

A decorative graphic on the left side of the slide, featuring a purple vine with several circular swirls and teardrop-shaped leaves. The graphic is semi-transparent and overlaps a light gray horizontal band.

Creative Confidence

Sukhi Gulati
Lawrence Murata
Alka Nath
Julie Ni

Overall Problem & Solution

- 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.

A decorative graphic in a light purple color, featuring stylized floral and scrollwork elements. It includes several circular motifs, some with small dots, and teardrop-shaped leaves. The graphic is positioned on the left side of the slide, partially overlapping a horizontal grey band.

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.

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

A decorative graphic on the left side of the slide, featuring a purple vine with several circular swirls and teardrop-shaped leaves. The graphic is semi-transparent and overlaps a horizontal grey band.

Task Analysis

OUR IDEAL USERS

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



AVAILABLE TOOLS

- YouTube videos
- Arrows/circling on whiteboard
- Logbook

*These tools need to be actively sought out

- Need to be **integrated** with daily life



USER COMMUNICATION

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

- Our idea = creativity as an internal process
 - **Idea Genesis (Internal)** → Feedback (External)

A decorative graphic in a light purple color, featuring stylized floral and scrollwork elements. It includes several circular motifs, teardrop shapes, and small clusters of dots, all arranged in a flowing, organic pattern that partially overlaps the title banner.

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

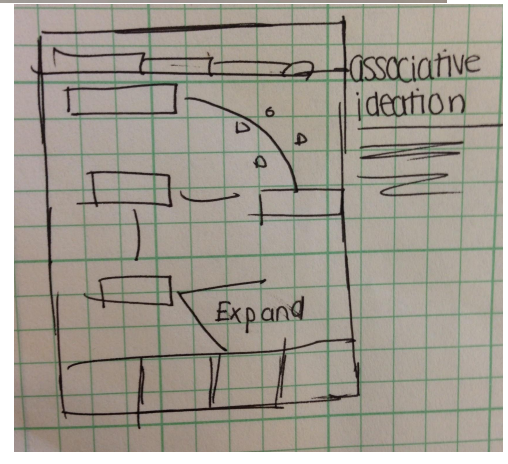
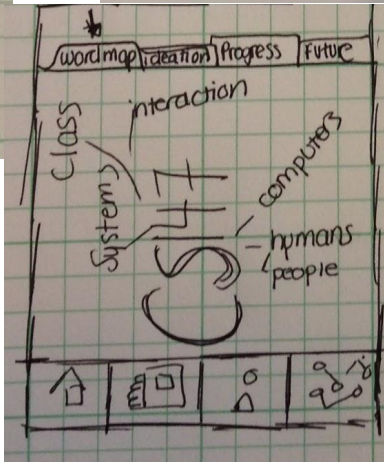
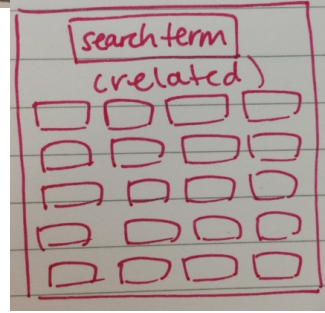
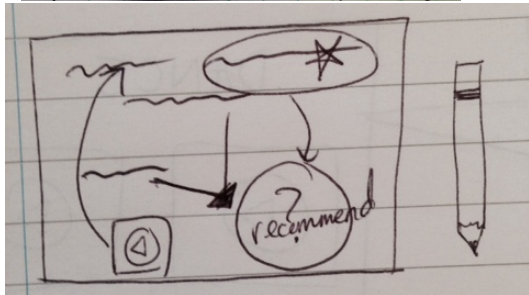
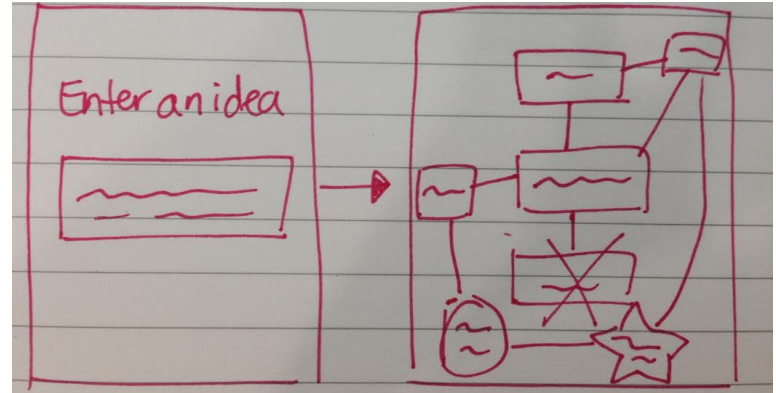
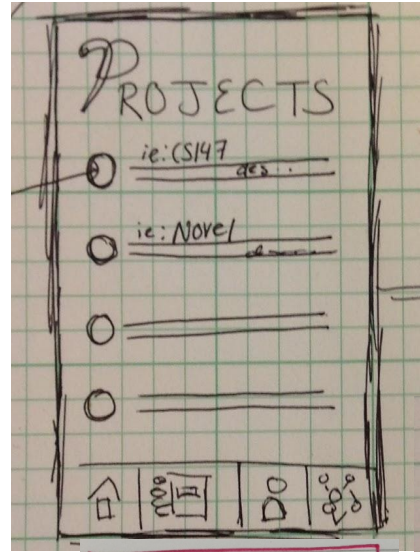
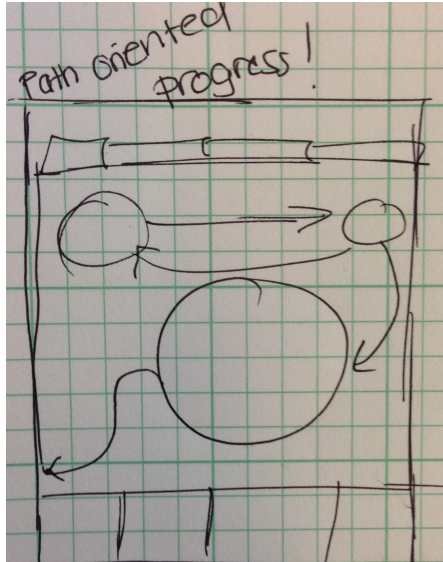
A decorative graphic on the left side of the slide, featuring a purple vine with several circular swirls and teardrop-shaped leaves. The graphic is semi-transparent and overlaps the grey banner.

