



CHOICE-BOX

A visual aid to make a conscious selection of ideas together.



Participants
Group



Design skill
Define your direction



Prior design experience
Average



Duration
30 minutes



Design step
Selecting ideas

Description

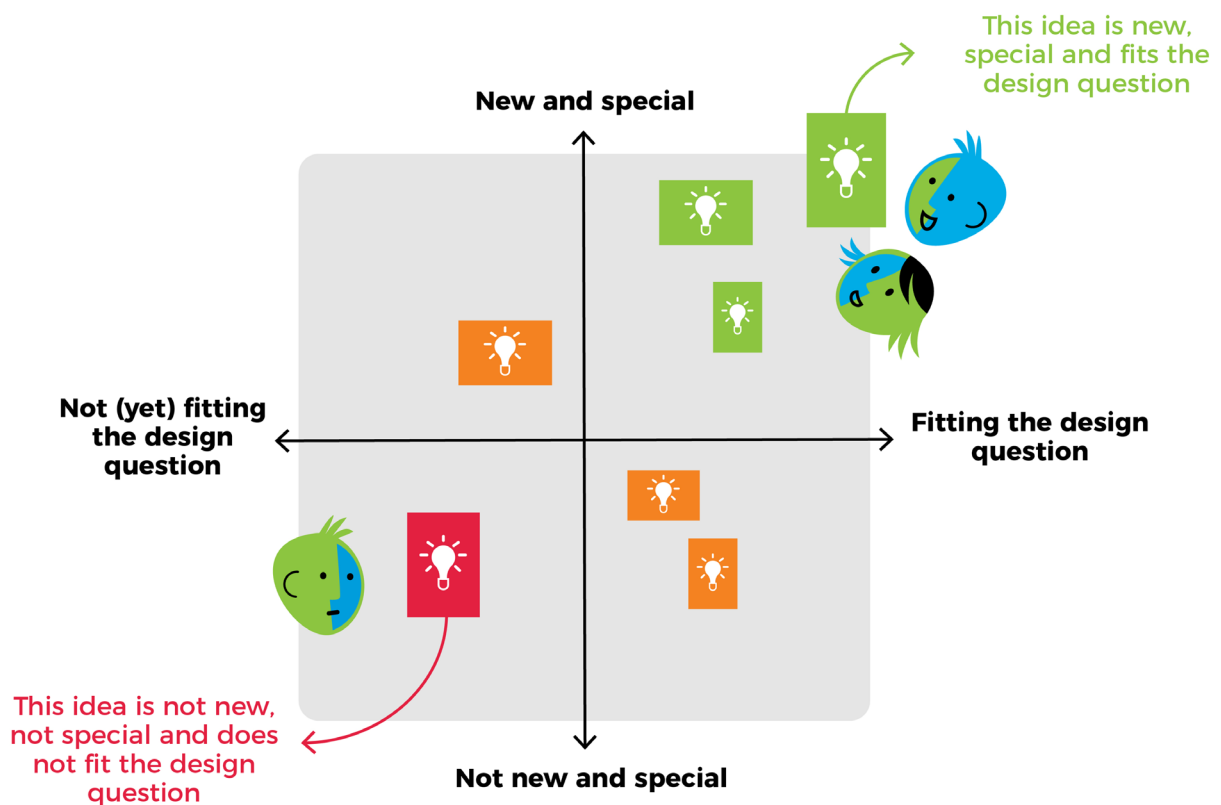


When participants have come up with a lot of ideas, brainstorming is no longer useful. The Choice-box helps them to compare and select ideas. The Choice-box consists of a horizontal and a vertical axis. The horizontal axis indicates how well an idea is in line with the design question. The vertical axis indicates how new and innovative an idea is.

There are four quadrants in the Choice-box:

- ▶ Fitting the design question - new and special: **ideas to develop**
- ▶ NOT fitting the design question - new and special: for-the-future-ideas
- ▶ Fitting the design question - NOT new and NOT special: already-possible ideas
- ▶ NOT fitting the design question - NOT new and NOT special: trash can ideas

