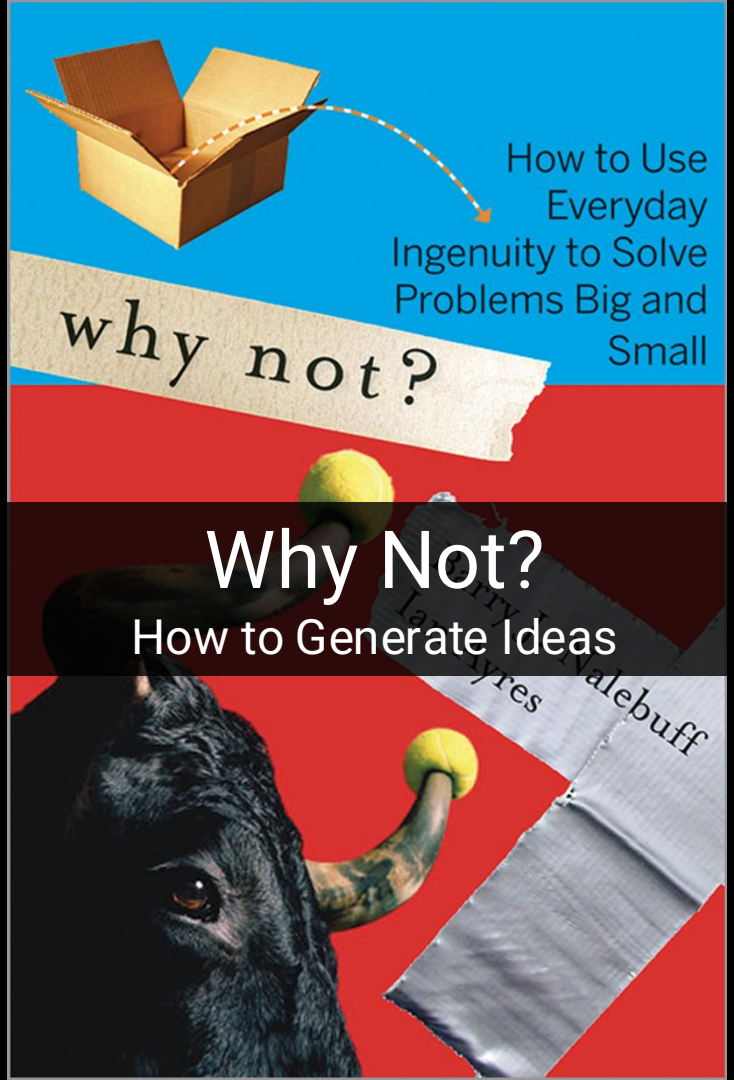

How to Use Everyday Ingenuity to Solve Problems Big and Small
why not?
Why Not?
How to Generate Ideas

Class material on:

researchswinger.org/teaching_crafting_tech.html

From “Why not?”, read Chapters 3-6

The Four Idea-Generating Tools:

1 What Would **Croesus** Do? (WWCD)

2 What Would **Murphy** Do? (WWMD)

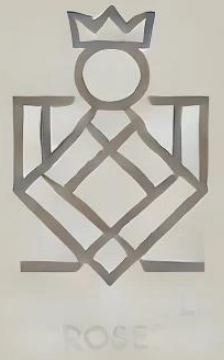
3 **Where Else** Would It Work?

4 Would **Flipping** It Work?

Chapters 3

WHAT WOULD CROESUS DO?

