

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



EMERGING MEDIA EXPLORATION



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

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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 consideration of technology to a later phase in the design process in order to avoid becoming technology-driven, the purpose of your process in an emerging- media context 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. Your project idea should use a certain technology to help tackle a certain problem of a certain audience. This isn't meant to restrict your possibilities, but rather leads you through the first questions your group might pose to the ideas you come up with. Ideally, you will be able to recognize the potential more quickly (or lack thereof) of an idea and filter it accordingly.

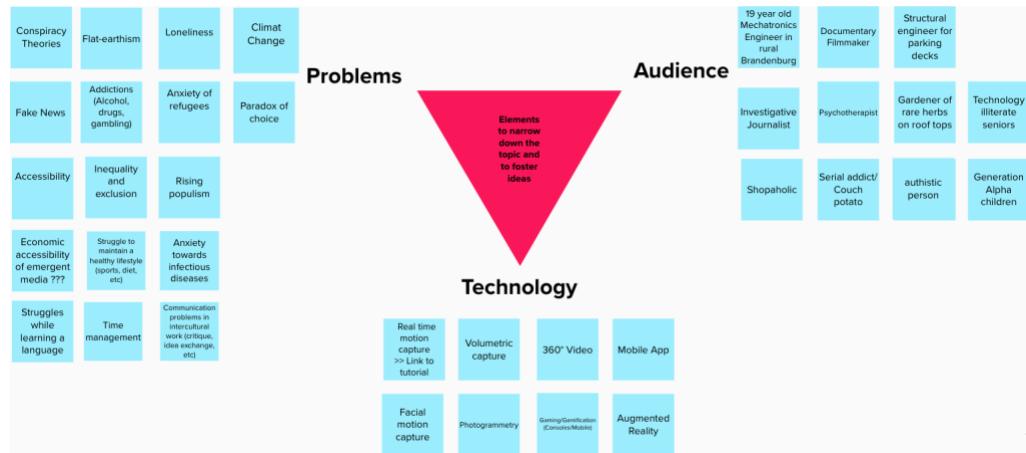
We've added a few examples you can play with, but you should experiment with your own. Be as specific or as general as you want, but experience shows that being precise in these initial stages usually leads to better concepts.

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

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)	

## Example Audiences

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

## Example Technologies

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 conduct 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, particularly if participants assemble the examples for the categories themselves, they will need to gain an overview of existing technologies beforehand.

## 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 in facts and not in speculation. For each of the answers generated, 4 following 'whys' 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. Reframing leads us to think about situations in a new way.