Method

Analogous inspiration

Observing a situation from another field that shares a trait with the design problem; for example, waiting at an airport to rethink waiting at a hospital.



In Spanish
Inspiración análoga

Origin
IDEO.org (2015)

Output
Ideas drawn from a similar situation in another field

What it's for

It helps you see differently a sector the team knows so well that it no longer questions it.

Key elements

Choose the trait
Which part of the problem you want to understand.

Go somewhere else
A place that shares that trait.

Come back with questions
What could be brought into your own project.

How it's done

1 

Choose the trait and the place.

2 

Observe and take notes.

3 

Transfer what you learned to the problem.

Applications in design

When to use it

Early on, when the team knows its sector too well.

Avoid

Going on an outing without knowing what you are looking for.

Don't fall for it

Complement it with research with your real users.

Connections

Used by

- Social design

Related to

- Design by analogy
- Ethnography
- Service safari

Authors and works

2015	**IDEO.org**	Included it among the inspiration methods of human-centered design.

Sources

Secondary sources

- IDEO.org (2015). The field guide to human-centered design. IDEO.org.

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