- UNLIMITED BASIC THINKING



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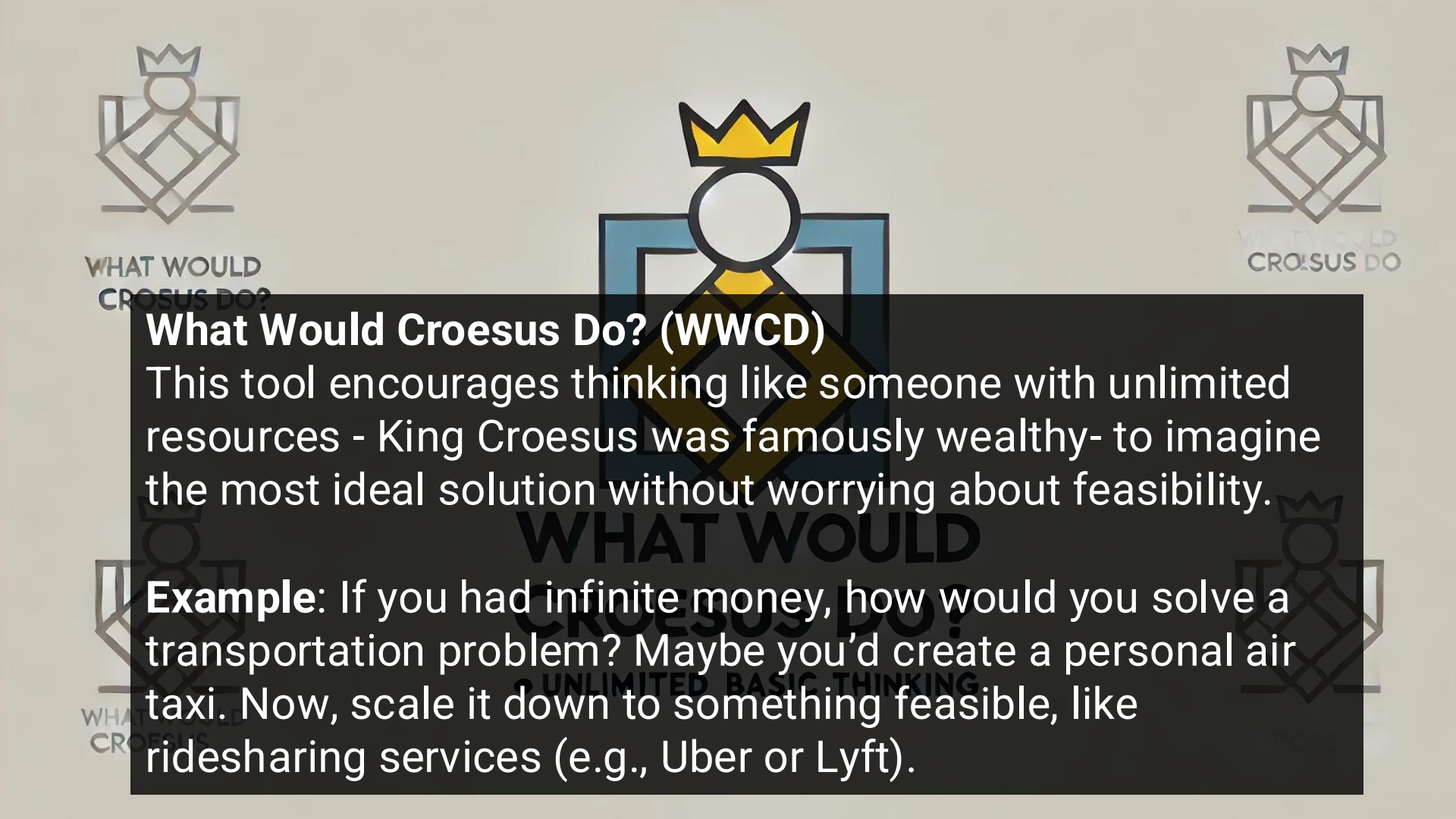
Croesus was the **King of Lydia** (a region in modern-day Turkey) from around **595–546 BCE**.

He is famous for his immense wealth, to the point where his name became synonymous with riches.

The phrase **"rich as Croesus"** originates from him.



What Would Croesus Do? (WWCD)
This tool encourages thinking like someone with unlimited resources - King Croesus was famously wealthy- to imagine the most ideal solution without worrying about feasibility.

Example: If you had infinite money, how would you solve a transportation problem? Maybe you'd create a personal air taxi. Now, scale it down to something feasible, like ridesharing services (e.g., Uber or Lyft).

1/ What’s the problem?

2/ If resources were unlimited, how would we solve it?

3/ What key benefits make this ideal solution great?

4/ How can we achieve those benefits with what we have?

