

## Single Side Printing: Back Design (for all cards)

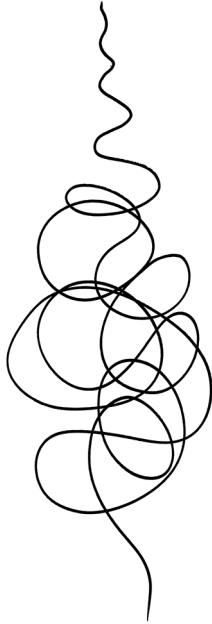
Print all of the Front Designs on cardstock, then reverse the stack and print this Back Design on the back of all pages. If necessary, adjust the placement of the design below to account for differences in printer alignment on regular paper.

ExD: Exponential Design Method Cards

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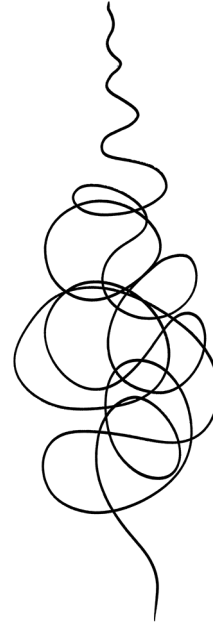
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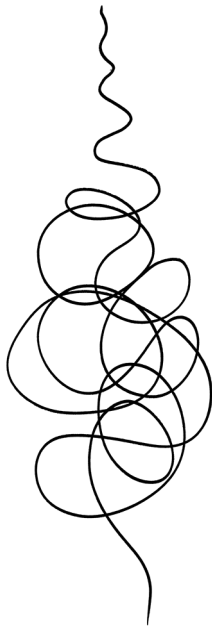
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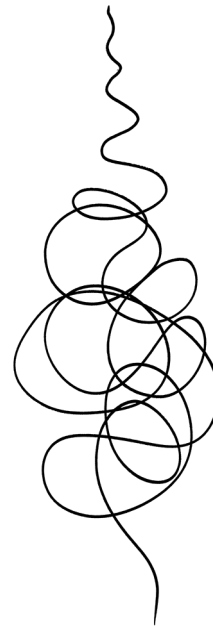
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## Single Side Printing: Front Design

