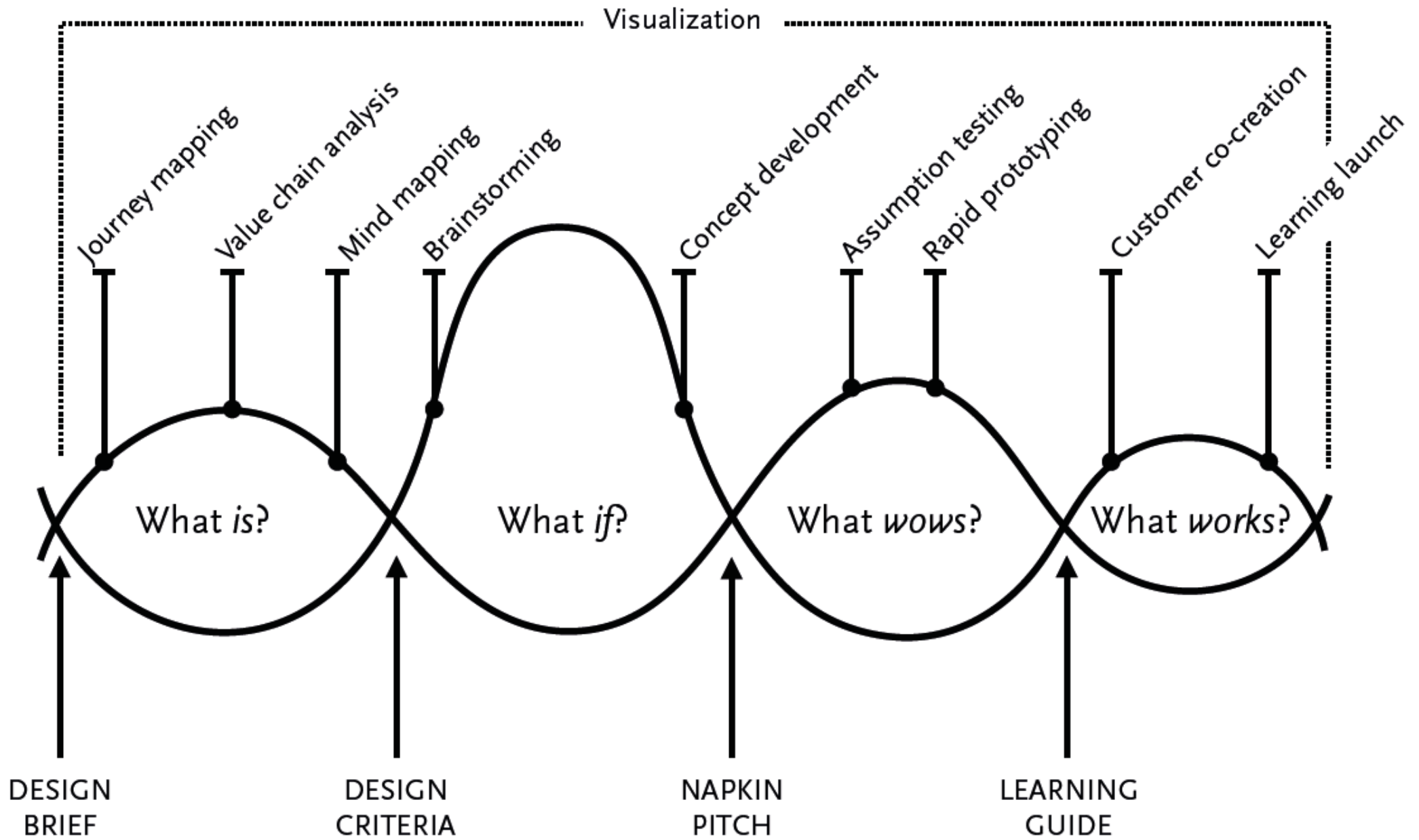


Assumptions...

Stefan Holmlid

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“If I had asked people what they wanted, they would have said faster horses”

Anonymous

<https://hbr.org/2011/08/henry-ford-never-said-the-fast>

“Don't know what I want
But I know how to get it”

Anarchy in the UK, 1976
Sex Pistols

How we ask questions

Directed by assumptions

Drives answers

“I would like to, what is it, do dance-stop with only robots, to see how robots dance”

”Jag skulle vilja, vad heter det, göra liksom dansstopp med bara robotar, för då kan jag se hur robotar dansar”

“I would like him to eat something, and drink, so maybe he will burst and you can see what happens”

”Jag skulle vilja att han skulle äta något och dricka, så att han kanske spricker så kan man se vad som händer”

"I am working, I am gonna be a hairdresser, then I will use a robot, it will help me and be the cashier"

"Jag jobbar, jag kommer bli frisör, då kommer jag använda robot, den hjälper mig och står vid kassan"

Listening to answers

“We would like that the old beach was reinstalled by the creek”

”Vi skulle vilja att man anlade den gamla badplatsen vid ån”

“We want superman on the schoolyard, with bandaid in the belt”

”Vi vill ha stålmannen på skolgården, med en plåsterväska i bältet”

Asking questions, but still not

Watering a green-wall



Rain of petals (från studenter i Milano)



Working with assumptions

First...

- ... bring out your impact map
- And the related work you have on actors/stakeholders

Now, 1st iteration

- **Each of you:** pick one of the impacts, make sure to divide across the group
- 2 mins

- **Silently:** given your current idea/concept, what are the assumptions related to your impact?
- 5 mins!

2nd iteration

- **Round the table:** present one assumption at a time. All questions, comments should be written down
- Max 30 secs / assumption!

- **Together:** sort all the assumptions according to whether they relate to Value, Execution, Scale, Defensibility
- 20 mins!

This is a flying **start...**

- To define your assumption test(s)
- And from now on, follow the book!

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