5/ What’s a small testable version we can try now?

1/ What's the problem?
Slow customer service response times.

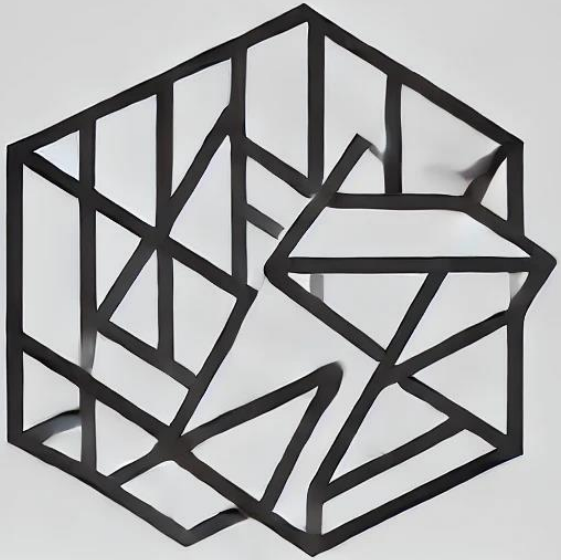
2/ If resources were unlimited, how would we solve it?
24/7 personal AI assistants for every customer.

3/ What key benefits make this ideal solution great?
Instant support, personalization, global availability.

4/ How can we achieve those benefits with what we have?
AI chatbot for FAQs, priority routing for urgent issues, extended support hours.

5/ What's a small testable version we can try now?
Launch chatbot for common inquiries, track response times, and improve based on feedback.

Chapters 4



WOULT
MURPHY

WHAT WOULD
MURPHY DO?

WORST-CASE SCENARIO THINKING

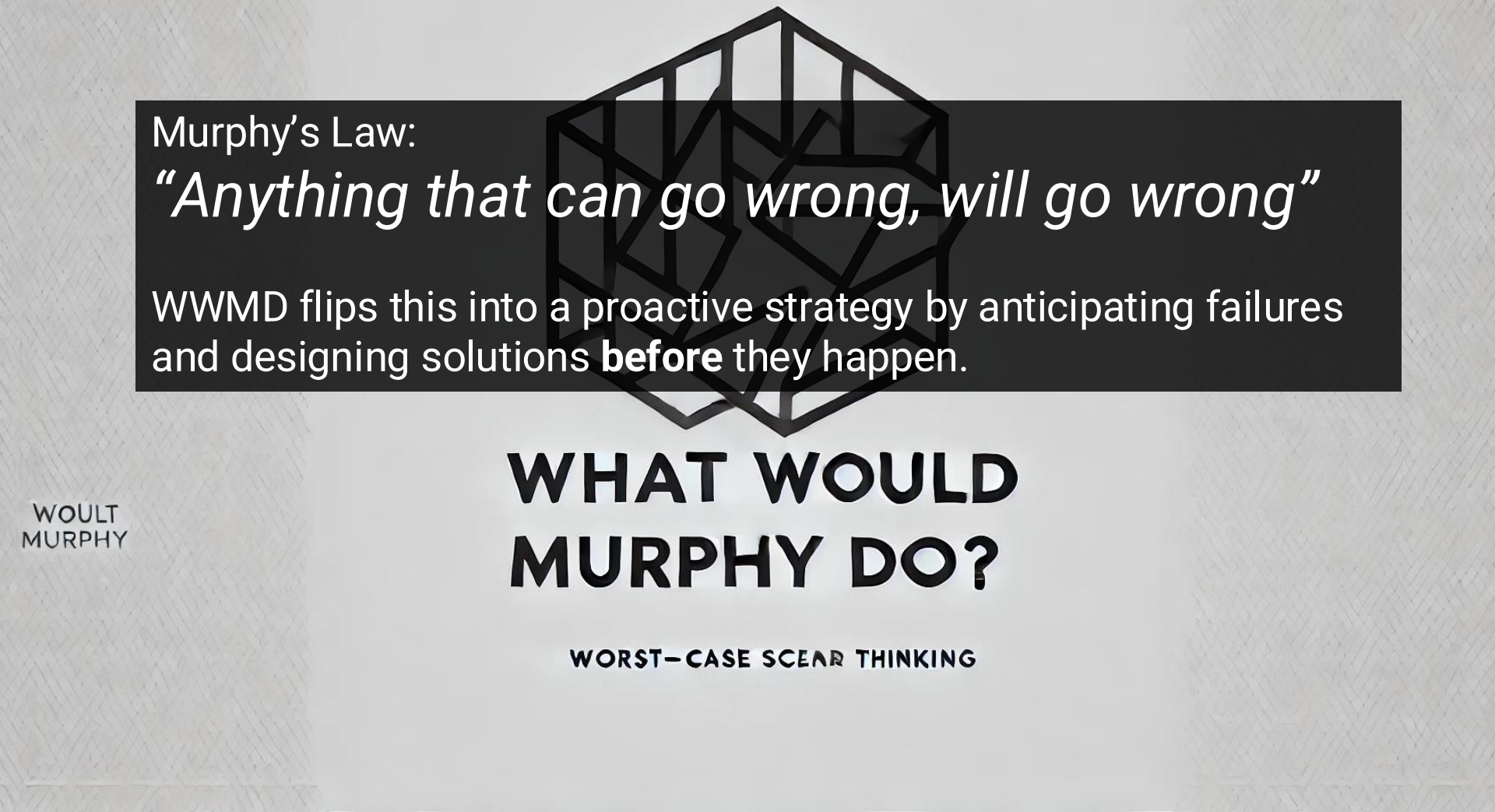
What Would Murphy Do? (WWMD)
Instead of asking how to improve things, ask how they could go *wrong*—and then reverse that insight into a solution.

