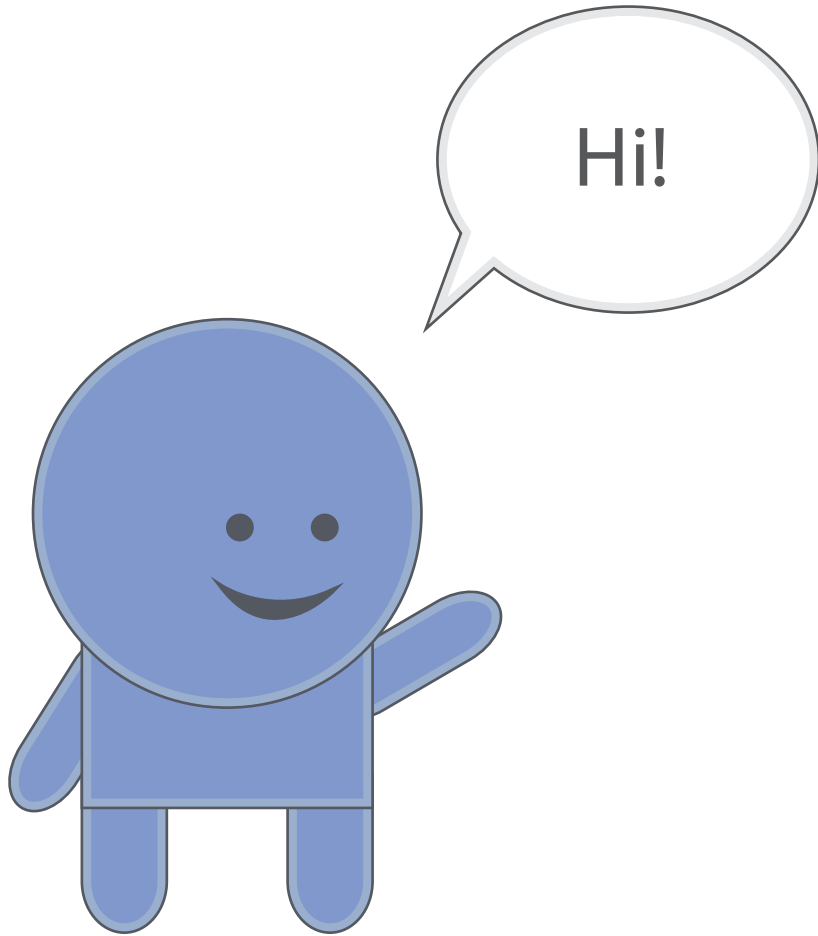
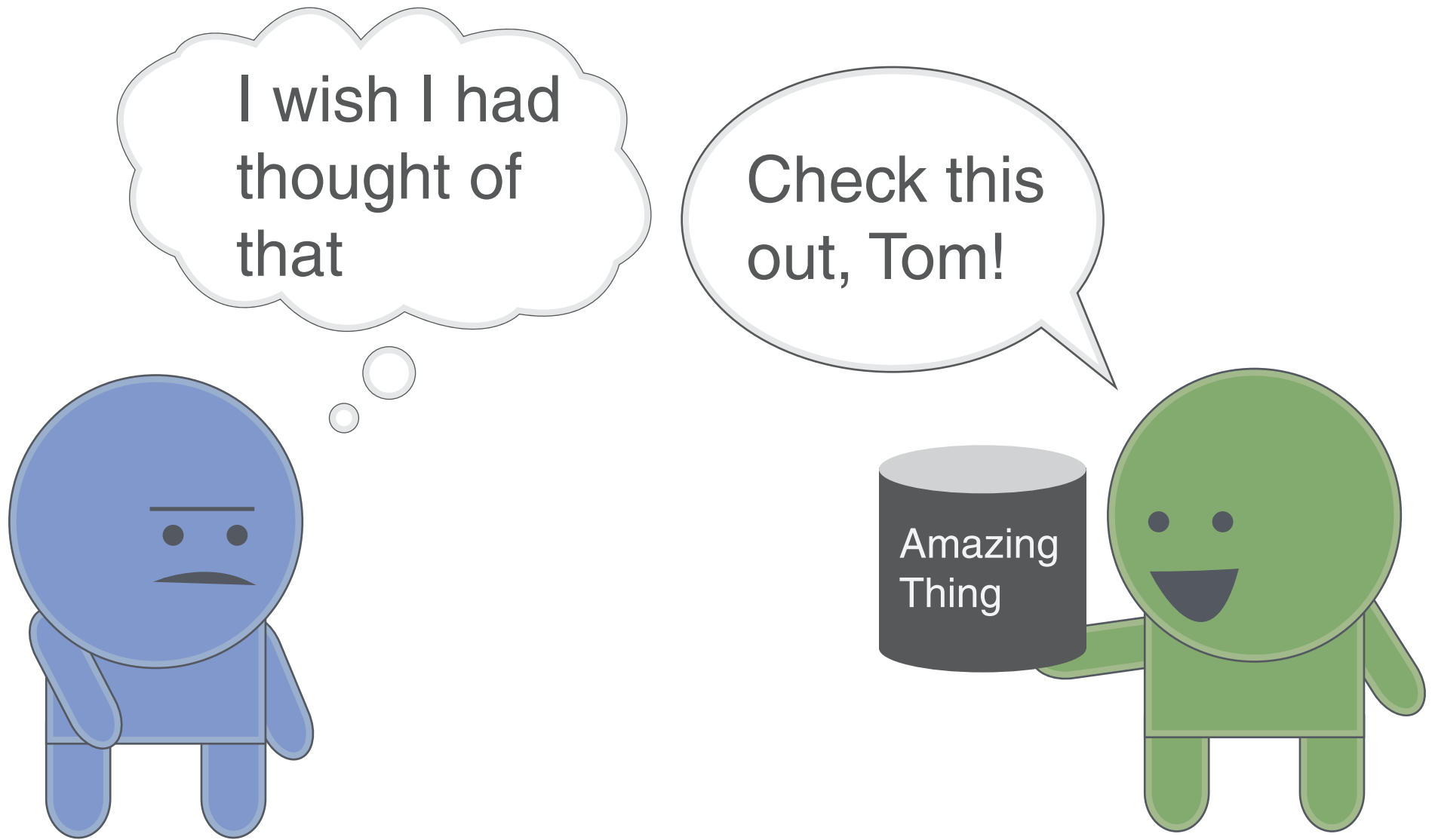


