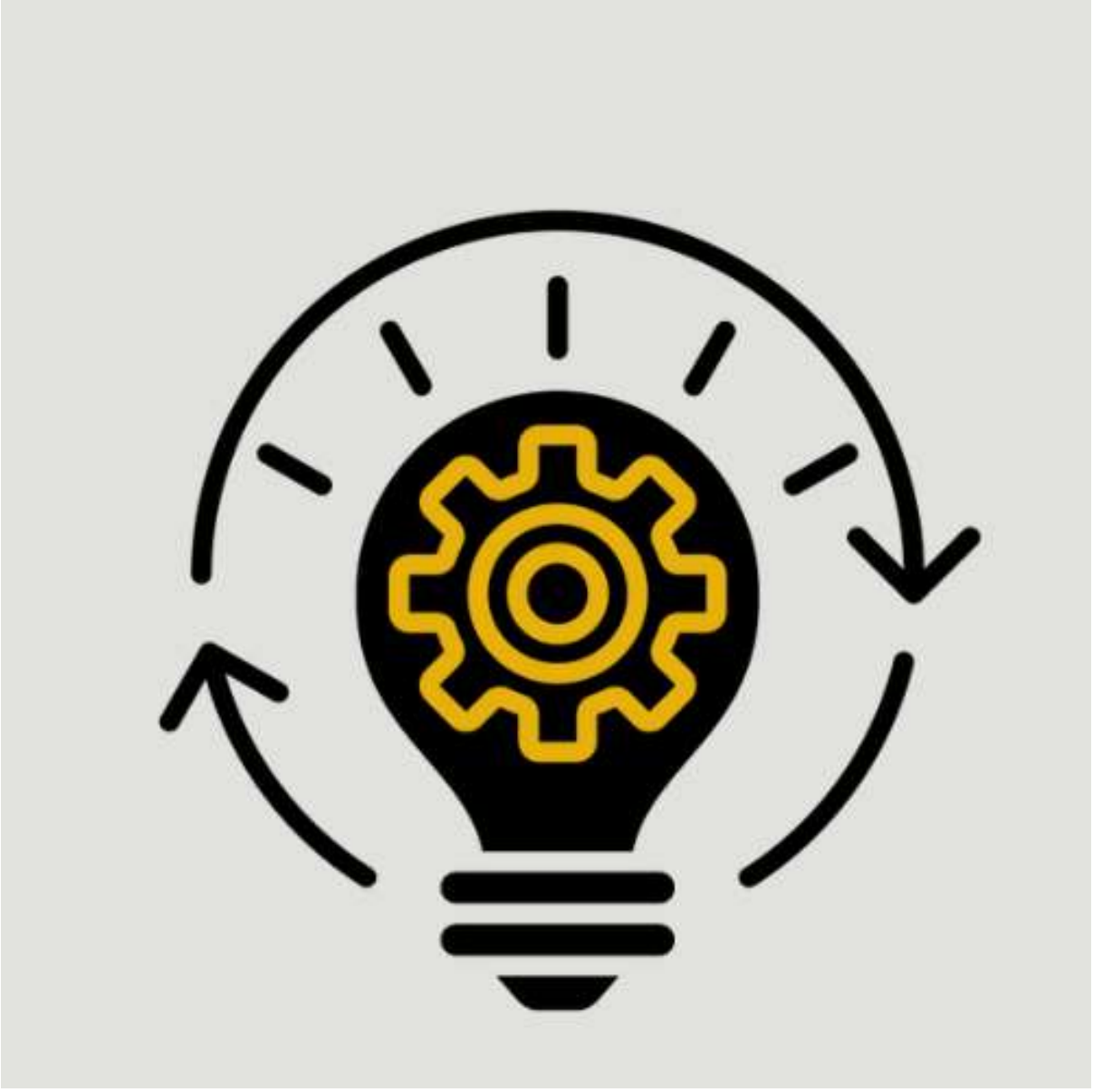
# Fast Idea Generator Case Study



# Introduction

A growing need for safe and engaging play environments in Jordanian schools sparks the launch of the 1200 Playgrounds Activation Project. The initiative aims to build 1,200 modular soccer playgrounds within one year, transforming schoolyards into vibrant, child-friendly spaces. Rooted in the principles of the **Falafel Theory**—which promotes simple, scalable, affordable, and rapid solutions—the project adopts the **Fast Idea Generator** to rethink how public infrastructure is developed.

