



4. DISCOVER NEW IDEAS

INTERESTING QUESTION.

"It is better to ask a question that is deep and strange and unexpected than having the answer to everything."

WERNER HERZOG

The **Interesting Question** tool gives us the principles and process for creating open innovation challenges that are based around clear, compelling and communicable questions.



INTERESTING QUESTION.

"It is better to ask a question that is deep and strange and unexpected than having the answer to everything."

WERNER HERZOG



1 What is the title of our challenge?

2 What is the problem we are trying to solve?

3 Who is interested in our challenge?

4 What motivates them?

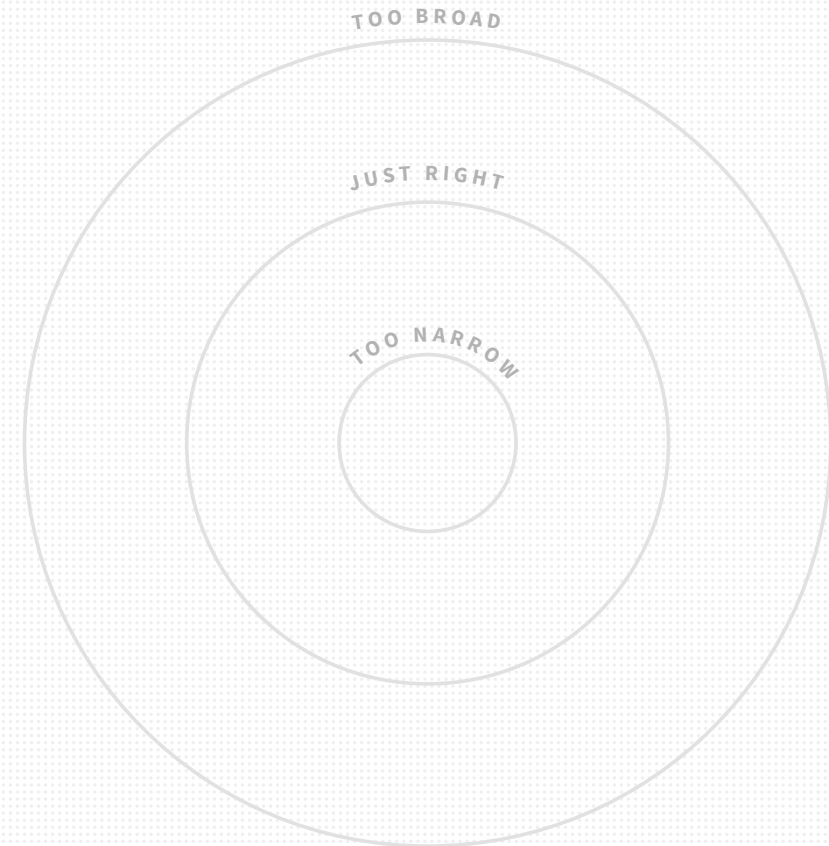
5 What motivates our organisation?

NAME:

DATE:

6 What is our Interesting Question?

WRITE OR BRAINSTORM SEVERAL ALTERNATIVE QUESTIONS AND ARRANGE THEM ON THE GOLDILOCKS CHART BELOW.



TEAM:



INTERESTING QUESTION - EXAMPLE.

"It is better to ask a question that is deep and strange and unexpected than having the answer to everything."

WERNER HERZOG



- 1 What is the title of our challenge?

The Cashflow Challenge

- 2 What is the problem we are trying to solve?

Who is interested in our challenge?

- 3 Who is in our crowd?

How can we help busy, working people better manage their personal finances on the move?

- 4 What motivates them?

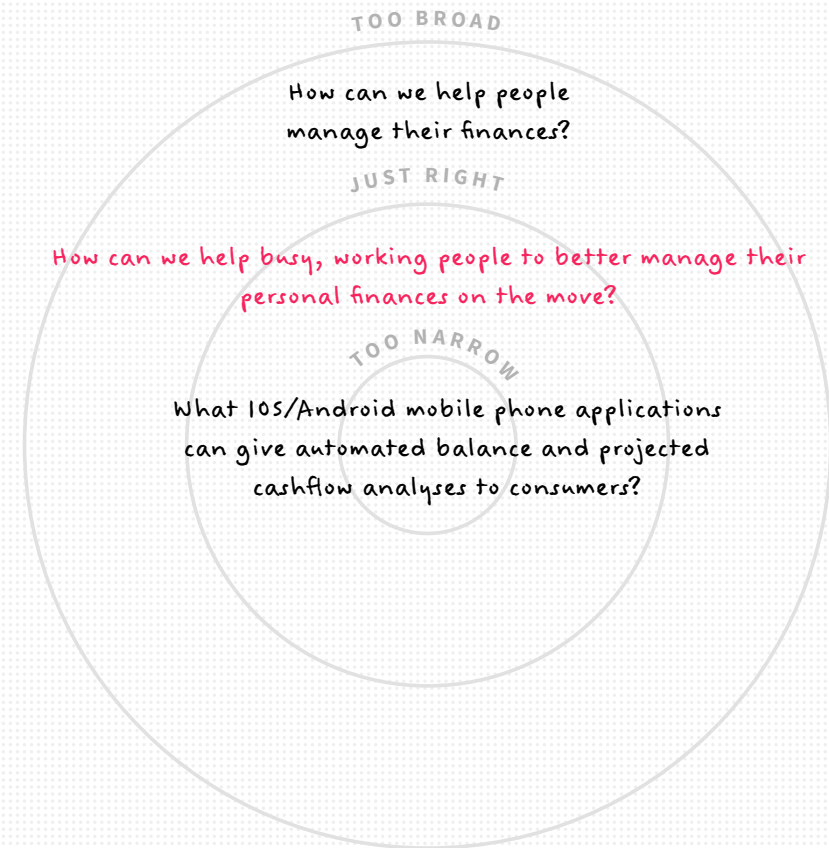
Consumers have money worries and are afraid of going unintentionally overdrawn. Developers see this as a creative challenge that will help people manage their money.

- 5 What motivates our organisation?

The brand, marketing, Financial Advisor and R&D team are all aware and behind this challenge. They understand that answering is key to customer retention in particular.

- 6 What is our Interesting Question?

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DATE: 1st March

TEAM: Open Innovation