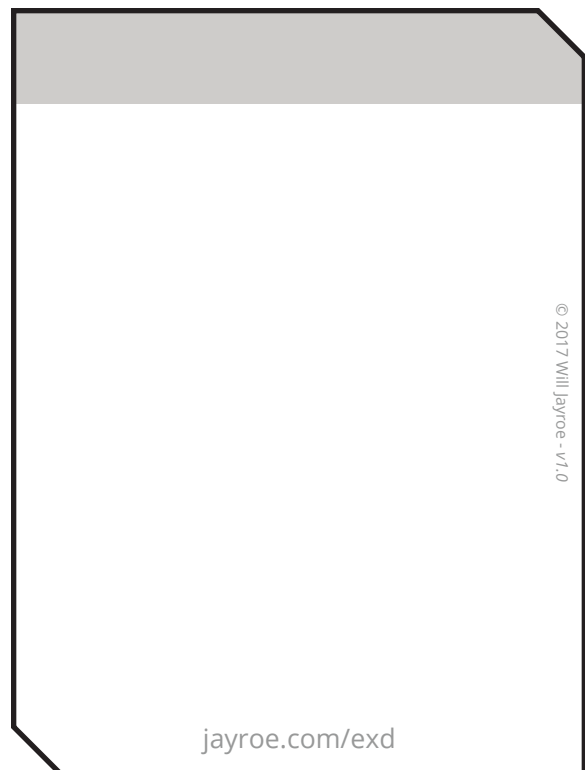
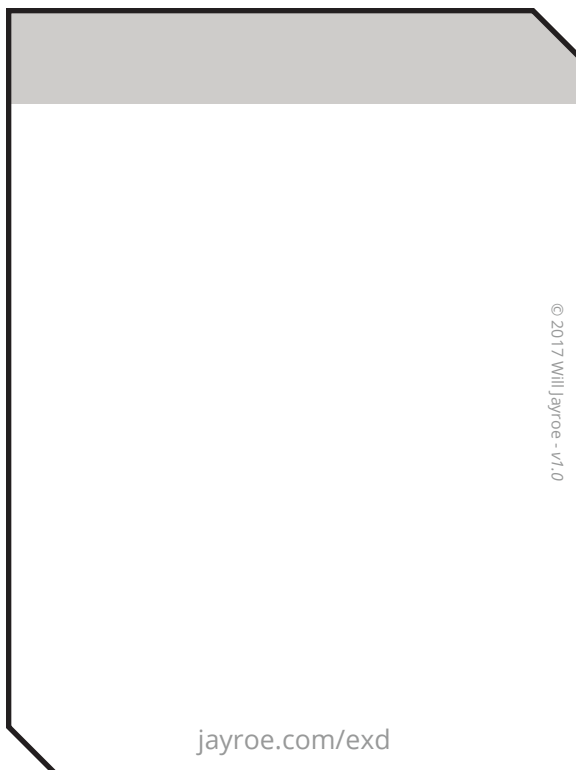
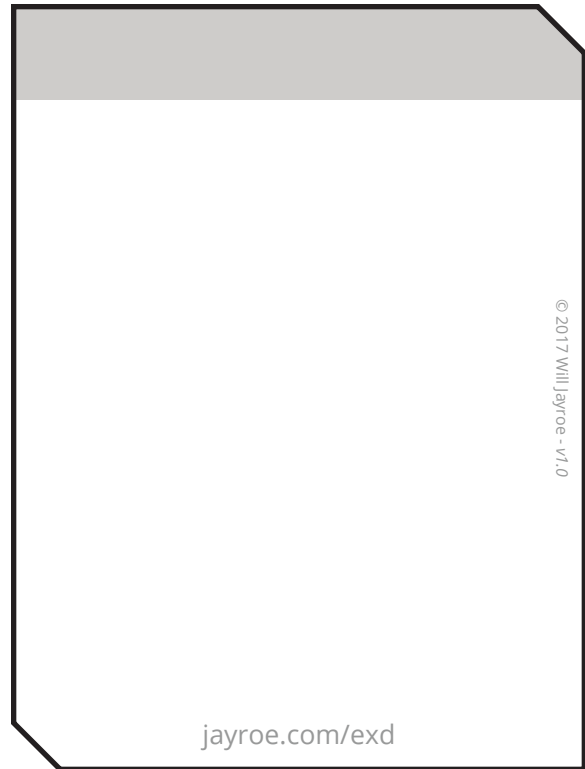
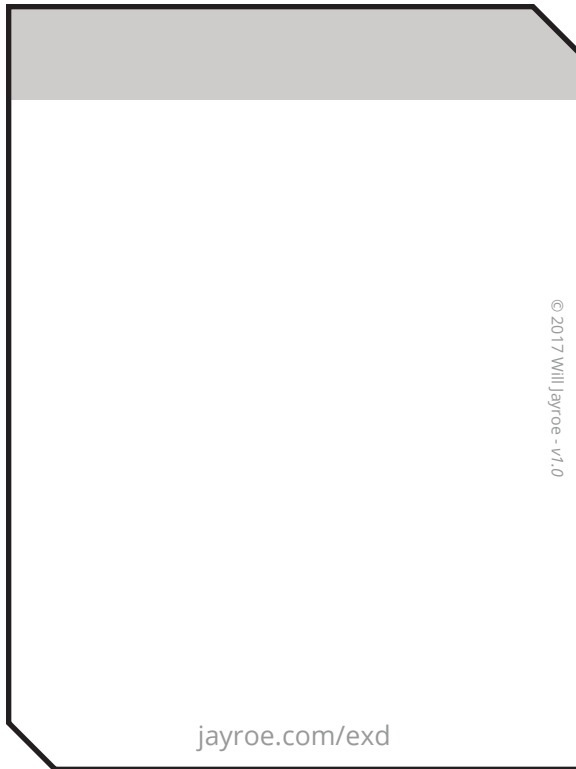
Print all pages starting from Page 2 on cardstock, then reverse the stack and print Back Design on all pages.