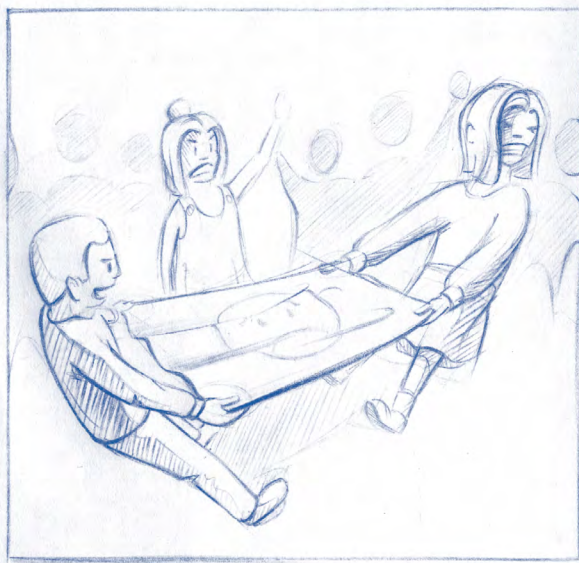
The participants discuss and place their ideas in the quadrant where they belong. When all the ideas have been placed, the participants will see which ideas are worth developing. These are the ideas in the box at the top right. From this area of ideas, the participants choose an idea to develop further!



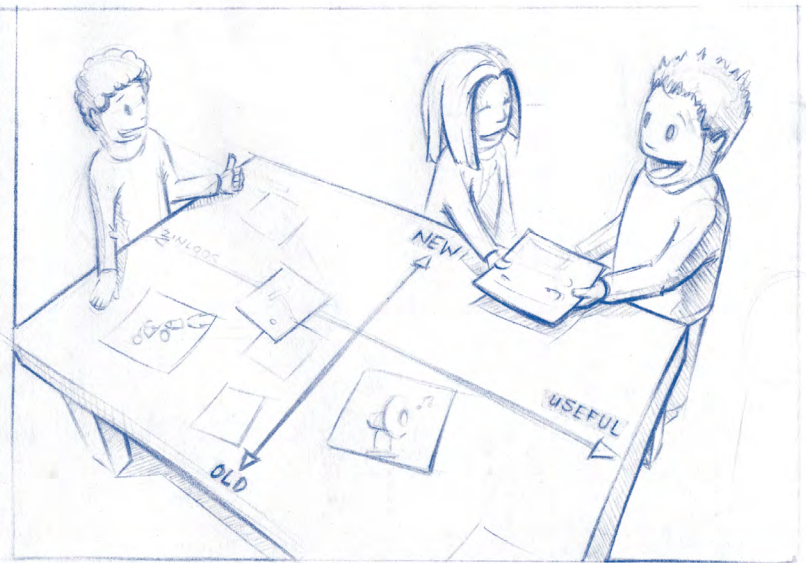
Effect

Working with the Choice-box helps participants to consciously reflect on the strength of each idea. They share opinions with each other and gain insights about the value of their ideas in an effective and fast way.

Without the Choice-box



With the Choice-box



Example

In the project 'The future of Physical education' child design teams thought of all sorts of ideas that can make PE classes fun for all types of children. The director of the HALO (The Hague Academy of Physical Education) would like a list of the most promising ideas. But how do you determine which ideas are best? The design teams succeeded in selecting the best ideas with the help of the Choice-box.

To start with the children didn't know which ideas were suitable. They always asked the facilitator. There were far fewer questions when they used the choice box. It helped the groups to independently think through their ideas.

Step by step

- 1 Make sure the design teams have a lot of different ideas on separate cards.
- 2 Show them the Choice-box and explain how it works. Discuss the two criteria (the axes) and what each quadrant means.
- 3 Tell them that the Choice-box is a tool used to gain insights into the value of ideas that have been made. Show them how to decide what quadrant to place an idea in.
- 4 Give each design team a large sheet with a Choice-box drawn on it. Lay the sheet down on a table or the floor so each group member can see all of the sheet and reach the four quadrants.
- 5 Let the team spread their ideas out over the sheet. Tell them to discuss where an idea should be put.



- 6 Ask them which box contains the ideas that are suitable for developing. Have the teams focus their attention to the ideas in the upper right box.
- 7 Let each design team choose an idea (or a few ideas) to develop. Everyone in the group must agree with the chosen idea(s).

Tips

- ▶ It is also possible to let participants place their own ideas individually then discuss them as a group, moving ideas if necessary.
- ▶ Indicate timings for placing ideas, viewing the 'ideas to develop' and selecting ideas. Help the teams to think of and voice arguments.

Materials

- ▶ All participants' ideas on separate cards
- ▶ Large sheet with Choice-box drawn on it per design team (A0 or flipchart format)

References

The Choice-box is a variation on the C-box, which was created by Marc Raison.

