

Roundabout

Description

Roundabout is an activity in which ideas evolve as they are passed from person to person. Sometimes the collective voice of several people might be more effective than a single voice alone. Roundabout allows for the generation of fresh ideas by providing a format for group authorship. As an idea is passed from person to person, it can grow and change in unexpected ways to uncover some wonderfully original concepts. As an ideation method, roundabout is a superb way to get a small team of people to create a collection of atypical ideas around a particular challenge, because it requires that participants inherit and build upon each other's ideas. The power of this method is that ideas emerge from collective input and everyone takes a turn. As you inherit another's idea, think critically about what you're given but don't let it limit your own thinking. Even if the idea seems strange or impossible, it may contain the seed of a successful conceptual direction. The best result is a set of ideas that no single person could have imagined on her own.

Level ★★☆☆☆

🕒 15-30 mins

👤 3-20 people

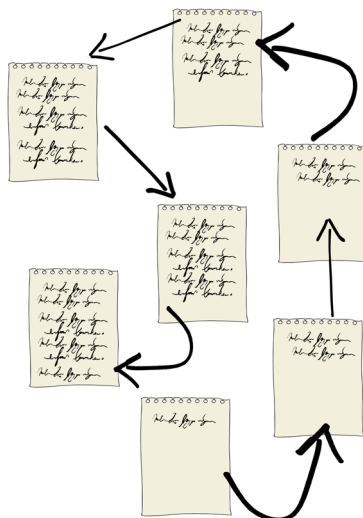
Materials & Prep

A4 pieces of paper
Pens or pencils

Access Online Toolkit



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Roundabout

Case Study

The head of the department is concerned that the academics in the department think they do not have much in common and cannot agree on a common new postgraduate course topic. Using this method, the academics had to build on each other's ideas and intersections between topics and interests of individual academics were found in a short amount of time. By the end of the meeting there was a concrete plan for a postgraduate degree with notes on how each academic contributes and fits into the theme.

Process

Step 1. Identify a design challenge in need of fresh ideas.

Step 2. Make a worksheet from an A4 sheet folded into four parts.

Step 3. Hand out one worksheet per individual participating and instruct participants to write down the challenge at the top of their sheet.

Step 4. Ask them to write down one unconventional solution to the challenge in each part of the sheet (four solutions in total).

Step 5. Instruct everyone to pass each worksheet to the left.

Step 6. Ask participants receiving others' solutions to write down a reason why the proposal will fail. Keep going until everyone is holding their own worksheet.

Step 7. Instruct everyone to pass each worksheet again and ask them to write down a way to resolve the critiques received for each solution.