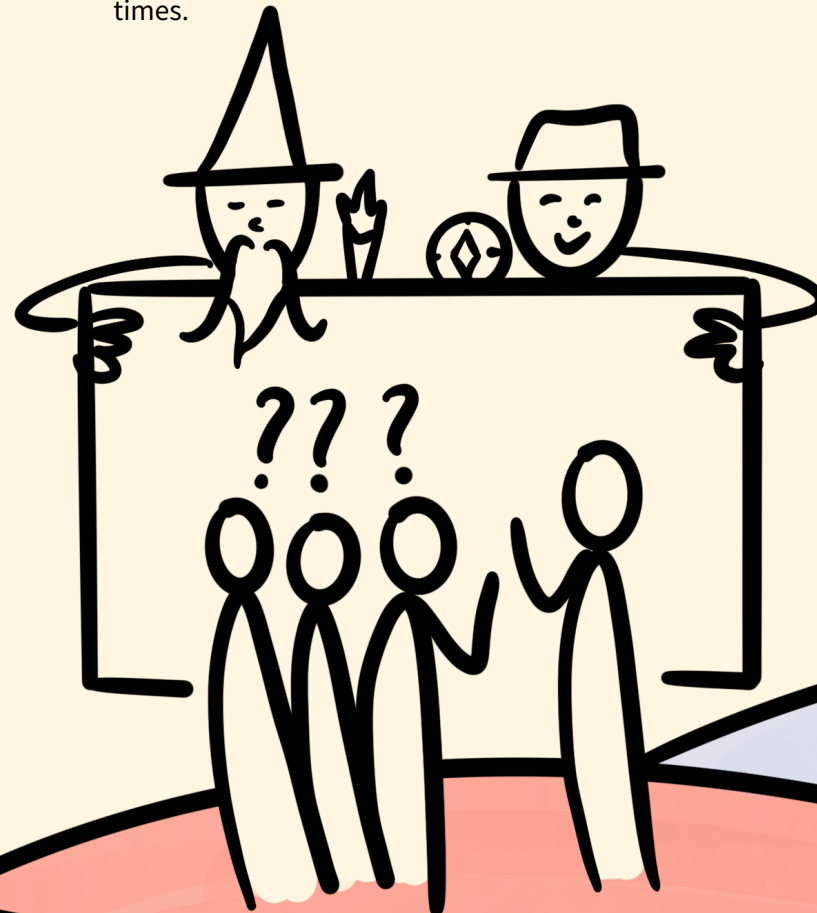


UNDERSTANDING REVERGING IN VISUAL THINKING

@FLATLAND AGENCY

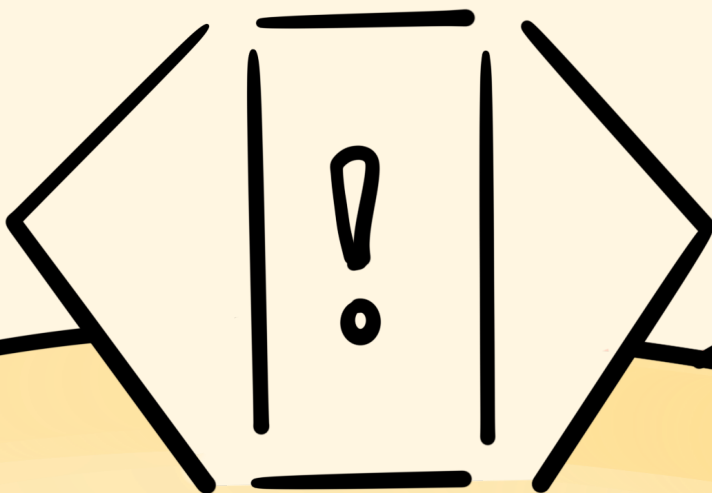
THE OPPORTUNITY

The research revealed that Flatland does one of the main reverging moments without the client. Doing these thinking steps without involving the client could potentially lead to the client lacking ownership of the final outcome. The opportunity area identified was to **guarantee client ownership**. To better explain this problem/opportunity the **metaphor of the 'magic mapmaker'** was introduced. The metaphor emphasizes that Flatland should balance the workstyle of a mapmaker and a wizard at all times.



