

Rose, Bud & Thorn: Overview

What is your objective for this activity?

What: A framework used to identify the current successes (rose - red), potential opportunities (bud - green) and areas of improvement (thorn - blue).

Why: RBT will help you to understand strengths (rose), weaknesses (thorn), and emerging opportunities (bud)

- 1. Brainstorm.** Fill out one concept on a sticky note or draw on the paper and place it near the item it relates to.
- 2. Find Themes.** Using affinity mapping, gather similar notes into clusters for easier viewing.
- 3. Discuss.** Chat about your themes and findings with the group.

FAQs

How do I even start? You can critique anything. Think of a problem you feel strongly about or a frustration you encounter. Grab a screen grab or sketch the idea then RBT-it!

Example

Rose, bud, thorn example

Getting feedback on a website homepage

Rose:
Positive,
good

Bud:
Potential,
opportunity

Thorn:
Weakness,
bad

Color 1

Color 2

Color 3

Navigation is simple and easy to use

Color 1

I like this color scheme. It's very modern

Color 1

This link is broken (404)

Color 3

Link each logo to a case study if it exists

Color 2

Promote our latest blog post on our homepage so people know we're active.

Color 2

stripe

Products Developers Company Pricing

Sign in >

Payments infrastructure for the internet

Millions of companies of all sizes—from startups to Fortune 500s—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online.

Start now > Contact sales >

instacart shopify Google amazon Lyft zoom

Unified platform

A fully integrated suite of

ROCKET RIDES

Q Search

Today

Gross volume \$3,528,198.72 1:00 PM

August 18 \$2,931,556.34 1:00 PM

12:00 AM

Reports summary Last 4 weeks July 18 - August 18 Compared to

Gross volume +4.6% \$4,542,345.45

Net volume \$4,180,333

Jul 18 Aug 18 Jul 18 Aug 18

Charts are too generic and don't tell a story.

Color 3

Rose Color 1

Bud Color 2

Thorn Color 3

Positives, strengths

What do you like? What's working? What will work?

Ideas, opportunities

How can it be improved? What should you learn more about?

Negatives, weaknesses

What don't you like? What won't work?

Rose, Bud and Thorn: Worksheet

Start by printing or sketching your ideas here.