Creative Confidence

Presented by Julie Ni

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Overview

- Our Mission
- Three Tasks
- Our Prototype
- Experiment/Method
- Inferences/Changes

Our mission is to create a **private** space for people to exercise their creativity by **generating connections** between seemingly disconnected pockets of **spontaneous** ideation.

Task 1: Record

- Something around you catches your attention.
  - Be it "cool," "inspiring," or just something you may want to look at later
- Capture it.

Task 2: On-the-go Ideation

- Stuck in the process of creating something
- Run into someone who gives you a great idea.
- You're not anywhere near your work station
- Save this idea for later

Task 3: Associate

- You've recorded a bunch of things that you think could lead to good ideas
- Associate your various ideas
- Draw conclusions among all the recordings

ID8

A private space for your creativity.

LOGIN

SIGNUP

☰ RECORD ≪ BACK

Recording Video Here

KEYBOARD

☰ RECORD ≪ BACK

PICTURE

☰ RECORD ≪ BACK

blue
keywords
like liquid
pts

☰ RECO... ≪ BACK

☰ YOUR SPACE

VIDEO   PHOTO

INSPIRE

THOUGHTS   SOUNDS

YOUR VIDEOS

YOUR PHOTOS

☰ ASSOCIATE ≪ BACK

VIDEO   ○ selected

PHOTO   ○ selected

THOUGHTS   ○ selected

SOUNDS   ○ selected

IDEATE

YOUR THO...

SOUNDS

DONE   **DONE**

☰ INSPIRE ≪ BACK

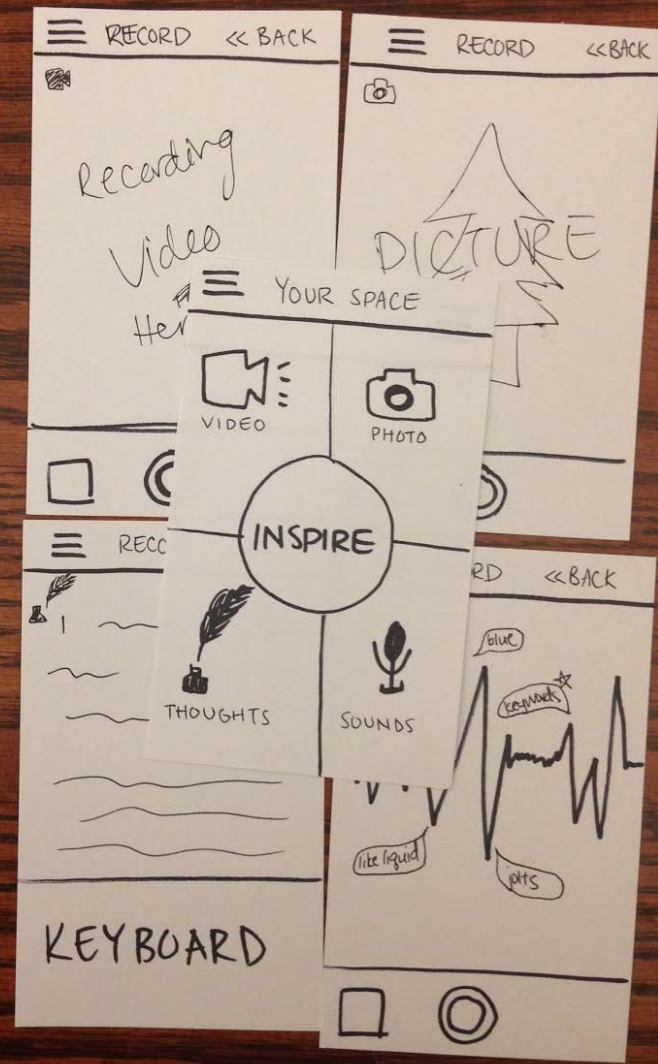- keywords from audio, images in pictures, text from thoughts

CREATE MORE

Experimental Method

1. Demo
2. Read the 3 tasks
3. Say thoughts out loud
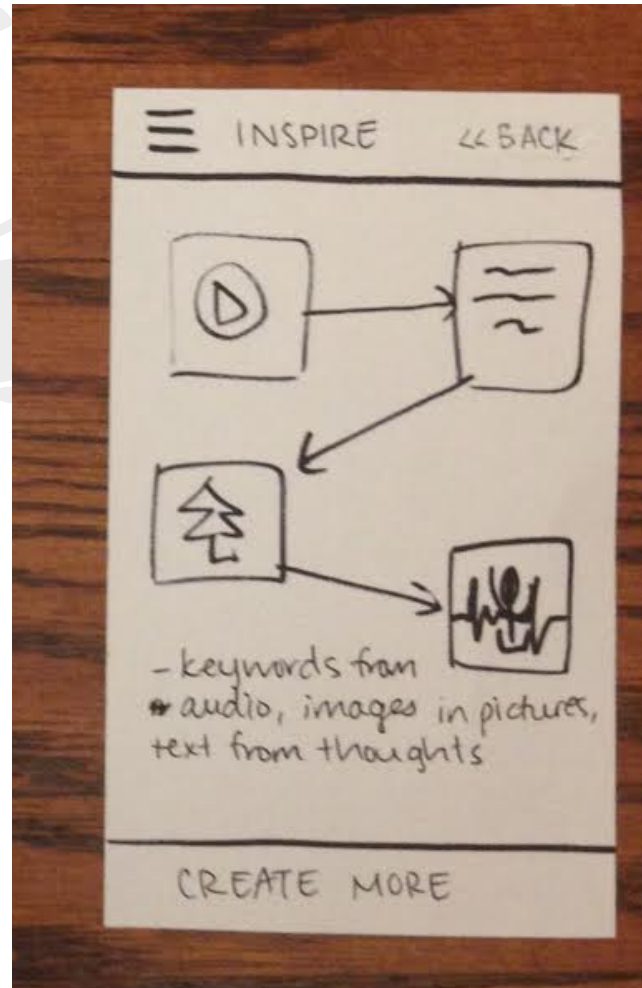4. Let them navigate
5. Suggestions/thoughts

Results

- Surprise about certain gestures
- Easy to access each feature
- Positive thoughts for personal ideation

Results

- Where to save?

Results

- Questions about association
  - Use of "Inspire" button not intuitive
- Draw own connections

Conclusions

- Need clearer app functionality
- Good for spontaneity
- Swiping gestures
- Notifications for "saved" functionality
  - Save button!

Summary

- Private space → idea generation
- Observe, Record, Associate
- UI Design Changes