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### A1: Setup

#### ExD: Exponential Design Cards

##### Goal

Create artifacts from the future using the exponential change driven phenomena of minification, dematerialization and decentralization.

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##### Materials

- sticky note pads
- small dry erase markers
- a large playing surface
- an hour or so of creative time

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### B1: Setup

#### Game Play

While solo play is possible, having 2 to 5 players is recommended.

Each player will need a pad of sticky notes and a small dry erase marker.

To start, deal cards for Row 1 (A1 - C1) and Row 2 (A2 - C2) and *then stop dealing*.

Play progresses from left to right, then from row to row starting with the C1: Topic card.

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### C1: Topic

Pick an interesting topic from a trend, industry, technology, process or technique. As you play, think of accelerated, exponential change occurring over the next 5 to 10 years.

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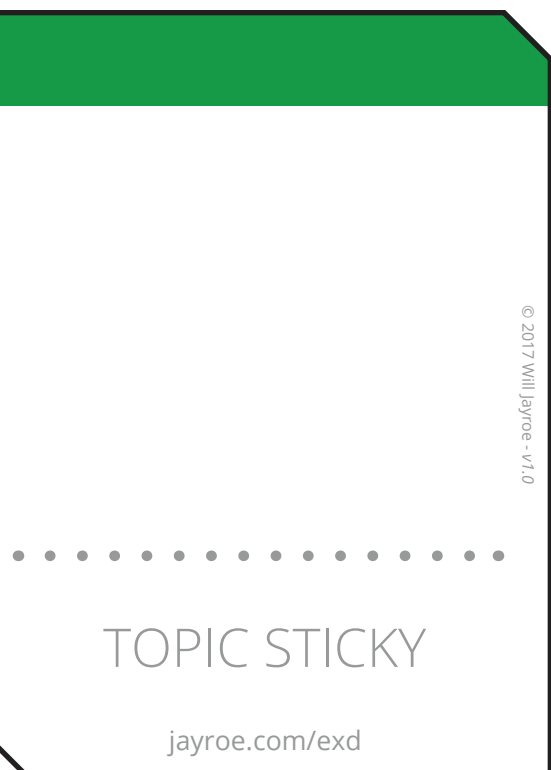
Write the topic on a sticky note and attach it to this card.

*Proceed to card A2.*



TOPIC STICKY

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### A2: Current State

The **Current State** row will establish the existing attributes, conditions and environment of the chosen topic.

As a group, spend no more than 5 minutes per card discussing and capturing descriptive phrases on sticky notes for cards B - C.

*Proceed to card B2.*

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### B2: Current Strengths

What is good about the topic?

Explain the current advantages, abundance, permanence, benefits, affordability, and opportunities.

*Attach sticky notes to this card and proceed to C2.*

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### C2: Current Weaknesses

What is bad about the topic?

Explain the current disadvantages, scarcity, impermanence, limitations, expense, and challenges.

*Attach stickies, deal cards for Row 3 and proceed to A3.*

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### A3: Miniaturization

**Miniaturization (Min)** is the trend of creating ever smaller, increasingly dense ideas, objects and processes.

Most easily perceived in the progressive miniaturization of mechanical, optical, and electronic products and devices, the trend is also observable as efficiencies applied to theoretical, conceptual and procedural frameworks.

*Proceed to B3.*

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### B3: Min to Strengths

How might the topic's strengths change with miniaturization over the next 5 to 10 years?

Strengths include: advantages, abundance, permanence, benefits, affordability, and opportunities.

*Attach stickies and proceed to C3.*



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### C3: Min to Weaknesses

How might the topic's weaknesses change with miniaturization over time?

