Creative Confidence

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Overview

- Our Mission
- What Changed
- Revised UI
- Three Tasks & Our Prototype
- Tools Used, What Worked
- Summary

Our mission is to create a **private** space which encourages spontaneous ideation, so people can exercise their creativity by **generating new ideas and thoughts**, which they can later connect and associate
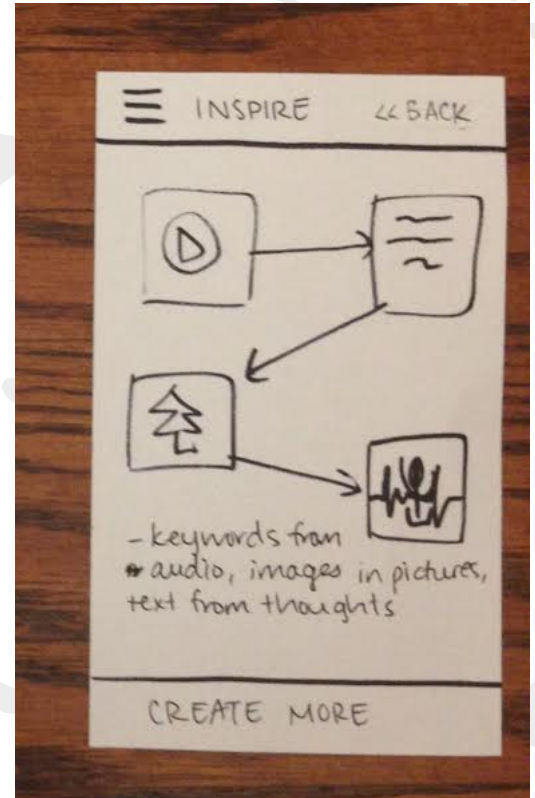
What Changed?

Association versus Ideation

- Before: Association was the main focus
- Now: we want to focus on spontaneous, prolific ideation
- Reminders to log

Random Mapping

- Speaking of association...
- No algorithm
- Randomly pair elements
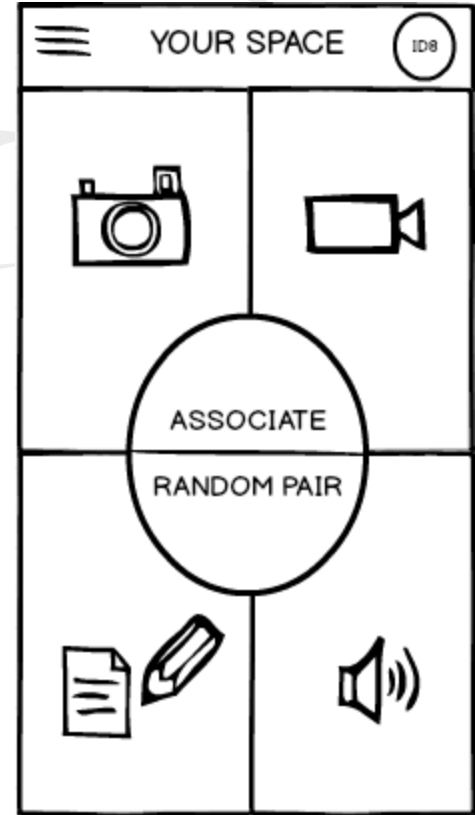
BEFORE --->

