Facilitating Creativity

Mike Yu, Darby Schumacher, April Yu, Alex Lin

Team:

Mike Yu
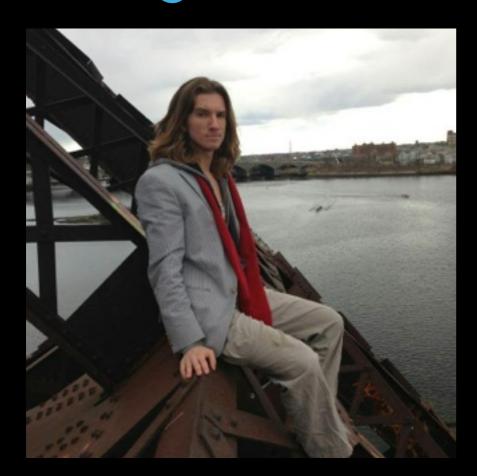

Darby Schumacher

April Yu

Alex Lin

Design Problem:

We know: The world is changing fast.

In particular: People move more.

How might we leverage this shift to enable people to be more creative?

Hayward Gatch

Age: 22

Graphic Designer

"Lots of people spend an atrocious amount of time on Tumblr and Pinterest; a lot of them do ludicrous research."

Jenny Astrachan

Age: 22
Software Engineer

"I WISH THERE WAS A GENUINE FORM OF CONTENT CREATION AND SHARING, AS OPPOSED TO A HIGHLY-FILTERED VERSION OF LIFE."

Katherine Liu

Age: 19
Designer

"Sometimes I do want to access pictures in conversation. I know I could use Carousel or Dropbox, but they kind of suck."

Ankit Shah

Age: 24

Founder, Tea with Strangers

"THE MOST IMPORTANT THING ABOUT CREATIVE IDEAS IS REMEMBERING A FEW KEY CONTEXT POINTS ABOUT WHERE THEY CAME FROM."

Empathy Map:

SAY:

"Kerning sucks"

"I love big notebooks and I like extra space."

"A lot of people in my field spend an atrocious amount of time on Tumblr and Pinterest, a lot of them do a ludicrous research. My process is more...organic."

"I like mobile code updates because it allows me to not be stuck in front of my computer."

"I know I could use Carousel or the dropbox app, but they kind of suck."

"Text is useful for images because you can contextualize."

"Remembering a few anchors of the idea is important"

"Every time I want to use photoshop or illustrator there is some sort of update that I need to install and it takes 15 minutes."

"I think it's more fun to do it yourself."

"So many applications are geared towards superficial content creation that ends up forgotten weeks later."

DO:

Drew a web of interactions

Doesn't put stuff in her portfolio

Building a treehouse to live in

Uses post-its to brainstorm names

Made a giant city collage of the French city of Marseilles

When in Europe, had to wait to get home to share

Jots inspiration in notebooks

Sends photos of things he's built

Writes in "x" reminded me of "y" and it makes me think of "z"

Carved poster into a slab of granite, then built a campfire next to it and then took a photo of it

Keeps notebook in back pocket

THINK:

The most important ideas aren't ideas that you can perfectly illustrate or write

Good design is too time-consuming

Everybody knows what app I used

Other designers are pissy and don't like to talk about design process.

Sharing is all about genuine moments with close family and friends.

Coming up with ideas is an internal, not external, process.

Even 5% bad is unusable

Opposed to sharing highly filtered/edited lives

It would be cool if I had better accessibility to my stuff.

Ideas are hard to preserve outside the brain

FEEL:

Frustration when using phone

Disgusted by "fake content"

Appreciation for beauty of hand lettering

Spontaneous when deciding to work on a project

Hate for lack of layers on mobile design apps

Superiority over designers who are locked into their methods

Excitement when finding inspiration

Annoyance at software overhead of Creative Cloud

Proud of status as somebody who breaks the mold

Gratitude for spontaneity of inspiration

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Challenges:

Hayward finds it challenging to "seek inspiration."
Jenny finds it challenging to properly record authentic life experiences.
Katherine finds it challenging to bring her designs with her.
Ankit finds it challenging to properly record inspiration.

Inferences:

Jenny and Ankit share a problem: **recording experiences leads to losses in translation.**

Hayward and Ankit share a design belief: **inspiration is best when organic.**

Potential Tension?

KATHERINE HAS A HARD TIME BRINGING HER DESIGNS OUT INTO THE WORLD, WHILE THE OTHERS SEEM TO HAVE A HARD TIME BRINGING INSPIRATION BACK IN.

We know: The world is changing fast.

In particular: People move more.

How might we leverage this shift to enable people to be more creative?

We Noticed: People getting to see more increases opportunities for organic inspiration!

We believe: It would be game-changing if designers could seamlessly bring inspiration from the real world home with them in an authentic way.