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