Application Ideas

PROJECT-ORIENTED

- Project **Lists**
 - Creative Zones
- **Research Oriented Tools**
 - Search Term Mapping / Association
 - Discovery Visualization
 - Language Processing Based Ideation
- Chronological Progress **Charting**

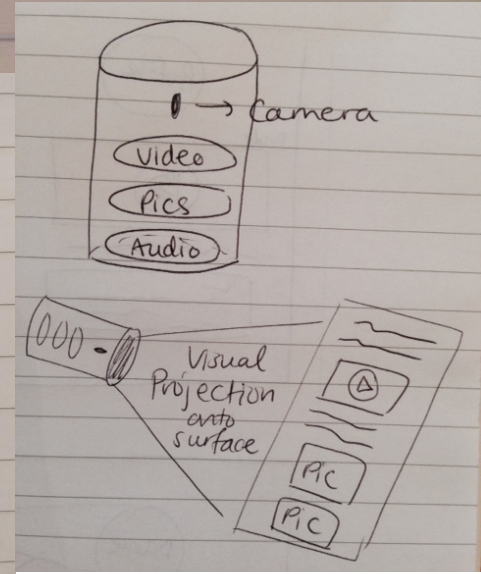
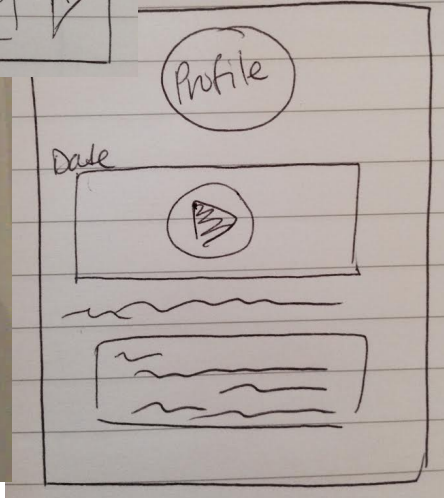
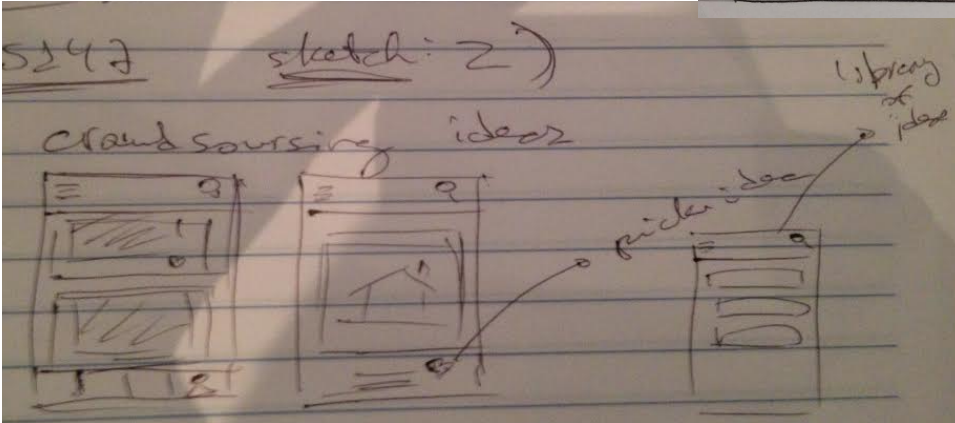
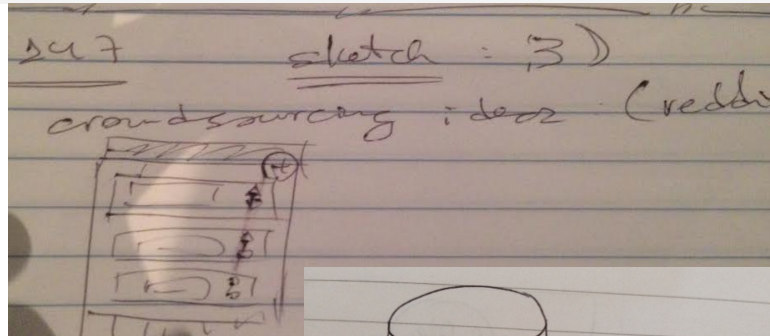
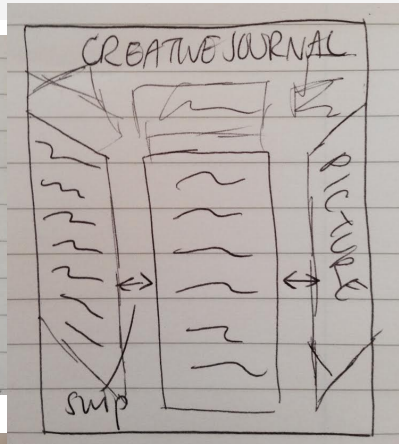
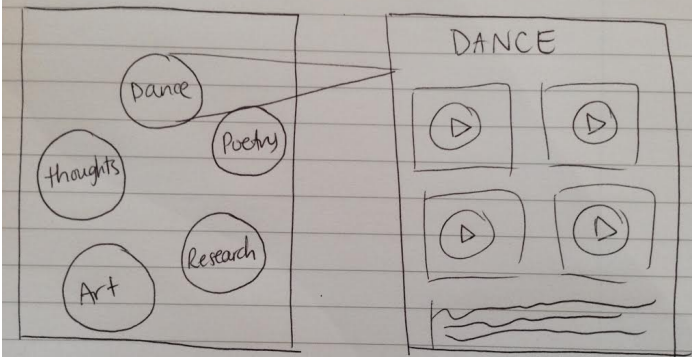
PROJECT-ORIENTED



