

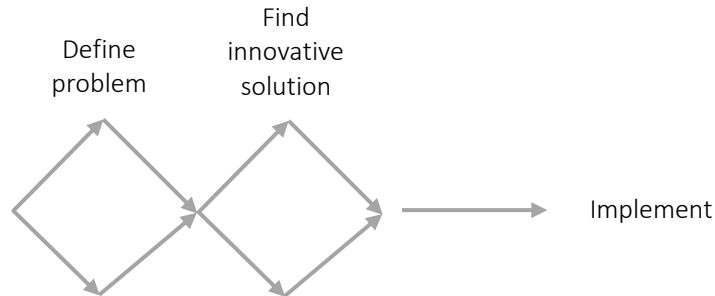


# How to Innovate More by Avoiding the Design Fixation Trap

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Design Fixation – Also called Einstellung Effect or Reproductive Thinking

Double Diamond approach as an alternative



## Tools for Double Diamond

- Medici Effect
- Fishbone Diagramming
- Mind Mapping
- Borrow Brilliance
- What If?
- Take a Break
- Biomimicry



Define a problem and generate potential solutions:

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Tools to use for the first and second diamonds: \_\_\_\_\_

Innovative solution: \_\_\_\_\_

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Implementation Date and Resources Needed \_\_\_\_\_

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