually leads to more special concepts.

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



## 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. Entries in the three categories can also be created by experts or teachers.

## Prerequisites

There are no mandatory prerequisites for using this tool. It can be used at the beginning of a project. But especially if participants assemble the examples for the categories themselves, they need to get an overview of existing technologies before.

## How to continue

The inspirational tool is a good source to identify possible problem spaces to work with. However, rarely the arbitrary connection of three categories will yield a precise challenge from the start. Rather, the problem space should be further explored by e.g., using a combination of:

- **“5 why’s”** to get to the core problems  
Why is the problem occurring? The answers should be grounded on facts and not on speculation. For each of the answers that are generated, 4 further “whys” in succession are asked. Each time, the responses are framed into more Why-Questions.
- **“How might we”-Questions** to frame the problems for further ideation  
Every question should allow for a variety of solutions. If it doesn’t, the

questions need to be broadened. How Might We should generate a number of possible answers and will become a launchpad for further brainstorming.

- **“What if”- Questions** to challenge the identified problems by reframing the situation.

By eliminating or creating new obstructions, workarounds need to be created. It requires us to think about situations in a new way.