WORLDVIEW

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

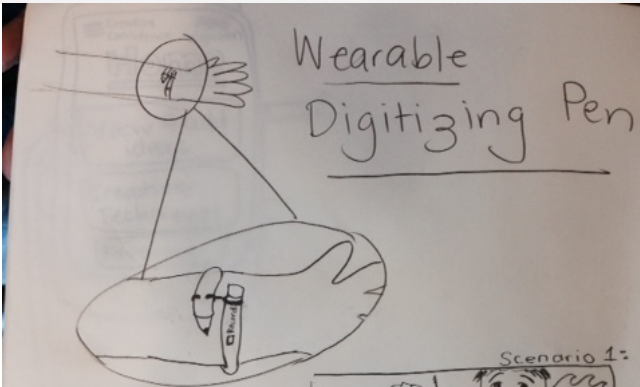
WORLDVIEW



CREATIVE DIGITIZED DIARY

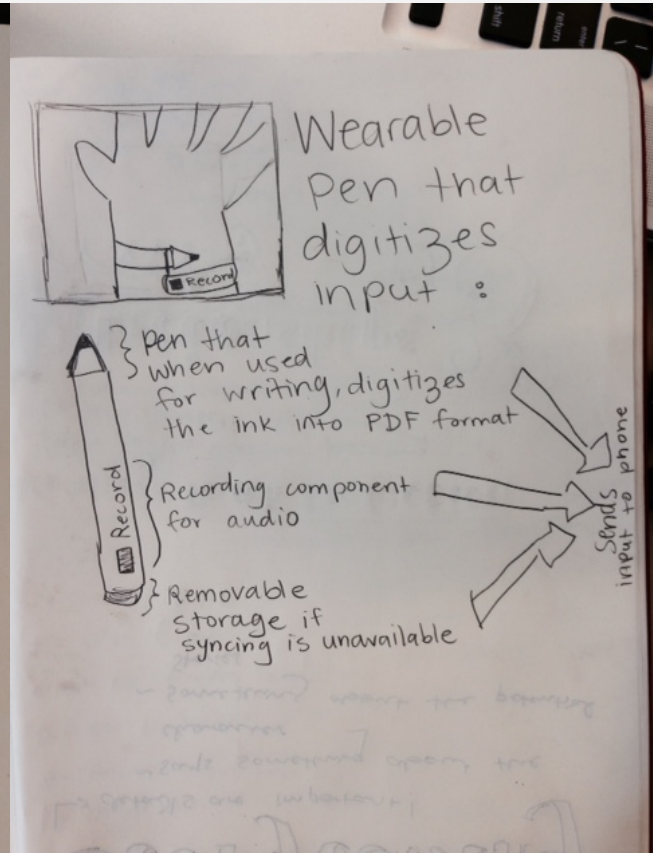
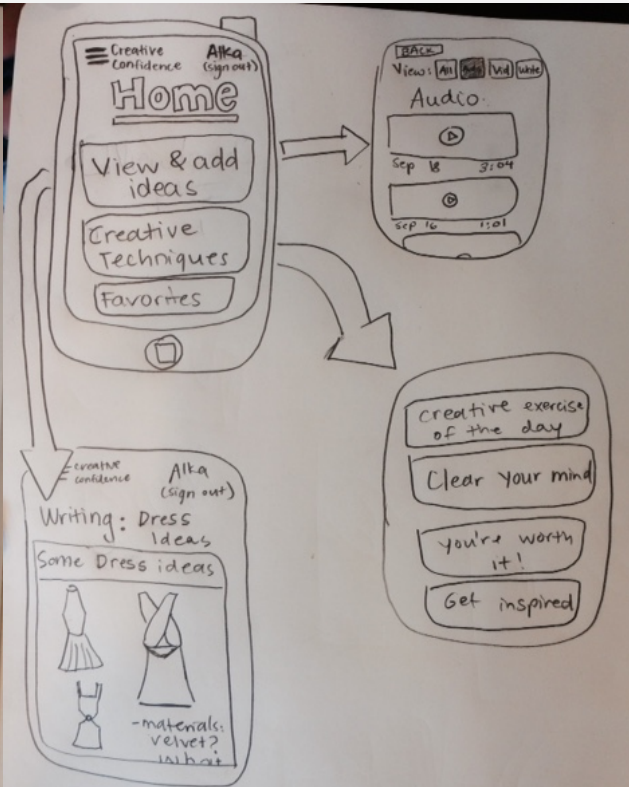
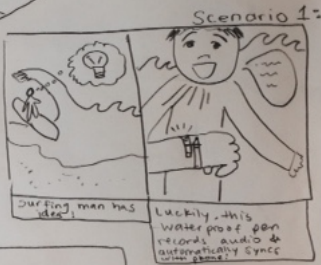
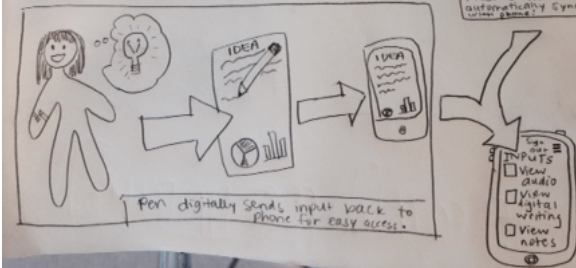
- **Journal** day-to-day progress
 - Encouraging daily thought -- automatically logged
 - Reminders to log
 - Accessible at any point in the day-- wearable!
- **Structured loosely** - more like a diary, but varied input types
- **Timeline view** - see **progress** over time
 - Not geared towards a **specific** end
 - Personal growth

Creative Digitized Diary



Uses:

Scenario 2:





Summary

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