***“I wish
I had
thought
of that!”***

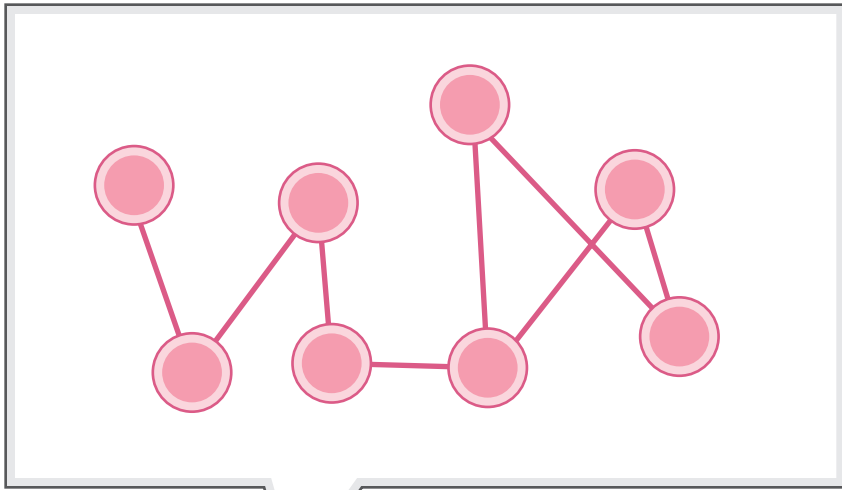
A design story by Ben Franck



This is Tom. He wants to make stuff that solves big problems.

