

The second page of this pdf is a zine. For instructions on how to cut and fold a zine, see: <https://www.wikihow.com/Make-a-Zine>

Design problems have many possible solutions.
Have you considered multiple points of view?

able to...

If we solved this problem, we'd be

The problem is really that...

Finish these sentences

do you know these are the needs?

What are the main **needs**? How

of them flexible?

What are the **constraints**? Are any

problem.

We often jump to solutions too
quickly, before we understand the

Step 1 Frame the problem

That's a terrible idea! But is it the WORST?

Be **playful!**

How does it leave needs unmet?

How does it violate constraints?

solution?

Is it worse than having **no**

How does it **humiliate** them?

How does your idea **harm** the

user or stakeholder?

worse than having no solution.

worst possible idea. It should be

good ideas, first come up with the

Instead of trying to come up with

Step 2 Harm & Humiliate

Don't worry about coming up with
good ideas. Stay in draft mode.

in that category?

be a "mover of things" what else is

instance, if we abstract a "car" to

solutions in the same category. For

your ideas and consider other

Take an abstracted point of view of

you want?

stakeholder or user, what would

Try role playing. If you were the

"What if..."

Or tell a story that starts with

Try sketching, but keep it drafty!

with beneficial ideas.

terrible ideas, it is time to come up

Now that you have come up with

Step 3 Generate beneficial ideas

Choose diverse ideas to focus on!
Revisit your needs & constraints.

does your idea address?

What specific stakeholder needs

Is the idea feasible?

constraints?

Does the idea violate any

that they are understandable

appropriate, and label them so

include sketches where

pursuing further.

ideas that you think are worth

Elaborate on different, specific

Step 4 Evaluate

What's next?

Take your best ideas forward.
Get them in front of stakeholders
and users.

Make low fidelity prototypes to
help stakeholders envision the
idea in use.

Write use cases to find gaps in
how your idea works.

Consider potential unintended
consequences.

Review the idea from marginal
points of view.

Make it happen!

FAQ

Where did wrong theory come
from?

The wrong theory protocol (WTP) by
Vanessa Svihla was *inspired* by Scott
Dadich's 2014 *Wired* article, "Why
getting it wrong is the future of
design."

When should I use WTP?

WTP is a pre-brainstorming
technique.

Why does WTP work?

WTP helps us notice aspects of the
problem that are central to solving
it—human need and experience.
WTP reduces the pressure to have
the right idea.

Sometimes being wrong is right!

Do it wrong.

Do you get stuck when trying to
come up with ideas?

Do you want ethical, innovative, and
empathetic design solutions?

Stop trying to get it right!

Try the

Wrong Theory Protocol



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Wrong theory protocol

Come up with better, more
empathetic design ideas

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