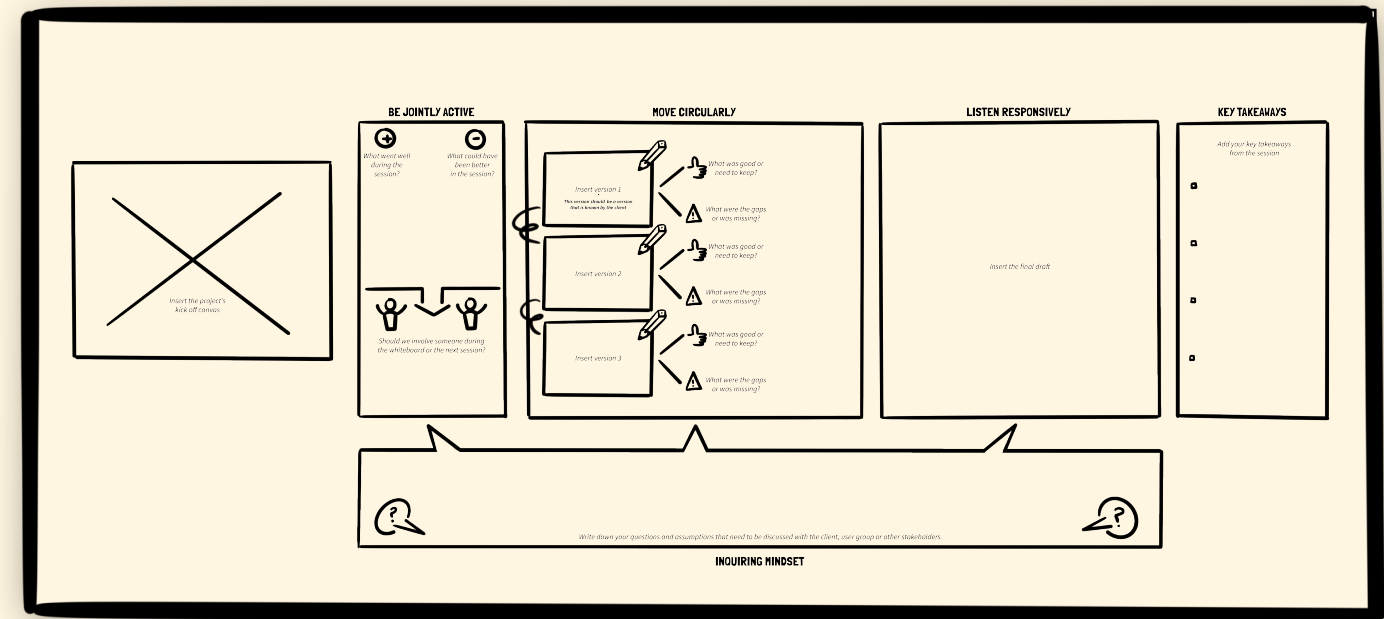
THE CONTEXT

The project explores reverging in the context of visual thinking. Reverging is the phase that occurs between the diverging and converging phase in creative facilitation. This phase aims at revisiting and rearranging all the options generated in the diverging phase to select the best ones in the converging phase. Flatland, a visual thinking agency, did not know about the specific concept of reverging. However, the idea resonated with them. Therefore, the project aimed to **explore how reverging is done in visual thinking** to create a common ground about the concept and empower **Flatland to do reverging more deliberately** instead of intuitively.



THE DESIGN

To guarantee client ownership, a **whiteboarding tool** has been designed to help Flatland understand the problem of not involving the client in the whiteboarding sessions and solving this problem. The final whiteboarding canvas **encourages Flatland to involve the client and make thinking steps explicit by documenting the creative process** so it can be discussed and shared with the client to **guarantee client ownership** and be a 'magic mapmaker' at all times!



Alix Jansen
Understanding reverging in visual thinking
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Strategic Product Design

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Company Flatland Agency