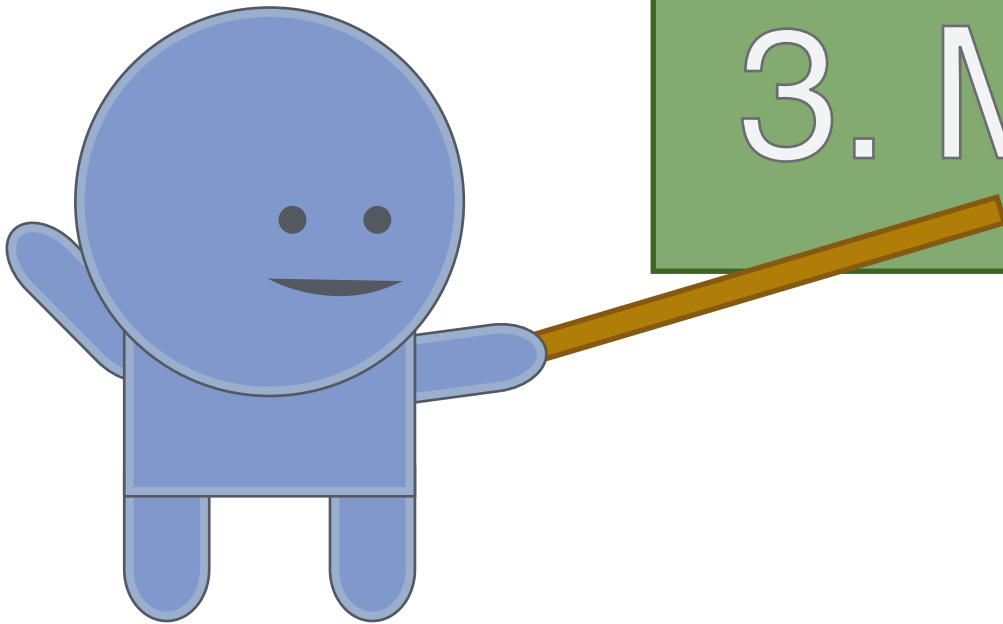


Tom looks at others who make great stuff and thinks, "I wish I had thought of that." The solution seems so clear and obvious.



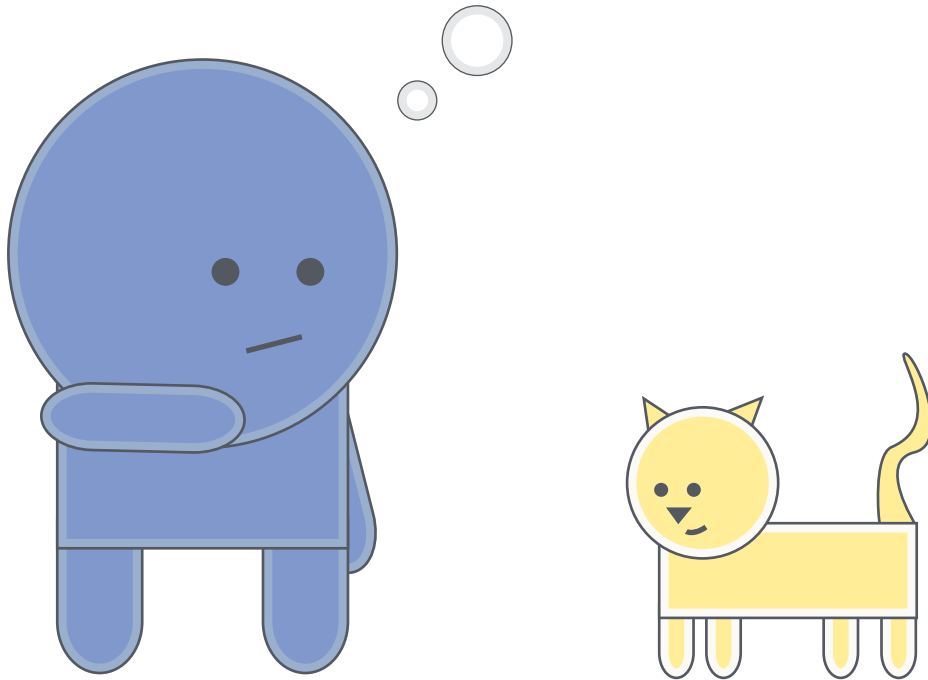
But it is very hard for Tom to think of new ideas for old problems.
This is because his brain is stuck in old patterns.