Example: Airlines used to assume customers wanted fewer stops. But Murphy's Law suggests problems arise when people miss flights due to delays. This insight led to direct-flight, low-cost airline models like Southwest Airlines.

Murphy’s Law:

“Anything that can go wrong, will go wrong”

WWMD flips this into a proactive strategy by anticipating failures and designing solutions **before** they happen.



1/ What could go wrong?

2/ What's the worst-case scenario?

3/ How can we prevent it?

4/ How can we recover if it still happens?

5/ What did we learn to prevent future failures?

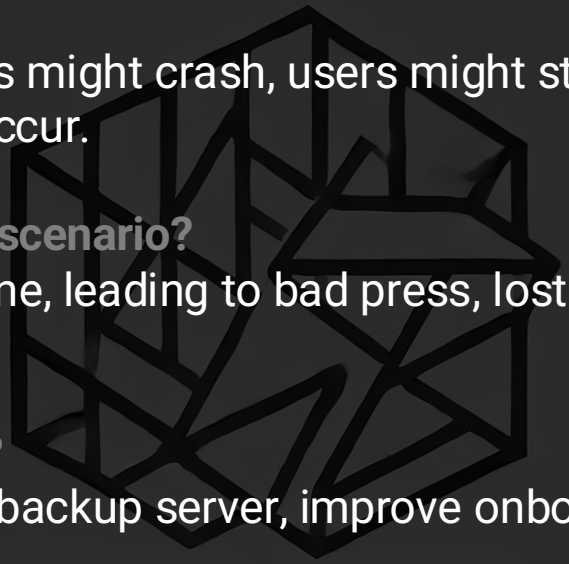
1/ What could go wrong?
A new app launch—servers might crash, users might struggle with onboarding, security breaches could occur.

2/ What's the worst-case scenario?
The app crashes on day one, leading to bad press, lost customers, and data leaks.

3/ How can we prevent it?
Run stress tests, create a backup server, improve onboarding tutorials, strengthen security.

4/ How can we recover if it still happens?
Have a crisis response plan, real-time monitoring, and a PR strategy in place.

5/ What did we learn to prevent future failures?
Document issues, improve infrastructure, and test continuously before scaling.