This case study explores how each of the 17 creative methods in the Fast Idea Generator is actively applied to address playground design and implementation challenges, resulting in a community-driven, adaptable model that delivers widespread impact.

# The Problem

Across many communities, schools continue to lack safe, structured playgrounds. This leads to:

- Children playing in unsafe streets or vacant lots, increasing exposure to traffic accidents.
- Limited physical activity, contributing to health and developmental concerns.
- Reduced opportunities for social interaction and emotional growth.
- Low community ownership or involvement in school improvement.

Traditional approaches to playground development remain slow, expensive, and out of touch with community needs.

# The Solution

The project adopts a proactive, community-first strategy. Using the **Fast Idea Generator**, the team continuously innovates to design and deploy simple, modular playgrounds that are quick to build and easy to maintain. These playgrounds provide essential recreational spaces, especially in underserved areas, while engaging schools and communities in the creation process.

# Applying the 17 Creative Methods from the Fast Idea Generator

## 1. Role Reversal

Encouraging students and community members to take the lead in marking, decorating, and launching the playgrounds, flipping traditional top-down project management on its head.

## 2. Merging

Combining the physical playground installation with local events, educational activities, and sports programs to amplify community participation and visibility.

## 3. Expansion

Extending the initiative beyond infrastructure by linking it with broader opportunities such as regional tournaments, sports training, and partnerships.

## 4. Customization

Tailoring each playground's layout to the school's spatial limitations and the children's specific recreational needs, ensuring relevance and usability.

## 5. Addition

Incorporating new, value-adding elements like coaching sessions, themed contests, and student-led initiatives to keep the playgrounds lively and engaging.

## 6. Reduction

Simplifying the build process by using basic but impactful structures such as metal goalposts and paint-marked fields to save on time and cost.

## 7. Cross-Sector Application

Borrowing agile and scalable strategies from sectors like disaster response, urban design, and public health to ensure a more responsive implementation.

## 8. Practice Borrowing

Incorporating participatory design practices from community planning, allowing playground users to contribute to design and placement decisions.

## 9. Intensive Maximization

Operating at high capacity with streamlined workflows to complete up to 100 playgrounds monthly without compromising quality.

## 10. Segmentation

Strategically prioritizing underserved and high-need communities during early phases of the rollout to ensure equitable distribution.

## 11. Rationale Reassessment

Refocusing on functional design priorities like safety, accessibility, and durability over decorative or aesthetic elements.

## 12. Work Configuration

Redesigning teams to be agile, regionally distributed, and multi-skilled, optimizing for local knowledge and rapid deployment.

## 13. Task Redistribution

Shifting tasks such as transport, installation, and community outreach from central offices to local teams to reduce delays.

## 14. Workflow Re-Sequencing

Restructuring timelines so that procurement, approvals, and training occur in parallel, reducing bottlenecks and speeding up execution.

## 15. Workspace Relocation

Setting up five regional workshops to manufacture playground components closer to deployment sites, cutting costs and logistical complexity.

## 16. Resource Optimization

Using locally available and cost-effective materials such as recycled pipes and community-sourced labor to stretch project budgets.

## 17. Work Process Revamp

Creating dynamic feedback loops to refine the deployment process in real-time based on field experience and school-level feedback.

# Results and Impact

- Over **1,200 playgrounds** built in one year.
- Playground access expanded to urban, rural, and underserved communities.
- Thousands of children now play in safe, active, and inclusive spaces.
- Communities report stronger engagement and pride in shared infrastructure.
- The model now informs similar efforts in education, recreation, and public health.

# Conclusion

The 1200 Playgrounds Activation Project shows how applying creative thinking tools like the **Fast Idea Generator** can solve urgent social problems. By focusing on playgrounds—simple yet powerful spaces for play and connection—the project demonstrates how inclusive, fast, and resource-smart solutions can transform community life and inspire sustainable change.