1. Poke
2. Dream
3. Make

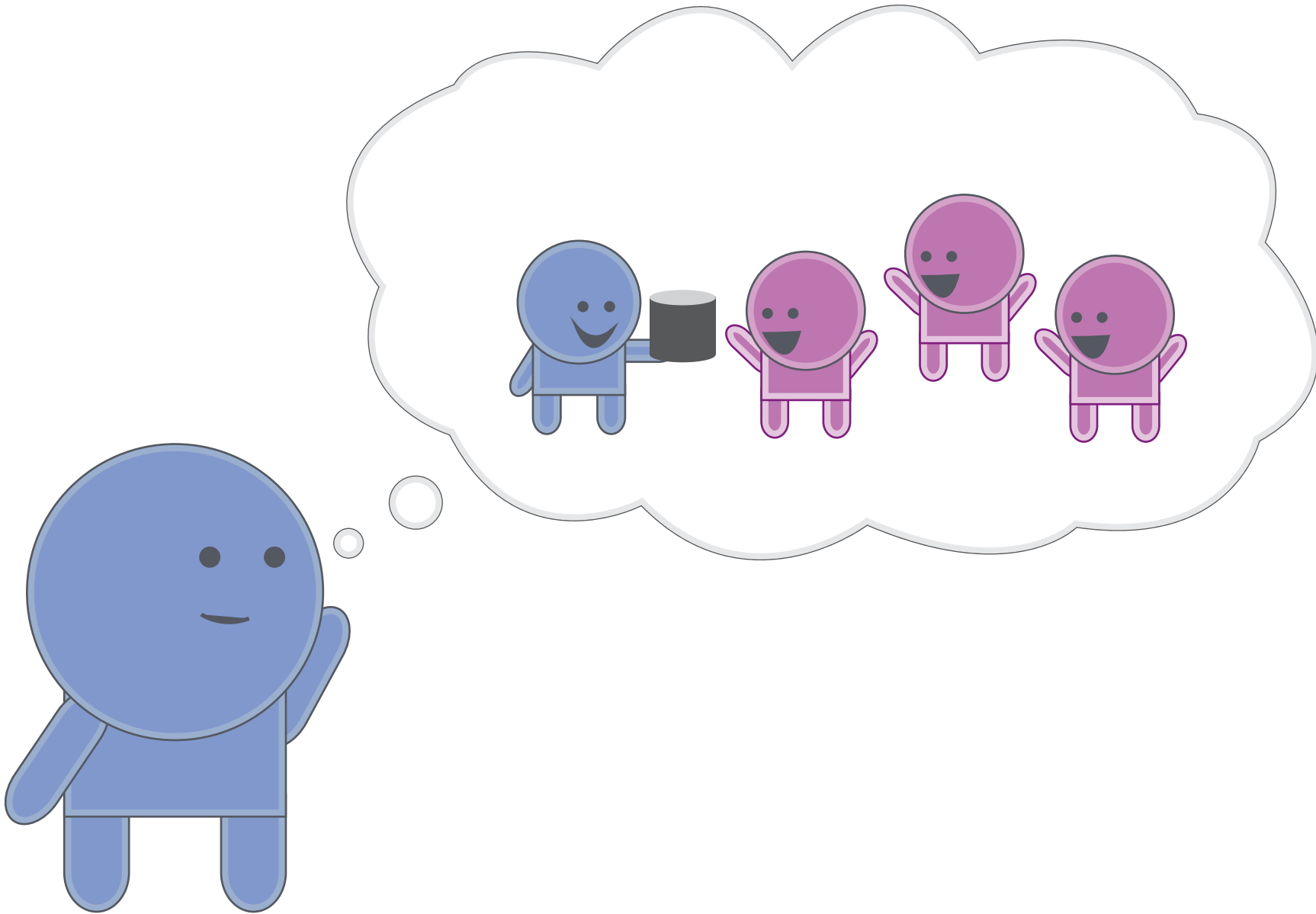


So Tom comes up with a plan. It has three parts.

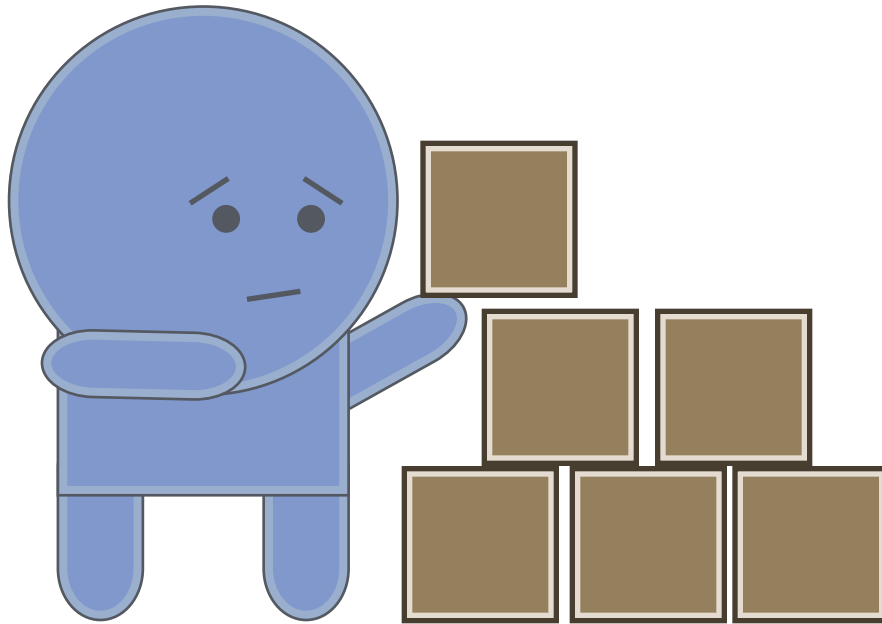
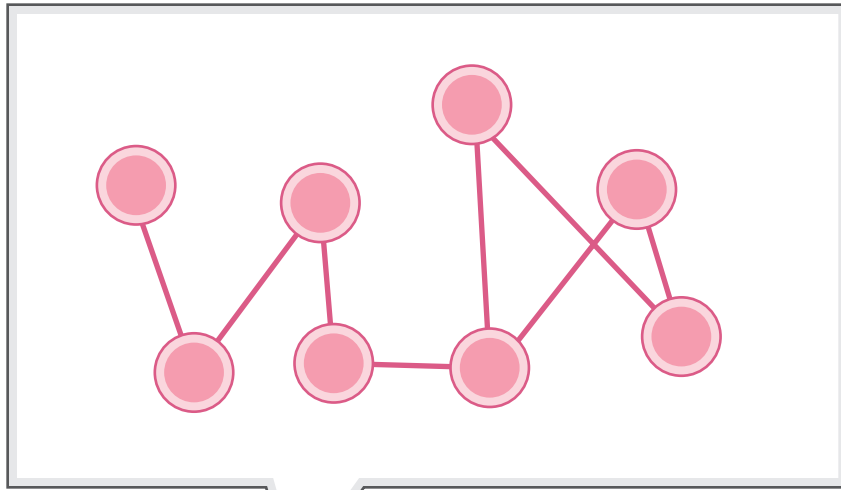
What if I made
something like a
cat?



