# CO:RE CARDS
Version 2.0 May 2023

The CO:RE Cards deck is designed as a prompt to help forge connections and facilitate conversations on innovation in a collaborative dialogue environment. This **CO**llaborative and **RE**flective deck is developed based on Research and Development (R&D) and user-centred design prompts, and can be used to encourage a shared understanding around the 'language' of R&D and design-led innovation.

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CO:RE Cards could ignite a discussion exploring different perspectives on subjects, terminologies and topics related to R&D and innovation. There are four categories that represent different prompts for discussion including:

**Assumptions:** This category contains the common assumptions surrounding innovation or R&D. Participants are to discuss and articulate in what ways these assumptions are relevant to their personal practice, experience, and background.

**The Blank Canvas:** This category allows different perspectives and ideas for participants to complete a statement relating to innovation and R&D. The understanding of words, phrases, or any clue present in the incomplete statement may stem from their experience or background.

**Ts & Cs:** This is an interplay of common terminologies and conditions surrounding innovative practices, innovation and UCD experiences with clients and users. This one-word game allows participants to discuss various interpretations for re-defining or co-defining common terms or re-learning basic terminology.

**This or That:** Although set up for participants to choose between two opposite choices, this may not always be the case. It opens an opportunity for critical discussion about the order of importance or negligence of necessary elements needed in a project or process, and whether it is wise to choose between the two choices given. This game's format is inclined towards a debate session.

This deck of cards exists
to help forge connections,
conversations & co-creating
in the creative industries.

Sit down with a group of
people (minimum 2) and pick
a card from the top of the
deck. Discuss your ideas,
thoughts and opinions -
don't be afraid to approach
these topics critically.

**Ways to Play**

We encourage you to be creative -
there are no rules here. That being
said, here are some ways you
could play your CO:RE Cards. After
shuffling the deck...

**Random —**
Each player picks a card from the
top of the deck, taking turns to
discuss.

**Organised —**
Organise the cards by category
face-up and go around taking
turns picking card from each pile.

**Deal and Out —**
Deal the cards between players,
stop dealing when each player has
an equal number of cards, put the
remaining cards to the side.

# pdr.

## SHARE WITH US!

We would love to know how you have used CO:RE Cards or how the deck has helped you in your current practice. Feel free to tag us on Instagram.

If you would like to share your comments, insights or feedback, please drop us an email at ssuhaimi@pdr-design.com

## Further Reading:

(In Press) Suhaimi, SN, Walters, A, Ward, J. "Ideas are really..." – Supporting Collaborative Dialogues and Community of Practice for Innovation via CO:RE Cards. Proceedings of the Design Society. 2024.

# CO:RE Cards

to encourage
collaborative
dialogues

# This or That

Choose a side and discuss/ debate/ consider your chosen term

Perfect or Timely

# This or That

Choose a side and discuss/ debate/ consider your chosen term

## Sustainability
## or ED&I*

*Equality Diversity and Inclusion

# This or That

Choose a side and discuss/ debate/ consider your chosen term

## On Budget or Bells & Whistles

# This or That

Choose a side and discuss/ debate/ consider your chosen term

## Uncertainty or Control

# This or That

Choose a side and discuss/ debate/ consider your chosen term

Useful or Usable

# This or That

Choose a side and discuss/ debate/ consider your chosen term

## Face-to-Face or a Bot

# This or That

Choose a side and discuss/
debate/ consider your
chosen term

## Build it or Buy it

# This or That

Choose a side and discuss/ debate/ consider your chosen term

## Ask for Help or Suffer in Silence

# This or That

Choose a side and discuss/
debate/ consider your
chosen term

## Revolution or Evolution

# This or That

Choose a side and discuss/ debate/ consider your chosen term

## Proactive or Reactive

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"Ideas are really _____"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"I'm not going to lie, I despise _____"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"Drop everything, we need to focus on _____"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"The world needs _____"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"I no longer want to _____ because _____"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"Mapping is _____"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"Having the newest tech means I _____"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"If it's modular, it _____"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"I have 99 problems, but _____ ain't one"

# The Blank Canvas

Think about the below statement, fill in the blanks and discuss

"Underrepresented people need _____"

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

Green

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

Value

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

Need

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

Agile

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

## Iteration

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

Accessible

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

User-Friendly

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

## Failure

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

Diverse

# Ts & Cs

Discuss this term and the many ways it can be interpreted in your field

Dynamic

# Assumptions

Read aloud this common
assumption and discuss the
ways you could challenge it

"It needs to be
an app"

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

"Nobody has done this before"

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

"People will buy this"

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

## "This is our IP*"

*Intellectual Property

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

"I am THE user"

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

## "It needs AI*"

*Artificial Intelligence

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

"I need to make a prototype first"

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

"This will be cost-effective"

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

"It has to be bespoke"

# Assumptions

Read aloud this common assumption and discuss the ways you could challenge it

"It saves every-one's time"

# Write on me...

# Write on me...

# Write on me...

# pdr.

If you have any questions about this publication or our work, please contact:

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