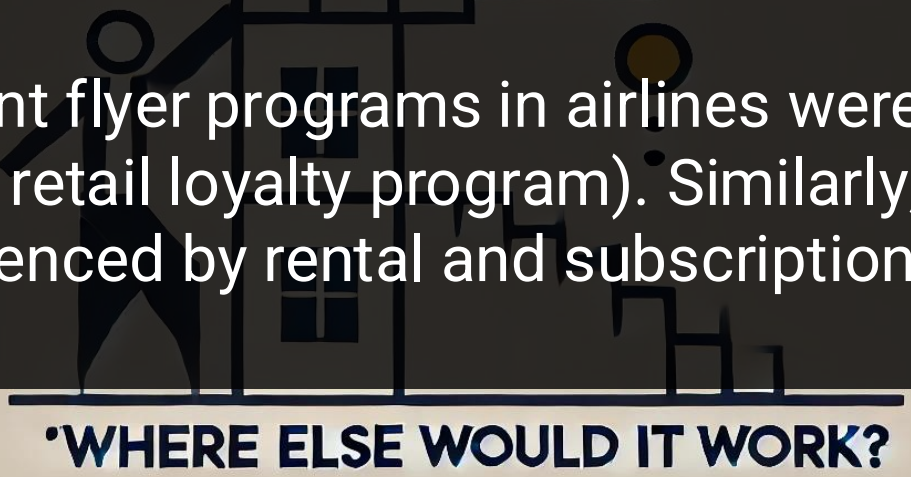


Chapters 5

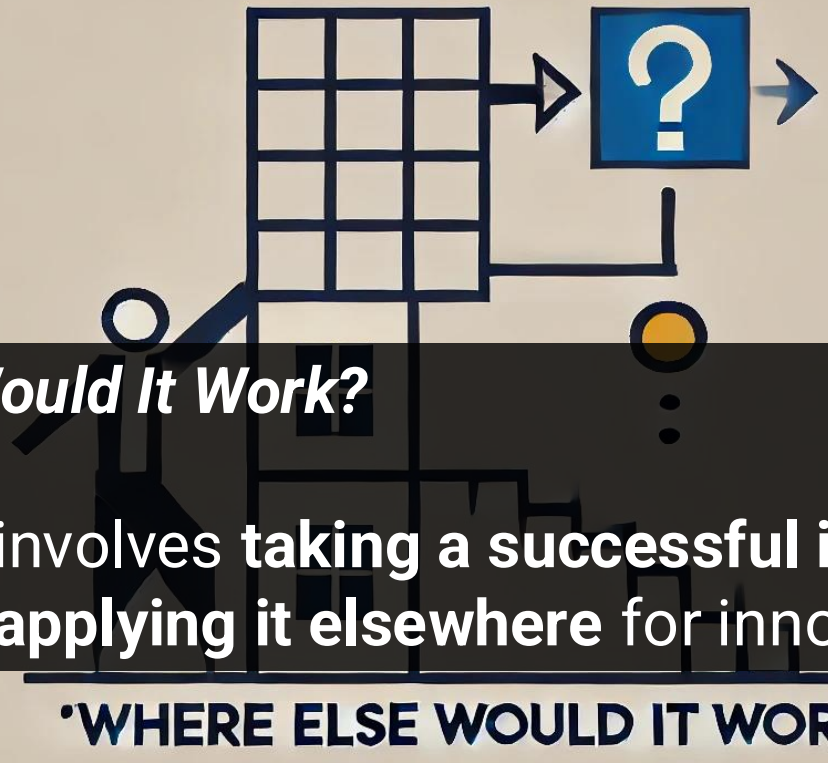
Where Else Would It Work?

Borrow ideas from one industry and apply them in another. Many innovations arise when concepts are transferred from different fields.

Example: Frequent flyer programs in airlines were inspired by S&H Green Stamps (a retail loyalty program). Similarly, car-sharing (like Zipcar) was influenced by rental and subscription models in other industries.



BAUHAUS



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Where Else Would It Work?

This method involves **taking a successful idea from one industry and applying it elsewhere** for innovation.

