

# COCD BOX

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Using the tool  
Template  
Example

# COCD BOX

The COCD Box helps you to categorize ideas according to their feasibility and originality. The COCD Box is valuable if you are looking for innovative solutions and original ideas. To be able to start this tool, you must already have collected ideas. These ideas should be devised together with stakeholders or with your end users.

## Tips for use

You can use the COCD Box individually, but it is most effective when used in a group. To start with the COCD box session you need ideas that you have previously collected (ideally 20 to 30 ideas).

## How to use

To use this tool, the ideas must be numbered, you can print them out large. During the session, you bring yellow, blue and red stickers, markers and a flip chart.

### Step 1: purpose and context

You start the work session with a presentation in which you explain the context from which the list of ideas emerged. Also, make sure you tell the participants about the context of your project. At the end of your presentation, provide a numbered list of the ideas. Numbering the ideas is important so that you can easily continue towards step 2, without the participants having to rewrite the ideas.

Explain the different quadrants of the COCD box. The canvas consists of:

- Ordinary (mwa): these ideas cannot be realized and are also not original.
- Blue quadrant (now): a realistic idea, easy to implement and low risk.
- Red quadrant (WOW!): A challenging and exciting idea.
- Yellow quadrant (how?): a creative and original idea, but not (yet) feasible.

### Step 2: the work session

Give each participant three pieces of each color of the stickers (blue, red and yellow). Stand with the participants in front of the printed ideas or write the numbers of the ideas on the flipchart. The participants categorize the list of ideas by sticking the stickers next to the number. If an idea has more than one sticker, it is in the selection. Each participant may defend his or her idea, so these are the ideas that did not make it to the selection. If another participant agrees, this idea may also be included in the selection.

### Step 3: discussion

What are you going to do with the ideas? The blue ideas are the low-hanging fruit, which you should realize immediately. The red ideas require attention but can be implemented in the short term. The yellow ideas are interesting in the long term, additional research is needed. Determine the next steps together.

# COCD Box

name \_\_\_\_\_

Not (yet) feasible

**Creative**

Feasible

**Common**

**Original**

date \_\_\_\_\_

# Example Spiegelwaal

The Spiegelwaal, in the municipality of Nijmegen, is an increasingly popular water recreation spot where swimming and boating take place side by side. With the arrival of the new water sports centre (the Bastion) and the construction of new residential areas, the crowds will only increase. The users involved in the Spiegelwaal (residents, vacationers), and governments (municipality, province and organizations such as Rijkswaterstaat) are concerned about the growing risk of accidents.

At the same time, new users create new opportunities. For example, economic opportunities for entrepreneurs that want to settle in the area.

The COCD box of the Spiegelwaal

The Spiegelwaal is therefore faced with safety questions. Among other things, Rijkswaterstaat and the municipality of Nijmegen, want to reach users with important information regularly. For example, about the temperature and quality of the water, think about the presence of blue-green algae.

A large meeting was organized at the Spiegelwaal where area owners (the municipality and Rijkswaterstaat) brainstormed about ways to inform users. Many ideas have been collected. The COCD box has been used to make a selection. Ideas are categorized by feasibility and creativity. Two ideas (one 'blue' idea and one 'red' idea) have been chosen for further testing with the end users of the area. The blue idea is to place a physical information board and the red idea that is further examined was an app that uses augmented reality.



Not (yet) feasible

## Creative

- Newsreader on location
- Planes flying overhead with banner
- Robot like a "Pepper"
- Projecting on the bridge

Feasible

- Physical information boards
- Sound pole
- Information screen (LED screen)
- Driving information cart
- Flyers

**Common**

- App that uses Augmented Reality
- Share information via Snapchat

**Original**