Instructions for making a Wrong Theory Protocol zine:
Print the second page of this pdf and fold/cut as shown below
Wrong theory protocol

Come up with better, more empathetic design ideas

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.

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

Creative Commons Attribution-ShareAlike 4.0 International License

Sometimes being wrong is right!