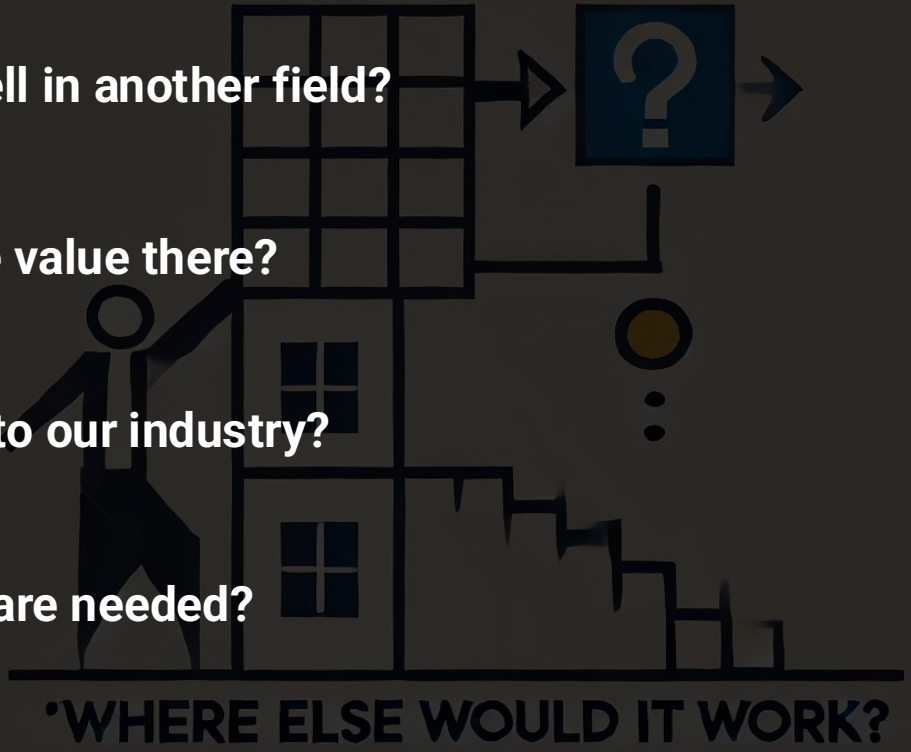
1/ What’s working well in another field?

2/ How does it create value there?

3/ Can we apply this to our industry?

4/ What adaptations are needed?

5/ Can we test a small-scale version?

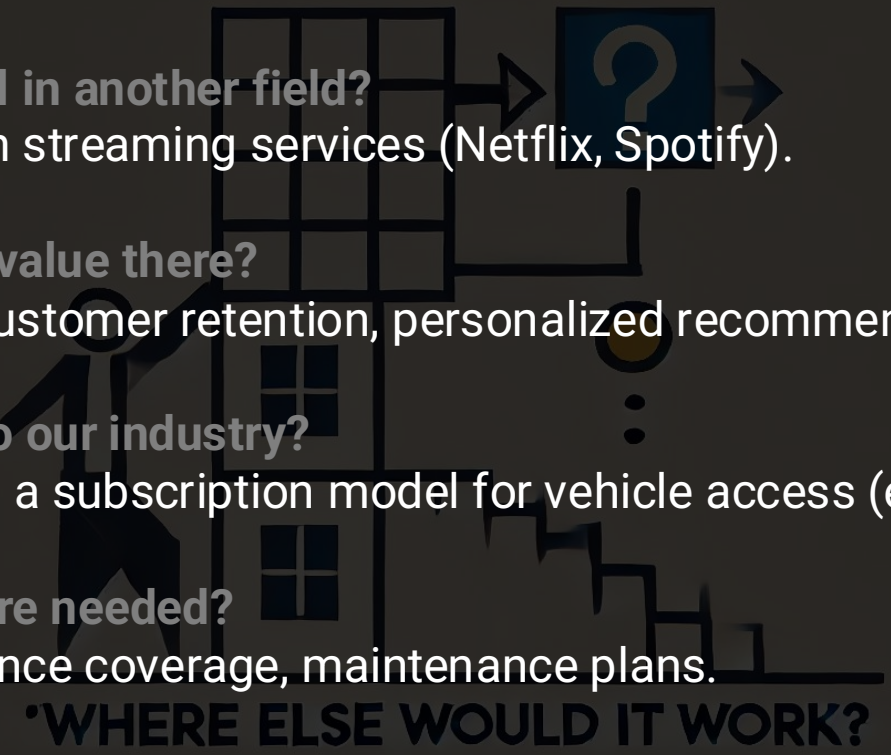


1/ What's working well in another field?
Subscription models in streaming services (Netflix, Spotify).