Weaknesses include: disadvantages, scarcity, impermanence, limitations, expense, and challenges.

*Attach stickies, deal cards for Row 4 and proceed to A4.*



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### A4: Dematerialization

**Dematerialization (Dem)** occurs when objects change state and are dematerialized into ideas and virtual objects.

The idea of something becomes more powerful than the thing itself.

What was once born physically in an unrelated ecosystem, becomes an idea and then goes virtual, creating a new ecosystem.

***Proceed to B4.***

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### B4: Dem to Strengths

How might the topic's strengths change with dematerialization over time?

Strengths include: advantages, abundance, permanence, benefits, affordability, and opportunities.

***Attach stickies and proceed to C4.***



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### C4: Dem to Weaknesses

How might the topic's weaknesses change with dematerialization over time?

Weaknesses include: disadvantages, scarcity, impermanence, limitations, expense, and challenges.

***Attach stickies, deal cards for Row 5 and proceed to A5.***



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### A5: Decentralization

**Decentralization (Dec)** is the process of redistributing or dispersing design, culture, and technology away from a central location or central authority.

Once an idea enters the global system of communication and information it becomes fluid and flows.

*Proceed to B5.*

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### B5: Dec to Strengths

How might the topic's strengths change with decentralization over time?

Strengths include: advantages, abundance, permanence, benefits, affordability, and opportunities.

*Attach stickies and proceed to C5.*



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### C5: Dec to Weaknesses

How might the topic's weaknesses change with decentralization over time?

Weaknesses include: disadvantages, scarcity, impermanence, limitations, expense, and challenges.

*Attach stickies, deal cards for Row 6 and proceed to A6.*



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### A6: Future State

The **Future State** row will establish the future attributes, conditions and environment of the chosen topic based on the ExD, Min, Dec, and Dem application cards above.

As a group, spend no more than 5 minutes per card discussing and capturing descriptive phrases on sticky notes for cards B6 - C6.

***Proceed to card B6.***

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### B6: Future Strengths

**What is good about the topic in the future?**

Explain the future advantages, abundance, permanence, benefits, affordability, and opportunities.

***Attach sticky notes to this card and proceed to C6.***



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### C6: Future Weaknesses

**What is bad about the topic in the future?**

Explain the future disadvantages, scarcity, impermanence, limitations, expense, and challenges.

***Attach stickies, deal cards for Row 7 and proceed to A7.***

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### A7: Future Artifacts

#### WHW?

Ask "What happens when...?" (WHW?) the **Future State** becomes a reality for the topic.

As a group, discuss and capture ideas and possible objects as artifacts from the future on sticky notes and attach one note per card. Use the remaining time to generate as many artifacts as you wish and discuss.

*Proceed to card B7.*

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### B7: Future Artifacts

#### What's next?

Use the Future Artifact cards for broader discussion within your organization, and feed them into innovation labs, hackathons, or workshops. Or, using the Current State, Future State and the Future Artifact cards, create a gap analysis, a timeline, and a roadmap for arriving with your new design or product at the right time and place in the future.

*The possibilities are virtually infinite!*

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### C7: Future Artifact

#### WHW?

"What happens when..." the **Future State** becomes a reality?

.....

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### Future Artifact

#### WHW?

"What happens when..." the **Future State** becomes a reality?

.....

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**Future Artifact**

WHW?

"What happens when..." the **Future State** becomes a reality?

.....

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**Future Artifact**

WHW?

"What happens when..." the **Future State** becomes a reality?

.....

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**Future Artifact**

WHW?

"What happens when..." the **Future State** becomes a reality?

.....

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**Future Artifact**

WHW?

"What happens when..." the **Future State** becomes a reality?

.....

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STICKIES

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**Future Artifact**

WHW?

"What happens when..." the **Future State** becomes a reality?

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**Future Artifact**

WHW?

"What happens when..." the **Future State** becomes a reality?

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**Future Artifact**

WHW?

"What happens when..." the **Future State** becomes a reality?

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**Future Artifact**

WHW?

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