Let Users Draw Connections

- "Inspire" wasn't intuitive
- Users wanted to group ideas themselves as well
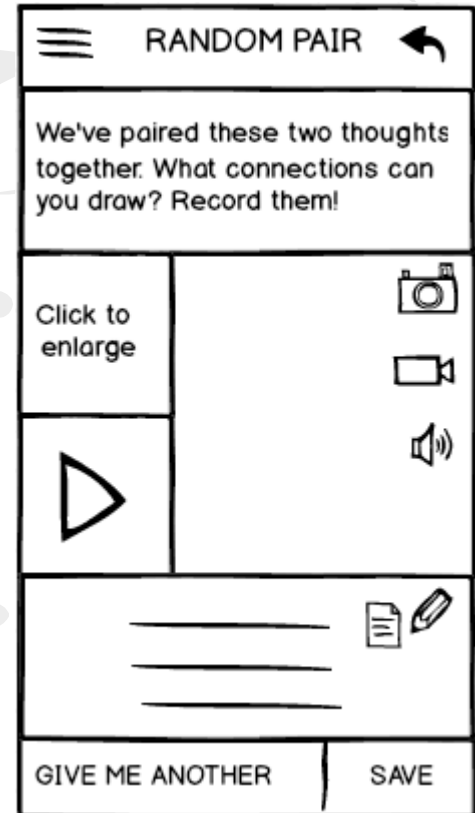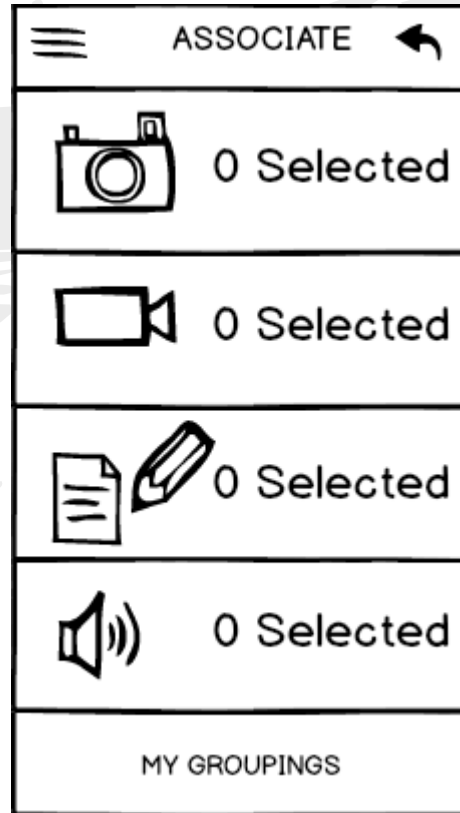- Reflected in UI as well

BEFORE --->

UI Changes - BIG

- Removed text
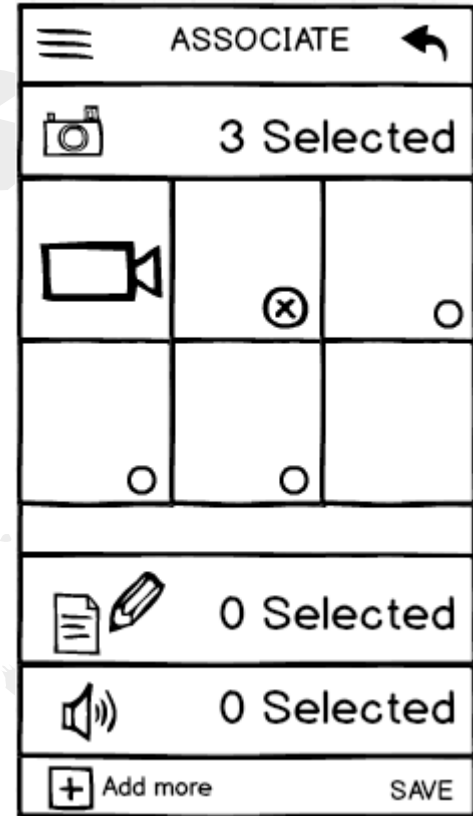- Center button no longer "Inspire", but serves two functions

UI Changes - BIG

- Entire interface to "associate" now!

UI Changes - Small

- "Back" button
- Accessibility of certain elements (photo/video, association elements at the same time, settings -- less clicks)
- Add NEW ideas to old
- ID8 logo?

3 Tasks

Task 1: Integrate Creativity

- Prompt users to create!
- Goes hand in hand with mission statement

Task 2: Increase confidence with which people can express ideas

- Creativity requires confidence
- Private space
- No option to share or collaborate

Task 3: Facilitate creativity thru generation of new ideas

- Association! - Self and Random pair
- Galleries of saved ideas
- Draw conclusions among all the recordings

Task 1: Record

Task 2: Increase confidence with on- the- go ideation

Task 3: Facilitate creativity thru generation of new ideas

https://www.flinto.com/p/0ec262cd

Tools Used

1. Balsamiq
2. Flinto

What Didn't Work

1. Flinto didn't have gestures so it was a lot of clicking
2. No color - didn't feel completely authentic
3. Sometimes navigation got complicated, was hard to do everything needed
4. Functionality

What Worked

1. Balsamiq had great libraries! Was easy to use
2. Love the use of the "Back" navigation on Flinto -- saved a lot of making extra screens for each

Summary

- We changed mission statement
- Tried to make app more visual
- Lessed potential clicks
- Added in functionality with "Random Pair"