### “Shoe Design” Task

#### Subject Group

<table>
<thead>
<tr>
<th></th>
<th>Divergers</th>
<th>Convergers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Information</strong></td>
<td><strong>Items Discussed:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Facts</strong></td>
<td>9/12 (75%)</td>
<td>9/12 (75%)</td>
</tr>
<tr>
<td><strong>Questions</strong></td>
<td>7/12 (58%)</td>
<td>2/12 (17%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>16/24 (67%)</td>
<td>11/24 (46%)</td>
</tr>
</tbody>
</table>

#### Information Item Rating

<table>
<thead>
<tr>
<th></th>
<th>Facts</th>
<th>Convergers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facts</strong></td>
<td>3.42</td>
<td>3.26</td>
</tr>
<tr>
<td><strong>Questions</strong></td>
<td>3.32</td>
<td>2.96</td>
</tr>
<tr>
<td><strong>Difference</strong></td>
<td>+.10</td>
<td>+.31</td>
</tr>
</tbody>
</table>

“How important was the information? (5 – Important, 1–Not Important)
NEUTROGENA Styling Essence

A
Toronto

B
Trebben

C
Tianjin
Convergers

“Product Selection” Task
**Product Selection Task**

**Subject Group**

<table>
<thead>
<tr>
<th></th>
<th>Divergers</th>
<th>Convergers</th>
</tr>
</thead>
</table>

**Items Discussed:**

- **Common**
  - Divergers: 6/6 (100%)
  - Convergers: 5/6 (83%)

- **Unique**
  - Divergers: 5/6 (83%)
  - Convergers: 5/6 (83%)

**Total**

- Divergers: 11/12 (92%)
- Convergers: 10/12 (83%)

**Decision Making:**

- Elapsed:
  - Divergers: 16:50
  - Convergers: 6:53

- Process:
  - Divergers: Review then Decide
  - Convergers: Rate then Review

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tangible modeling
for new business design elicitation
Alexander Lübbe, PhD 2011
Stanford & Hasso Plattner Institute, now CTO of a new business design startup
hunting for big ideas
in clinical practice

Universitätsklinikum Jena
with scenario consultant Dr. Markus Güntert

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hunting with tangible media
whiteboard modeling blocks
physicians and paramedical stakeholders model the process together