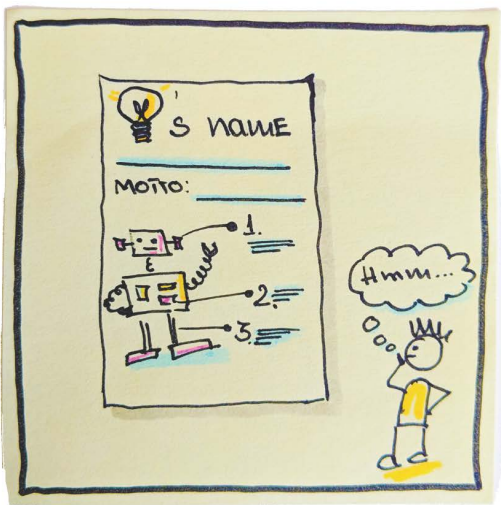


visual thinking tools card deck



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Concept Poster



A tool that allows you to **capture and present the details** about a conceptual solution combining visuals and words. It helps the **team align** about their idea and generate feedback on it.

Key points

1. Identify the **idea** to introduce.
2. Be as visual as possible – **draw your concept** in the middle and details and features on the side.
3. Come up with a **catchy name** or phrase to bring the attention.

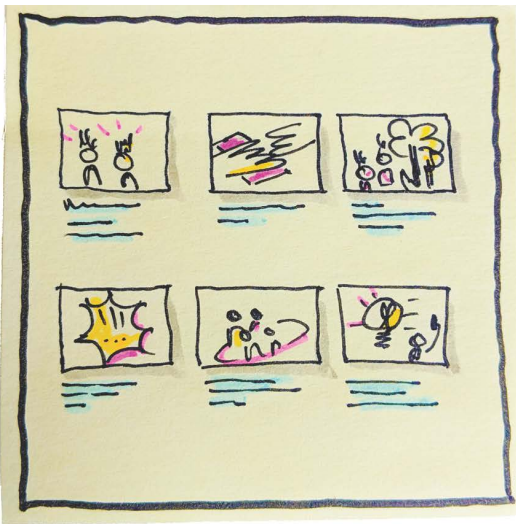
You will need

1 flipchart sheet
Color sharpies
markers

Pro tips

1. Concept poster is not a final presentation, don't make it perfect, rather be honest about the challenges and how you will test them.
2. Make sure the poster functions on its own- the idea should be clear without additional presentation

Storyboard



A tool used to show the key elements, People and interactions **in a given scenario**. It helps to get the team aligned or **clear out** an idea or a project.

Key points

1. Identify the **main subject** and decide on the **beginning, middle and end parts** of the storyline.
2. Draw 2-3 **frames** for each part
3. **Order the frames** according to the scenario and **write a descriptive phrase** below each frame.

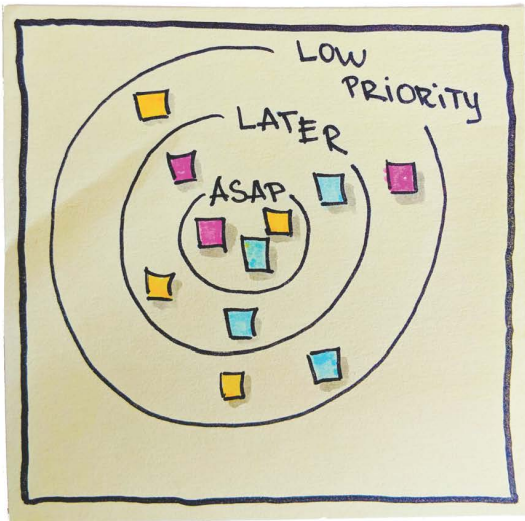
You will need

post its
sharpies

Pro tips

1. Use **post-its** for the different frames for flexibility
2. Determine the **best view** for each frame according to the message it brings:
panorama/close up
3. Add **color** to emphasize on key elements

Bull's Eye Diagram



A tool that helps you **prioritize** by ranking items in a target diagram. It **accelerates decision making** and **focuses** the team by constraining the number of items with the highest priority.

Key points

1. Draw target diagram on a poster containing three **concentric circles**
2. **Label** them (primary, for the smallest one, secondary, tertiary) and write down the **tasks/data** on post-its.
3. Debate the relative importance of
4. Each post-it and **move them around**
5. The circles to see your priorities.