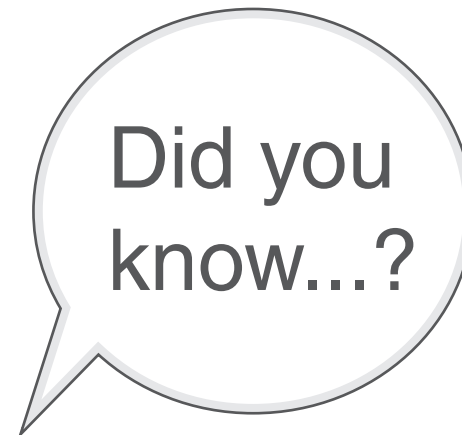
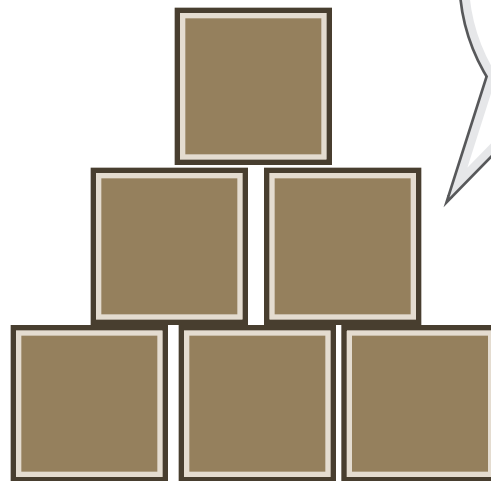
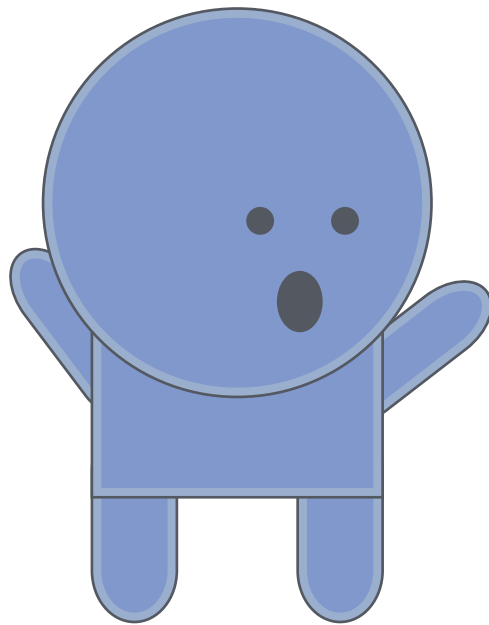
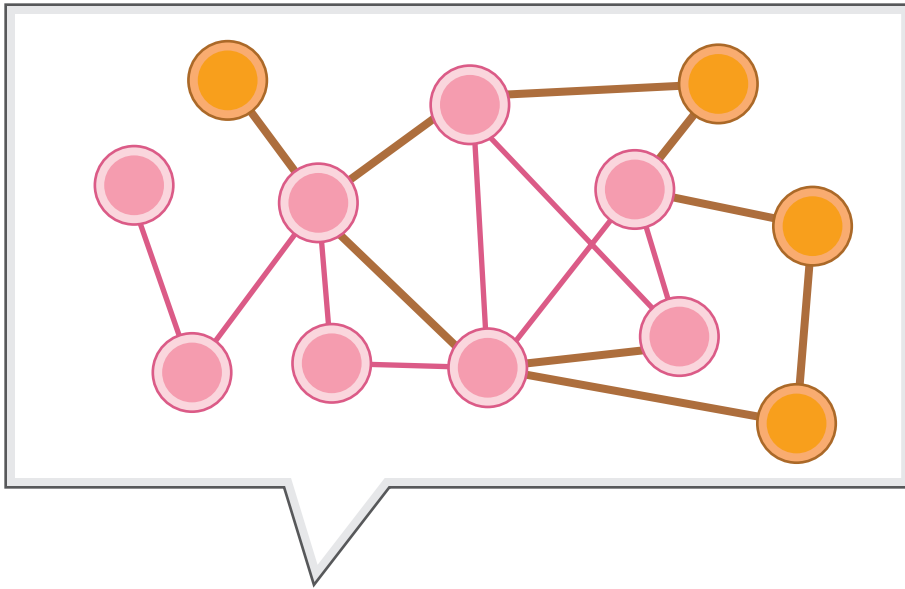
First, he pokes his brain into thinking new thoughts. He does this by comparing his ideas to different, unrelated things.



