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.**

**Step 1**
Framing the problem

- What are the main needs? How do you know these are the needs?
- What are the constraints? Are any of them flexible?
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**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.”

- Do you get stuck when trying to come up with ideas?
  - Do you want ethical, innovative, and empathetic design solutions?

**Step 2**
Harm & Humiliate

- Is it worse that having no solution?
- How does it violate constraints?
- How does the idea violate any constraints?
- How does the idea harm anyone?
- How does the idea violate any constraints?
- How does the idea violate any constraints?

**Step 3**
Generate beneficial ideas

- Don’t worry about coming up with good ideas. Stay in draft mode.
- Now that you have come up with terrible ideas, it is time to come up with beneficial ideas.
- Try telling a story that starts with “What if...”
- Try role playing. If you were the stakeholder or user, what would you want?
- Take an abstracted point of view of your ideas and consider other solutions in the same category. For instance, if you abstract a “car” to solutions in the same category. For instance, if you abstract a “car” to a mover of things, what else is in that category?

**Step 4**
Evaluate

- How does it leave needs unmet?
- How does it violate constraints?
- How does it violate constraints?
- How does it violate constraints?
- How does it violate constraints?
- How does it violate constraints?

**Do it wrong.**

- Sometimes being wrong is right!
- Stop trying to get it right!

**Wrong theory protocol**

- Come up with better, more empathetic design ideas

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NSF Grant No. EEC 1751369

**a design thinking protocol by Vanessa Svihla, PhD**

vsvihla@unm.edu