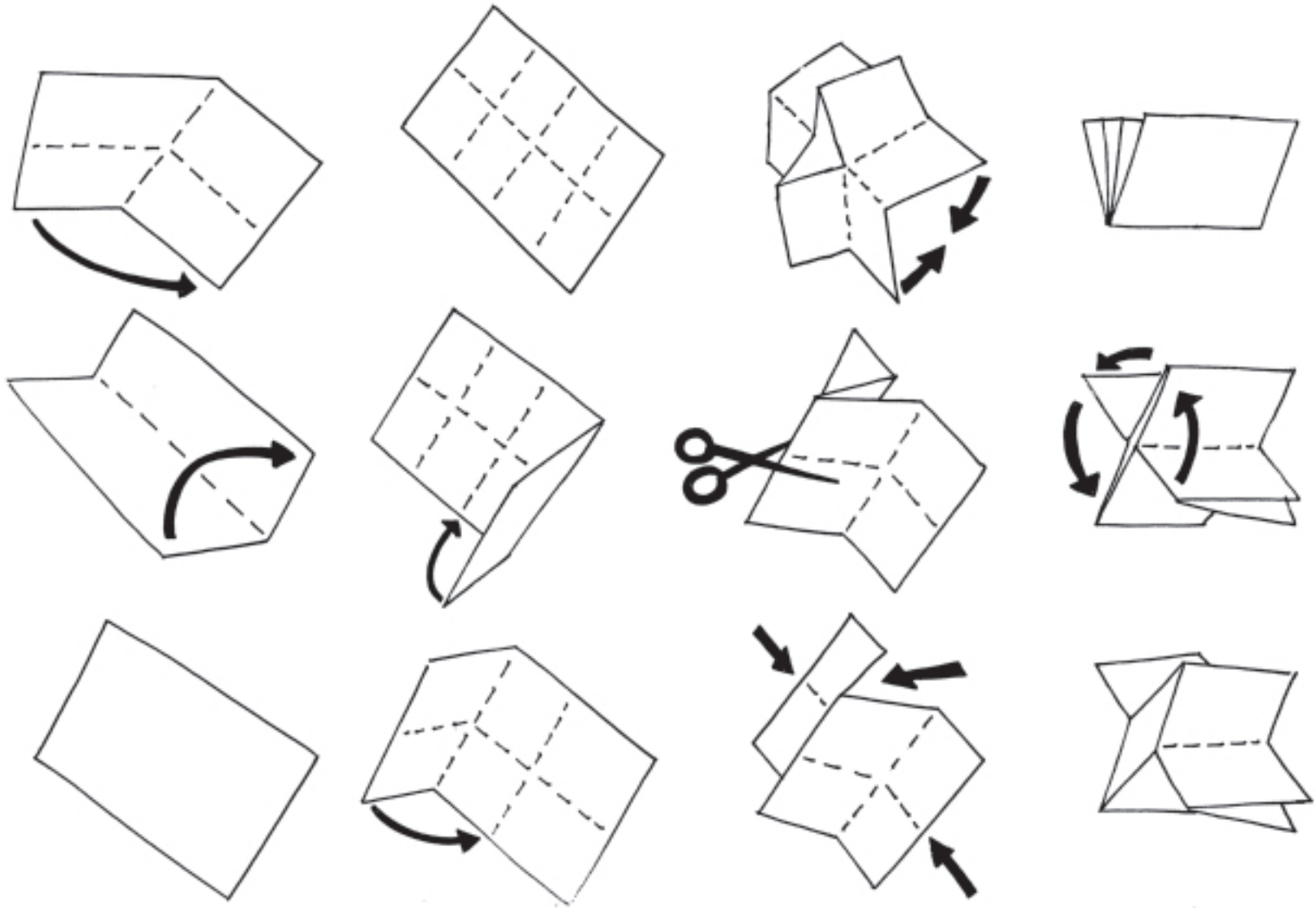# Instructions for making a Wrong Theory Protocol zine:

Print the second page of this pdf and fold/cut as shown below

How to fold a zine

By www.telltale.org.uk

Step 4 Evaluate

Elaborate on different, specific ideas that you think are worth pursuing further.

Include sketches where appropriate, and label them so that they are understandable

Does the idea violate any constraints?

Is the idea feasible?

What specific stakeholder needs does your idea address?

Choose diverse ideas to focus on! Revisit your needs & constraints.

Step 3 Generate new ideas

Now that you have come up with terrible ideas, it is time to come up with some new ideas.

Try sketching, but keep it drafty!

Try role playing. If you were the stakeholder or user, what would you want?

Or tell a story that starts with "What if…"

Take an abstracted point of view of your ideas and consider other solutions in the same category. For instance, if we abstract a "car" to be a "mover of things" what else is in that category?

Don't worry about coming up with good ideas. Stay in draft mode.

Step 2 Harm & Humiliate

Instead of trying to come up with good ideas, first come up with the worst possible idea. It should be worse than having no solution.

How does your idea **harm** the user or stakeholder?

How does it **humiliate** them?

Is it worse that having **no solution**?

How does it violate constraints?

How does it leave needs unmet?

Be **playful!**

That's a terrible idea! But is it the WORST?

Step 1 Frame the problem

We often jump to solutions too quickly, before we understand the problem.

What are the constraints? Are any of them flexible?

What are the main needs? How do you know these are the needs?

Finish these sentences

The problem is really that…

If we solved this problem, we'd be able to…

Design problems have many possible solutions. Have you considered multiple points of view?

What's next?

Take your best ideas forward. Get them in front of stakeholders and users.

Make low fidelity prototypes to help stakeholders envision the idea in use.

Write use cases to find gaps in how your idea works.

Consider potential unintended consequences.

Review the idea from marginal points of view.

Make it happen!

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.

Sometimes being wrong is right!

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

Wrong theory protocol

Come up with better, more empathetic design ideas

a design thinking protocol by Vanessa Svihla, PhD
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