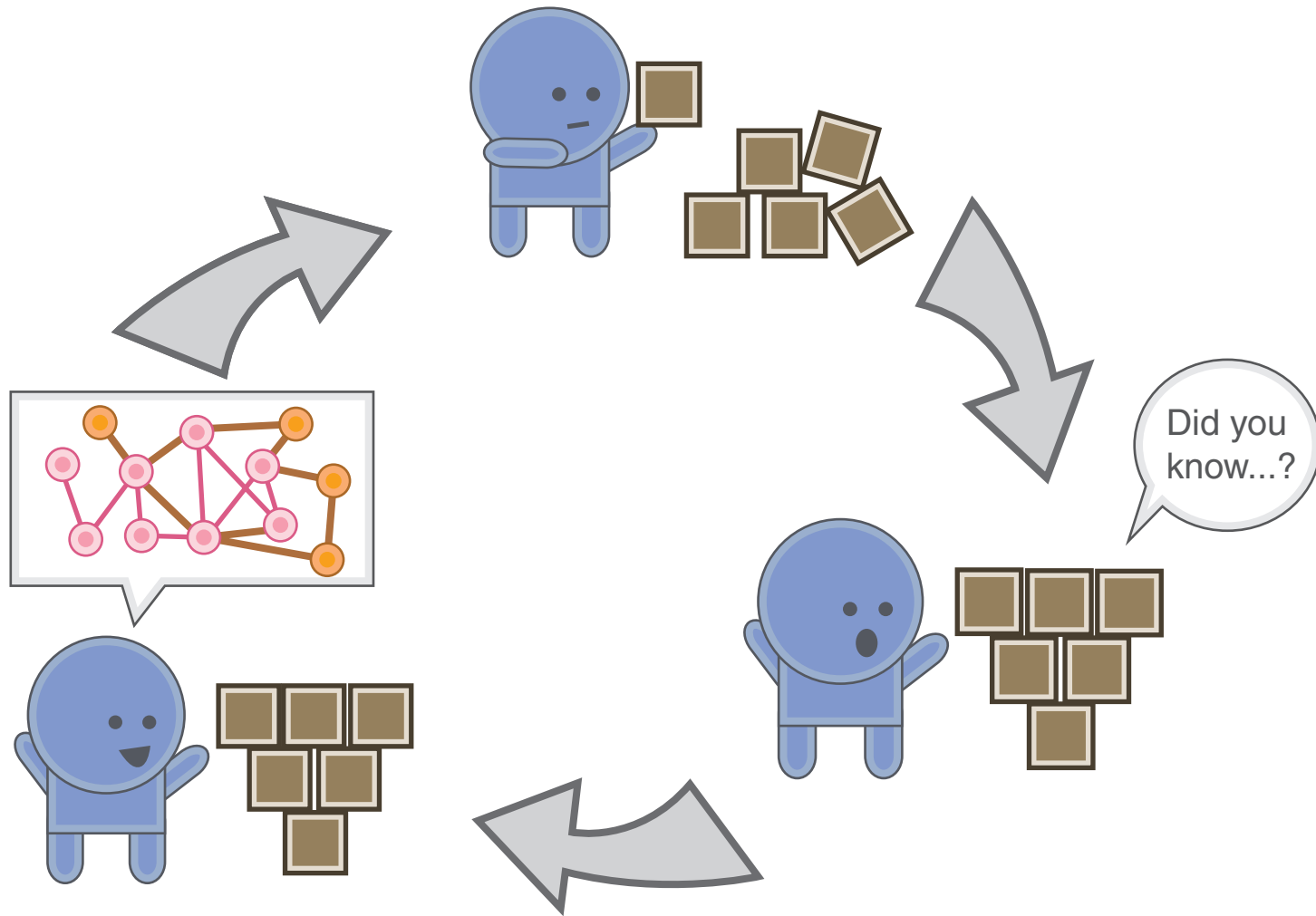
Second, he dreams of how the world could and should be when he creates his thing.



