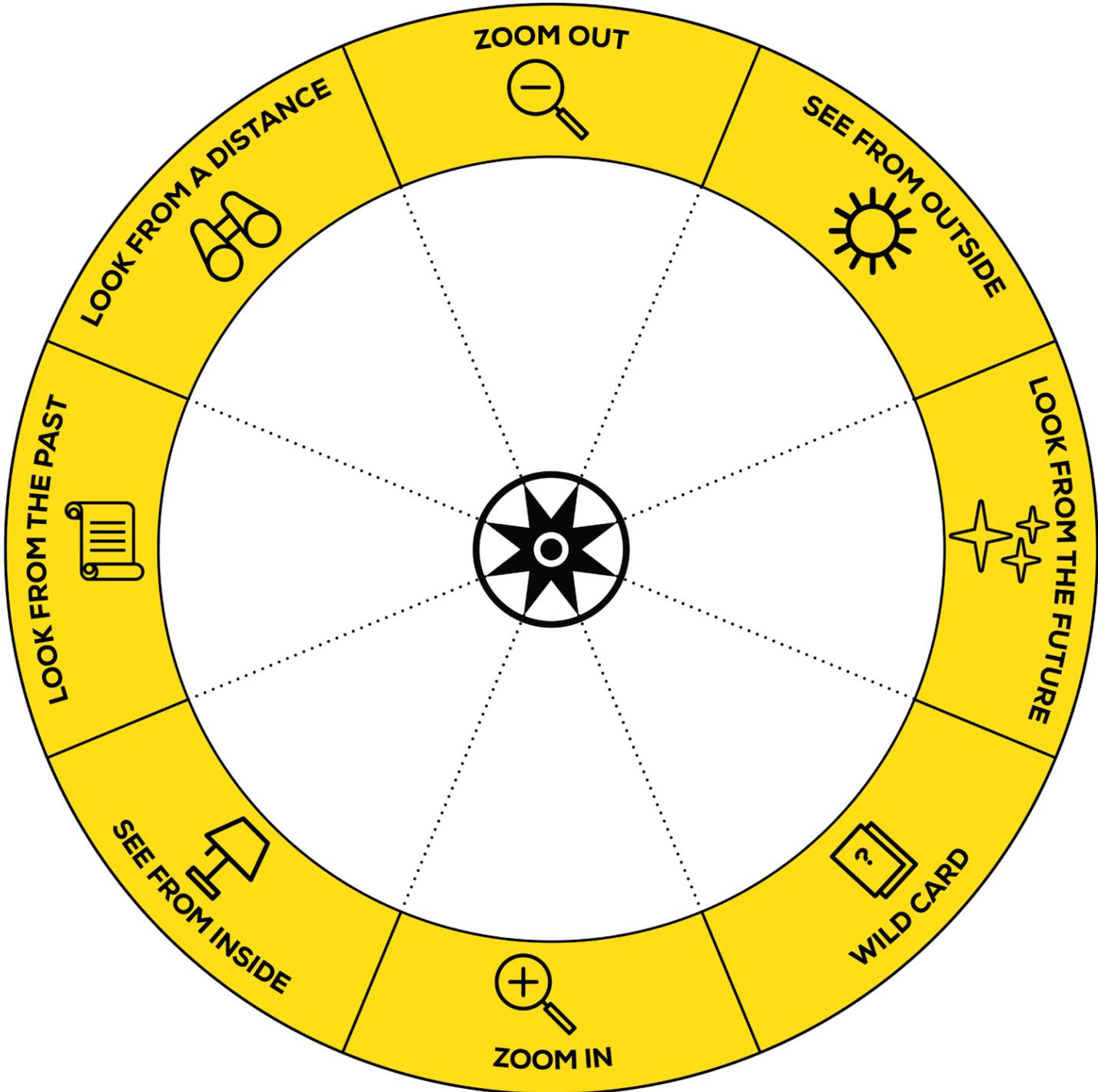


# CURIOSITY COMPASS

## What do we mean by starting with curiosity to enable creative breakthroughs?

It's about seeking out the new experiences and perspectives that help you see your problem or solutions differently. It's about connecting unexpected dots.

We created The Curiosity Compass, a tool and set of methods to help us get out of our own worldview and explore new perspectives. The Compass has 8 lenses to stretch your thinking on any challenge.



### **ZOOM IN** Break the challenge into smaller parts such as steps, phases or themes.

- » Draw a typical user journey. What questions does this spark?
- » What are the key themes? Could you learn more from an expert?
- » What is the key problem or pain point to solve? Why?



### **ZOOM OUT** Take a big-picture, systems-level view of your challenge.

- » Map the entire ecosystem of your challenge. Who are the stakeholder groups and other organizations?
- » Which entities do you want to learn more about or engage in the challenge?
- » Who are your potential partners? How can they help you?



### **SEE FROM OUTSIDE** Empathize with the people you serve—customers, communities and society at large.

- » List your external stakeholder groups (user groups).
- » What might be the different needs and goals for each group?
- » Which user groups and contexts should you prioritize for research?



### **SEE FROM INSIDE** Empathize with your colleagues and the organization.

- » List your internal stakeholders (e.g. your team members, leadership).
- » What might be the primary needs and goals for each group? Who could you interview to learn more?
- » What skills do they have that could help?



### **LOOK FROM THE PAST** Go back in time to think through how the mind-sets and resources of the past could inform you.

- » Brainstorm the differences and similarities between today and 50 years ago.
- » How would you have solved this 50 years ago? Who could you ask?
- » What could the present borrow from the past?



### **LOOK FROM THE FUTURE** Zoom forward in time to investigate how the world has changed—values, behaviors, technology, and society.

- » What trends and development might shape how we live in the future? Who could you learn from?
- » Brainstorm the future implications of your success or failure.
- » What decisions must be made today to move towards your preferred future?



### **LOOK FROM A DISTANCE** What would \_\_\_ do? Look to other fields and experts for inspiration and insight.

- » What other industries or fields have tackled a similar problem or theme?
- » What would an expert from those areas do in this situation?
- » What experiences could help you learn more?



### **WILD CARD** Embrace randomness & serendipity to surface new ways of thinking about the challenge.

- » Choose an item from your desk and make it a metaphor for this challenge.
- » What are all the ways that object could be similar to your challenge—the shape of it, the way you use it, why you use it?
- » How could your object offer inspiration for your challenge?