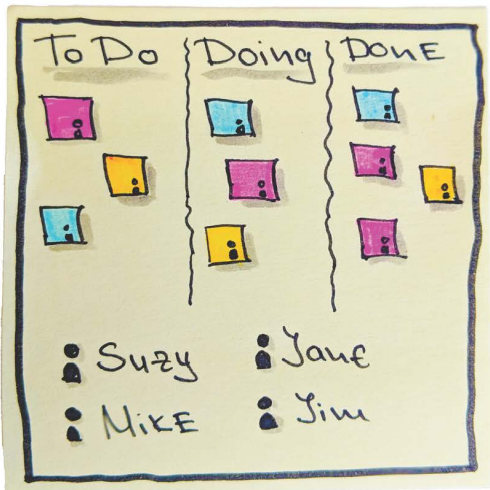
You will need

- 1 flipchart sheet
- Small post-its
- Black sharpies

Pro tips

1. Make the center ring fit for a **limited number** of notes
2. Set a **time limit** on each round of deliberation
3. Think of **new labels** for the circles as a team in order to internalize them

Kanban board



A tool that allows you **to visualize** and **prioritize** your team's tasks when working On a project . It improves the work flow By making each task **tangible** and its **progress** visible to the whole team as the project unfolds.

Key points

1. Draw three columns – TO DO, DOING, 2. DONE
3. Use post-its to write down your tasks , so you can move them around as their status changes.
3. Use various colors to create a categorization system (priority, person who is executing it, type of activity)

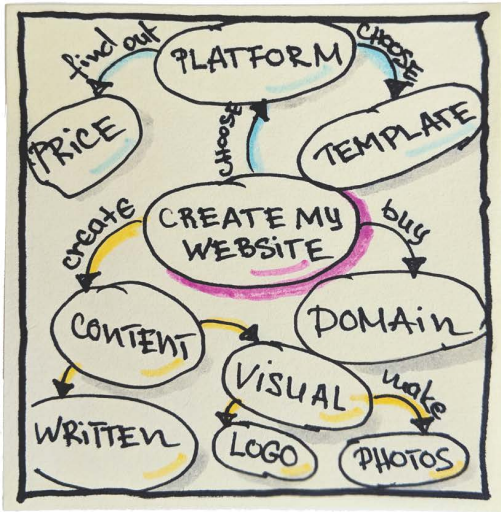
You will need

- 3 flipchart sheets
- Sticky notes in different colors
- sharpies

Pro tips

1. To be consistent in the way you use the post-its keep the **descriptions short** and always **start with a verb**.
2. Put the most high-priority tasks at the **top of “TO DO”** column
3. Let the team know as a task moves in a new column.

Concept Map



A tool that allows us to **explode and communicate complex ideas** quickly and visually, without creating hierarchy. Helps to **document knowledge** and gain fuller **understanding** of an unfamiliar topic, Situation or problem.

Key points

1. Write the topic in the **middle** of a sheet/board and circle it.
2. Write **concepts** related to the topic around main topic and put them in circles.
3. Draw **lines with arrows** to connect the related concepts and label them with words to describe the connection.

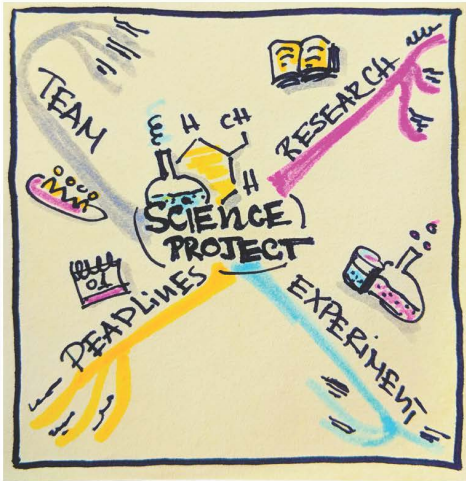
You will need

large piece of paper/drawing board
sharpies

Pro tips

1. Use a **large** working surface
2. Put concepts on **sticky notes** to make them movable.
- 3. Group** clusters of concepts by circling and labeling them.

Mind Map



A tool that increases **memory capacity**
And **creative thinking** by structuring
Information (note-taking, research, etc.)
In a clear, visual way. Helps people
Brainstorm and **make connections** between
pieces of information by creating **hierarchy**
and **categories**.

Key points

1. Draw a sketch of topic in the middle of a landscape-oriented blank paper.
2. Draw differently colored branches and add large keywords in caps and/or sketches that branch out from center
3. Using a finer line, draw smaller branches with words/images from each keyword.
4. Continue branching out as many times as you need to.

You will need

large piece of paper
Colored sharpies

Pro tips

1. Use many **pictures, sketches** throughout the mind map.
2. Write words **legibly in caps** – don't use phrases.
3. If you are stuck for ideas – put **empty branches** and your mind will give you suggestions.