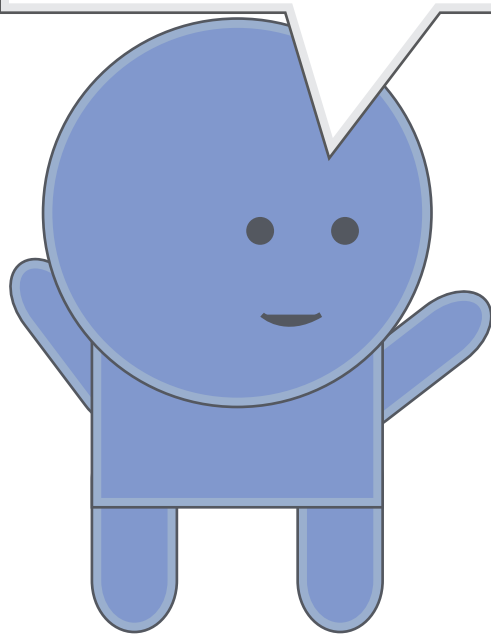
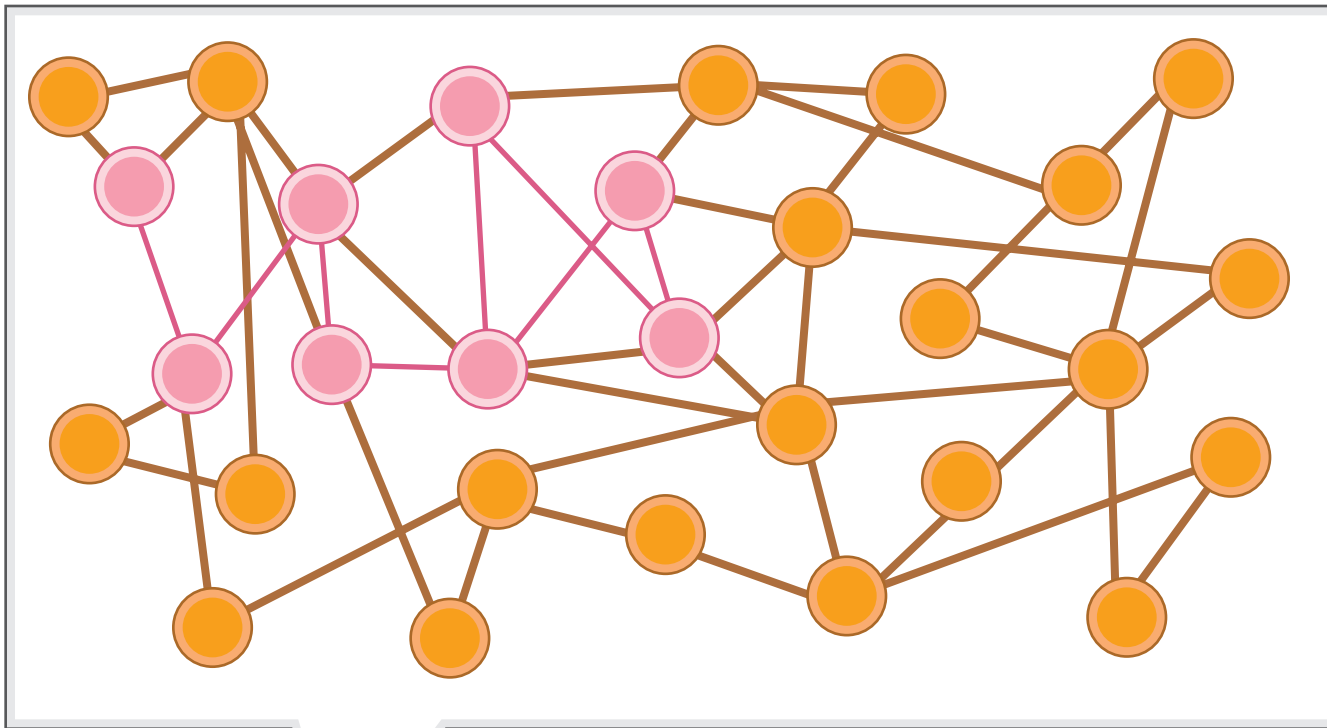
Most importantly, he builds a lot of stuff. The first thing he makes looks silly and useless. However, something magical happens...



