

we have learned a lot about frame creation, there is much more to discover. And several limitations of the frame creation approach to date need to be addressed: (1) The application of the frame creation methodology raises fundamental questions about the nature of the link between this type of “design” problem-solving and other types of problem-solving. (2) The current frame creation approach is based on observations of expert behavior from just two design fields (architecture and industrial design). Study of the practices of other design professions might lead to the discovery of other frame creation practices and methods. (3) The scope and variety of the problems that frame creation can deal with need to be explored. (4) If the goal of developing the frame creation methodology is to build up frame creation capacity in an organization (and reach true frame innovation), we need to create bridges into the academic fields of management, organization studies, and entrepreneurship.

These four critical questions outline the philosophical analysis, empirical studies, methodology development, critical experiments, and transdisciplinary embedding that are needed to develop the frame creation model to its full potential, and to further the broader frame innovation discourse.