Bad2Good

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What it is

Reverse thinking, Opposite thinking, Bad2Good
Helpful for challenging assumptions and coming up with out-of-the box ideas.

Strengths

- It's fun, and can help to regenerate enthusiasm for a project which is running out of steam
- Can kick-start the creative process
- Often easier to think of bad ideas than good
- Can identify existing weaknesses which are easy to remedy
- Helps the team to imagine the user experience

Weaknesses

- Can easily get off-track unless carefully facilitated

Things you need

A problem you want to solve?]

How to do it

1.Start by reversing the problem

> e.g. if you want to improve the findability of hard-copy books in the Library, pose
> your challenge in reverse – and be as extreme as you can! So, for example, you could ask
> 'How do we make it so difficult to find a book in the Library that nobody wants to come any more'

2. Divide into groups and spend 10 minutes or so coming up with bad ideas. Off the top of my head:
Shelve the books in random order, upside down
Don't have a Discovery system
Close the Library at random times and don't tell anybody
Refuse to help anybody find a book (nobody knows where they are anyway)
Don't maintain the lighting in the building
Store spare shelves down the gangways so that nobody can reach the shelves

3. Take each bad idea and reverse it, and see if this illuminates any existing problems or inspires any innovative ideas.

Tips

As well as reversing the bad idea you should also make it stronger. So if you reversed 'Refuse to help anybody find a book', this might look like:
'Have help available 24/7 for people to find a book'   You might then think, well, we don't always have staff available to help people find things in the building, so what can we do to make sure that help is always available? Could we develop an app which directs people to the location of the book?'