2/ How does it create value there?
Predictable revenue, customer retention, personalized recommendations.

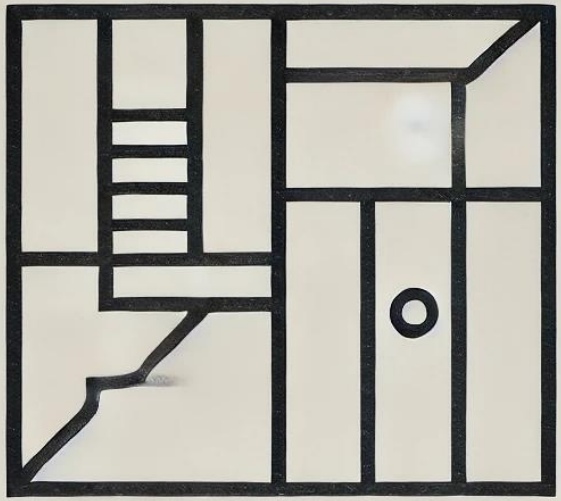
3/ Can we apply this to our industry?
A car company adopts a subscription model for vehicle access (e.g., car-as-a-service).

4/ What adaptations are needed?
Flexible pricing, insurance coverage, maintenance plans.



5/ Can we test a small-scale version?
Pilot a monthly car subscription in one city before scaling.

Chapters 6



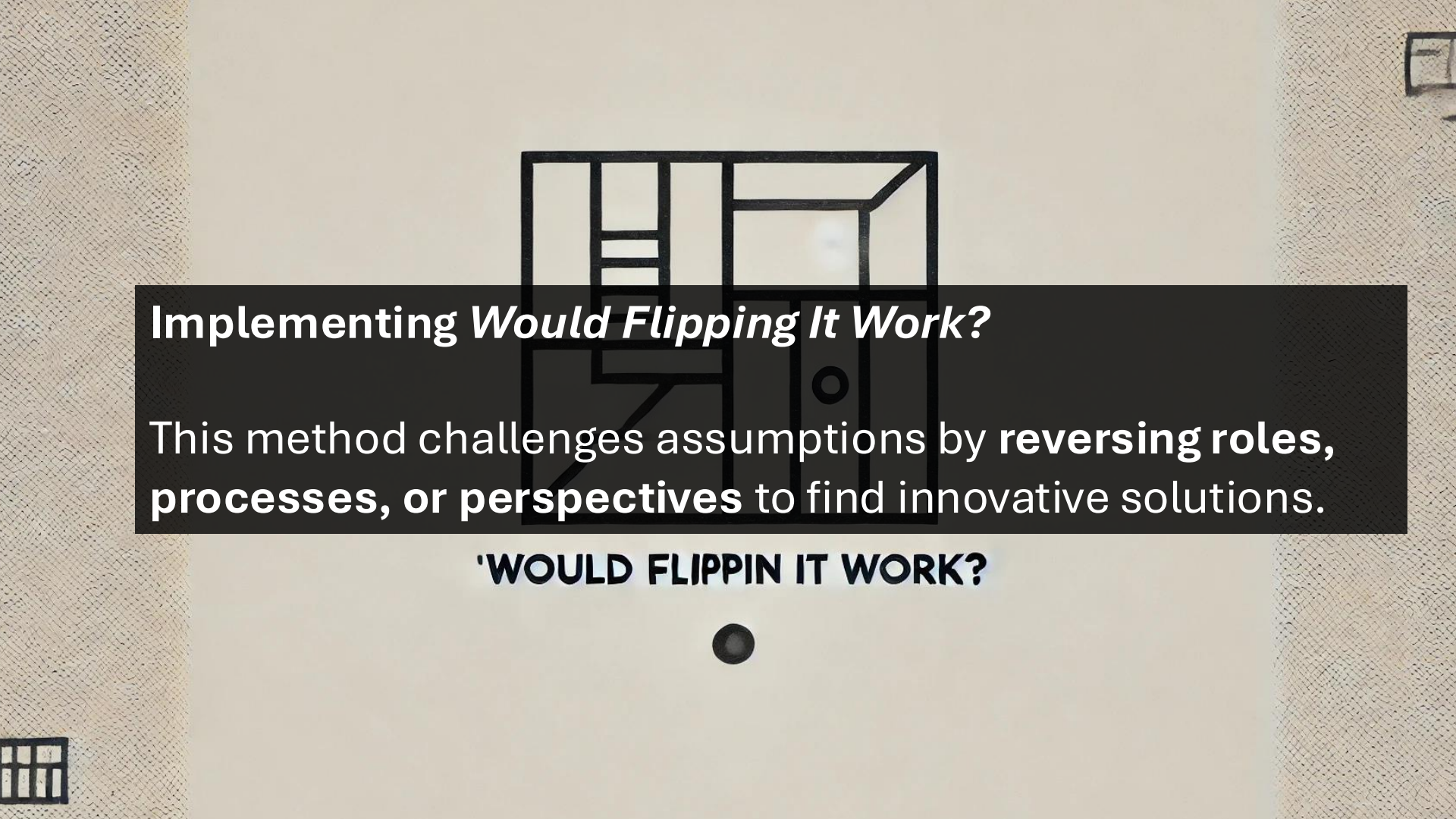
'WOULD FLIPPIN IT WORK?

