

Approaches to creativity

- Design is a creative exercise
- Requires lots of knowledge about
 - People
 - Tasks
 - Technology
- Awareness of
 - Fashion
 - Trends
 - Graphic design

Creativity

- People can be creative, but need support
- Approaches
 - Brainstorming
 - Lateral thinking
 - Future envisaging
 - Impossible combinations
 - Inspiration tray

Support

- Whiteboard, paper, pens, post-its, crayons, etc.
- Mind-mapping tools
- Collaborative brainstorming with CSCW tools
- Remember some people work better visually, some textually

Brainstorming

- Melee of ideas and concepts
- Ground rules
 - No criticism
 - Nothing is too outlandish
 - Don't speak for too long
- Collect ideas

Brainstorming II

- Comment, remove less useful ones
- Organise
 - Cluster by topic, approach etc.
- Discuss, elaborate where necessary
- Record decisions, routes to follow up
- Keep the original list!

Lateral thinking

- Take common concept
- Split into components
- See how can alter one of the components dramatically
- E.g. Formula 1 teams asked to design car with square wheels
 - Led to active suspension

Future envisaging

- Create atmosphere in which anything is possible
- Tell story to get people in the mood
- Then get them to describe how things could work
- These are your use cases
- Good for expanding the boundaries and horizons of existing users

Impossible combinations

- Take odd things and try to create something new
- E.g. cloth darts
- Good for inspiring creativity, less good for focussed design approaches

Inspiration tray

- Collection of unusual or interesting items
- Keep around, use for inspiration
- Can also use as part of impossible combinations approach