Creativity is a *world view*

Few tools to *develop* a creative intuition

Creativity is often difficult to achieve
- Lack of inspiration
- Fear of judgement
- Societal influences limit creativity

A **private** space to **record**, **exercise**, and **integrate** creativity.
Contextual Inquiry
Interviewees

**Brian** - an intercollegiate debate coach who is well known within the debate community. He doesn’t consider himself creative but his job includes counterintuitively creative elements.

**Sonja** - 22 year old industrial design student at U. of Oregon who was visiting the d. school. She is a problem solver, and allowed great insight into current tools.

**James** - Professional dancer and choreographer on Broadway - got a phone interview with him. We initially thought he would be a target user, he gave insight into the creative process.
Proposed Solution

Workspaces
Contextual Inquiry Results

The Creative Process

➢ Associative Ideation
  ○ Draw inspiration from multiple sources
➢ Occurs spontaneously, often during mundane situations, or in comfort zones
➢ On-the-spot thinking
➢ Needs to be integrated into daily life/tasks
  ○ Creativity takes mental energy
  ○ People are less likely to go out of their way to be creative if it’s not “demanded” in their profession
Task Analysis
Non-Creative professionals

Can be Involved with:

- Idea generation
- Research
- Problem solving
TASKS AS DESIRED AND LEARNED

➢ Find inspiration
➢ Practice creative skills
➢ Capture insightful moments and ideas

Achieved through:
➢ Intuition and repetition
➢ Experimenting
➢ Positive reinforcement
WHERE USERS WORK

➢ Office
➢ At home/bedroom
➢ While walking in the park
➢ Coffee Shop

No judgement zone
Problem Overview

➢ YouTube videos
➢ Arrows/circling on whiteboard
➢ Logbook

*These tools need to be actively sought out
➢ Need to be integrated with daily life
Problem Overview

➢ Whiteboard/post-it notes
➢ Talking to each other

➢ Our idea = creativity as an internal process
  ○ Idea Genesis (Internal) → Feedback (External)
Three Representative Tasks
TASK 1: Capture and Save

Record ideas and insights and save for later

- For spontaneous and on-the-go creation
TASK 2: Connect the Dots

Draw connections and associations

➢ Link seemingly unrelated ideas together → new idea!
TASK 3: Maintain Momentum

Keep continuous flow of inspiration

➢ How to minimize times of “feeling stuck”
➢ Step away from the process to refocus
   ➢ Remain open to inspiration
Application Ideas
- **Project Lists**
  - Creative Zones

- **Research Oriented Tools**
  - Search Term Mapping / Association
  - Discovery **Visualization**
  - Language Processing Based Ideation

- Chronological Progress **Charting**
PROJECT-ORIENTED
Problem Overview

- **Integrated Creativity**
- **A New Way of Thinking**
  - Observation Processing
  - Associating Observations
- **Recording Ideas**
  - Text, Audio, Video
- **Idea Visualization**
WORLDVIEW
Problem Overview

CREATIVE DIGITIZED DIARY

➢ **Journal** day-to-day progress
  ○ Encouraging daily thought -- automatically logged
  ○ Reminders to log
  ○ Accessible at any point in the day-- wearable!

➢ **Structured loosely** - more like a diary, but varied input types

➢ **Timeline view** - see **progress** over time
  ○ Not geared towards a **specific** end
  ○ Personal growth
Creative Digitized Diary

Wearable Digitizing Pen

**Uses:**

1. **Scenario 1:**
   - Creative confidence
   - View & add ideas
   - Creative Techniques
   - Favorites

   - Creative exercise of the day
   - Clear your mind
   - You're worth it
   - Get inspired

2. **Scenario 2:**
   - Pen digitally sends input back to phone for easy access.

**Wearable Pen that digitizes input:**

- Pen that
  - When used for writing, digitizes the ink into PDF format
  - Recording component for audio
  - Removable storage if syncing is unavailable
Summary

Creative Confidence is an integrated, daily-use tool used for developing creative intuition through repetition and associative ideation.