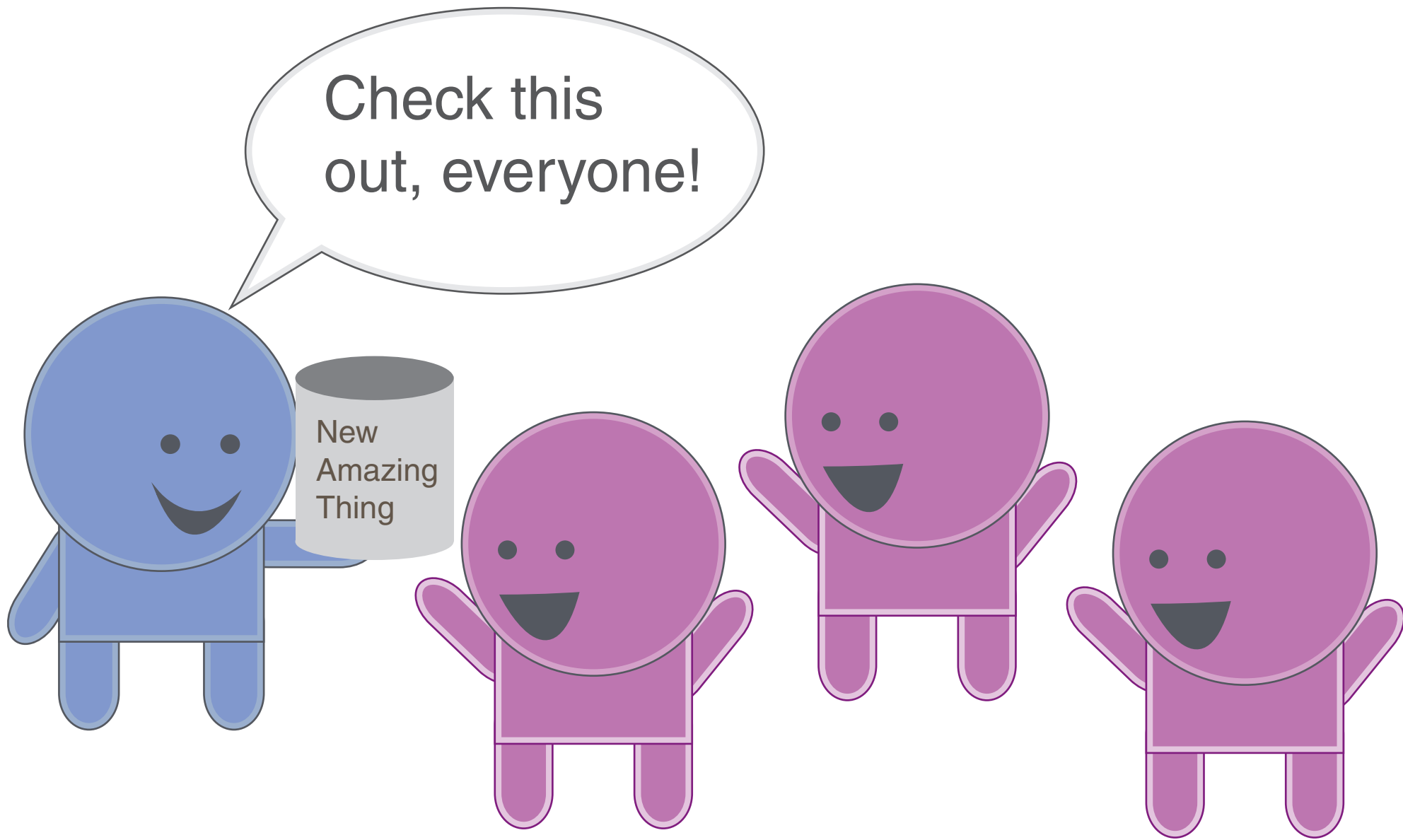
The thing talks to Tom. The thing tells Tom new things he didn't know. This builds new connections in Tom's brain.



Tom repeats this process of making, listening, and learning many times.



Tom now has a lot of new connections to help think about his problem. He can now make something new with greater ease.



Because Tom has new paths in his brain he can address a problem in new ways. Now people look at Tom's work and say, "I wish I had thought of that."

The End