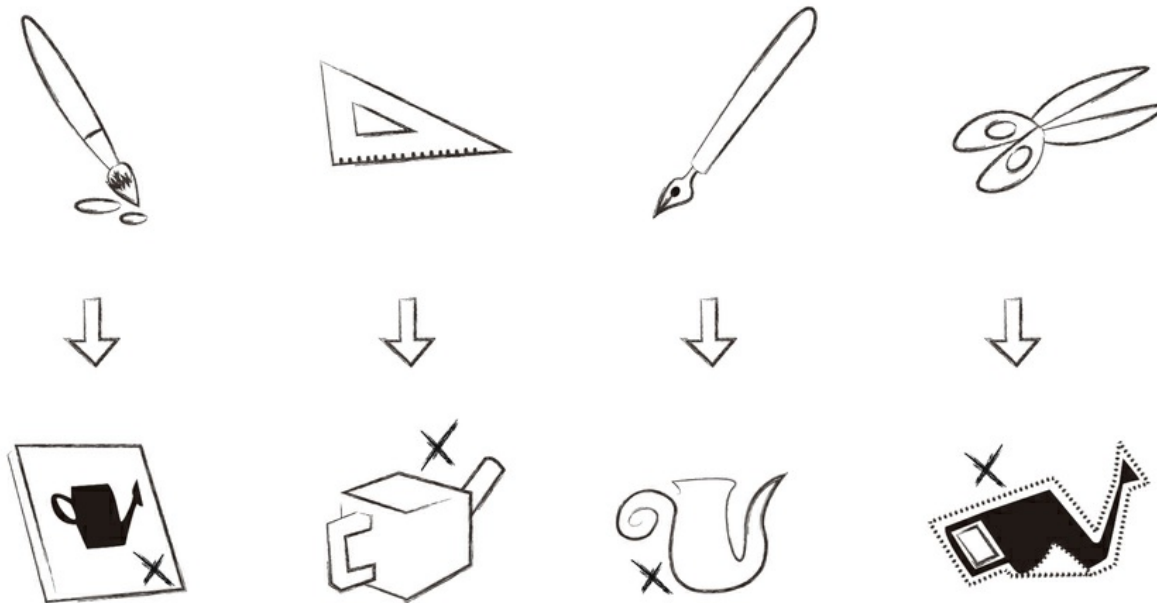


1/5 diverse but wrong

diverse proposals are good, but they are not always the best solution



Wrong output

because their different disciplines, the creatives not always propose the best solution, as the project is not related to their area of expertise

Solution

The creatives are from different disciplines and backgrounds, meaning that their ideas proposed will be diverse, but because certain projects are not their area of expertise, they might not be coming up with a proper solution.

Opportunity or risk?



2/5

diverse but wrong

diverse proposals are good, but they are not always the best solution

Please provide us with some background information on your visualization.

For example, speaking about product design, I have realize that many times, the non product designers come up with solutions that are atually non feasible to produce, and therefore, wrong. But still, they end up being selected as winner by the comunity, but it is also because in the comunity are non product designers that also thing the idea is good.

Opportunity or risk?



3/5

diverse but wrong

diverse proposals are good, but they are not always the best solution

Do not forget to answer the separate questionnaire in the download section.
Therefore you need your personal created ID-number after submitting your idea.

ok

Status: 19.06.2018

Opportunity or risk?



4/5

diverse but wrong

diverse proposals are good, but they are not always the best solution

Have you used any third-party material? Even if you've modified it, source the original here. See FAQ for details.

no

Opportunity or risk?



5/5

diverse but wrong

diverse proposals are good, but they are not always the best solution

Creative's profile



oxelot PRO
Designer

Creative's top 5 skills

Illustration, Photography, Product Design, Packaging Design,
Communication Concept