Would Flipping It Work?
Reverse the normal way things are done to see if a better approach exists.

Example: Instead of companies setting prices, what if customers did? This led to innovations like Priceline's *name-your-own-price* model.

Implementing *Would Flipping It Work?*

This method challenges assumptions by **reversing roles, processes, or perspectives** to find innovative solutions.



1/ What’s the usual way of doing things?

2/ What if we flipped it?

3/ Has this been done before?

4/ How can we test it?

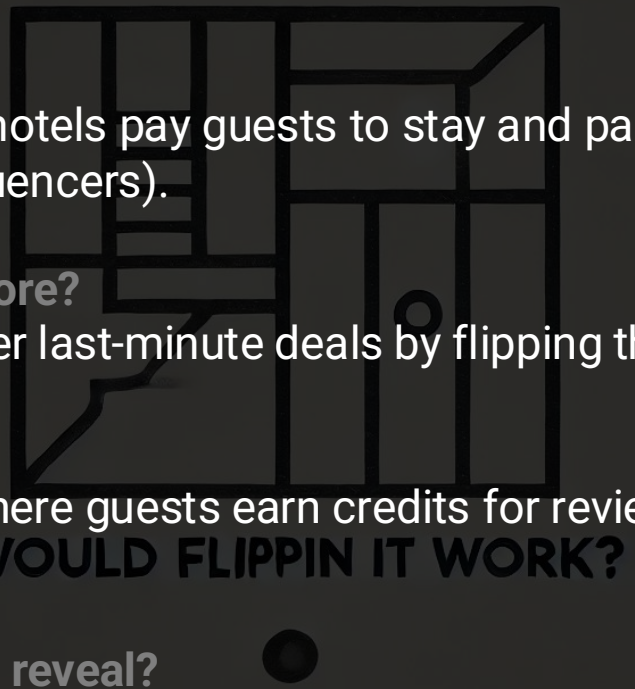
5/ What insights does this reveal?

1/ What's the usual way of doing things?
Hotels charge a fixed price per night.

2/ What if we flipped it?
Instead of guests paying, hotels pay guests to stay and participate in experiences (sponsored stays, like influencers).

3/ Has this been done before?
Apps like *HotelTonight* offer last-minute deals by flipping the booking process.

4/ How can we test it?
A hotel launches a pilot where guests earn credits for reviews, social media posts, or referrals.



5/ What insights does this reveal?
The flipped model creates marketing buzz, fills empty rooms, and attracts new customers.