

Visionpool: A Visual Tool for Innovation

INTRODUCING VISIONPOOL

Visionpool is a new innovation tool based on pictures. It has a large target group within design, human resources and communication and it can be used for developing ideas, for aligning expectations and imaginations, and for benchmarking ongoing processes. Visionpool uses image fragments with special potential to develop associations, to support structured conversation and processes of developing ideas. The connection between the verbal formulation of the premise of a case, and a relevant conceptual visual expression is established from the very beginning. Typical fields of use are idea developing in television productions, concept developing and clarifying customers' needs in a broader sense within design, clarifying interests and expectation within advertising business, and as a tool for a number of different innovation processes within human resource. Visionpool brings classical methods of design into business processes outside traditional fields of design, and makes a qualified two ways visual communication available to non-professionals. Visionpool is developed by Visual Intelligence and has its origination in developing of television concepts.

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WORDS AND IMAGES

When we speak we often refer to visions of our mind. We naturally expect to share the visions and hence the understanding of the words we are using, but quite often we do not. Expectations that cannot be fulfilled will occur. The problem is that when we refer to our personal inner images we are not able to know whether we are talking about the same thing. The perception of a picture depends on the context and the viewer's references. However, interpreting the picture in a collaborative process transforms the personal inner images into common conceptions, and the participants become able to establish a general understanding of the overall context, and a far better understanding of each other's points of view.



Figure 1; Visual Sample # 0120: 'A Modern Life', 'Countdown', or 'Old Time Technology'?

How does it work?

Visionpool is a large collection of Visual Samples. A Visual Sample is a square cut-out of the infinite amount of visual expressions surrounding us, supplied to Visionpool by Danish artists and designers. The most important aspect of a Visual Sample is its ability to initiate associations. The collection of Visual Samples exists on the web as well as on printed cards.



Figure 3; Snapshot from Visionpool Workshop at Learning Lab Denmark.

A workshop

A Visionpool workshop takes place around a table with several hundred Visual Samples and The Stage, which is a defined area, used for presenting Visual Samples and for building clusters of Visual Samples during the process. It is based on a

specific case, and processing the customers' proposals which may be brief or more extended. The aim of a Visionpool workshop is that the participants between them deal with an issue of their common interest. The main principal is to reduce the number of Visual Samples from several hundred to few, and, in the same collaborative process, to formulate the premise of the issue in a short text. The result is a unity of words and visual expression to be used for presentation and communication later in the process, as well as a step in an ongoing developing process. The documentation of a workshop is empowered by VisionPad, a special tool located at the www.visionpool.dk. The typical duration of a workshop will be 3 hours. It may be appropriate to do more Visionpool workshops during a larger project. A typical amount of participants is from 3 to 12.

The Visionpool Basic Deck

Visionpool Basic Deck 1.0 is a commercial product and comes with 330 individual numbered Visual Samples, a pad of Visionpool stages, 'Introduction to Visionpool' describing the fundamental rules and a number of Visionpool cases and Access to web-powered workshop documentation by VisionPad at www.visionpool.dk.



Figure 2; Snapshot from Visionpool Workshop at Learning Lab Denmark.

The Visionpool tutorial

The Visionpool tutorial at the Nordic Design Research Conference will introduce the technique and present a number of cases from television production and human resource. The participants will get hands-on experience with Visionpool in a short workshop based on an actual case, or eventually, if time allows it, on cases brought up by the participants. Villads Keiding and Jannick Kirk Sørensen will run the demonstration.

The users

Visionpool and other methods using pictures as tools for innovation have been used by Visual Intelligence since 2001 for LearningLab Denmark, DR-TV, Malmö Högskola/ K3, Sveriges Television, Den Europæiske Filmhøjskole, The FilmTrain Project/ Syddansk Univesitet, TeamToft, Microsoft Business Solutions, Novo Nordisk Engineering, Terma a/s, MAB; Moving Art in Business, Erhvervs- og Selskabsstyrelsen, and others.

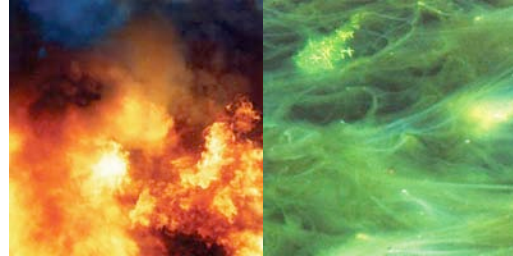


Figure 4; Visual Sample #1402 and #1398

Who is behind Visionpool?

Villads Keiding, Visual Intelligence, develops Visionpool in close cooperation with Jannick Kirk Sørensen, interaction designer, amanuensis, Syddansk Universitet,

DR-udvikling og LearningLab Denmark have been contributing with cases to the developing.

Further information

An analysis of VisionPool are provided in the paper 'The development of a visual design tool: VisionPool' submitted for "In The Making" conference by Jannick Kirk Sørensen.

For further information, mail to Visual Intelligence at info@visualintelligence.dk or browse www.visionpool.dk.

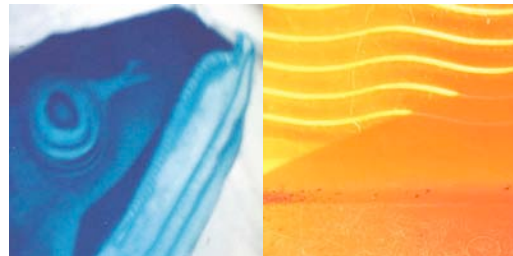


Figure 5; Visual Sample #0452 and #1304