

FACILITATING CREATIVITY

Mike Yu, Darby Schumacher, April Yu, Alex Lin

Team:

MIKE YU



DARBY SCHUMACHER



APRIL YU



ALEX LIN



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.”

WE MET...

AN ENTREPRENEUR WHO FINDS INSPIRATION ORGANICALLY

WE WERE AMAZED TO DISCOVER...

HE BELIEVES THAT CONTEXT IS A HUGE PART OF AN IDEA AND ACCORDINGLY HAS TO RECORD A LOT

WE WONDER IF THIS MEANS...

HE HAS A HARD TIME STAYING EXCITED ABOUT AN IDEA WHEN HE'S OUT OF CONTEXT THAT LED TO IT

IT WOULD BE GAME-CHANGING IF...

HE COULD CREATE IN THE MOMENT, WHILE THE IDEA IS STILL FRESH

How might we...

CREATE “MOMENTS” OF INSPIRATION IN HIS CREATIVE WORKSPACE?

LEVERAGE HIS SURROUNDINGS TO ENABLE HIM TO BE CREATIVE?

BUILD HIM A TOOLKIT TO CARRY WITH HIM TO CREATE ON THE GO?

INTRODUCE HIM TO COMMUNITIES THAT INSPIRE HIM WHILE HE IS WORKING?

REMOVE THE NEED FOR INSPIRATION TO BE CREATIVE?

MAKE CREATIVE WORK MORE MOBILE AND NATURAL, LIKE EMAIL?

ENABLE HIM TO KEEP IDEAS “FRESH” LONGER?

HELP HIM SUSTAIN EXCITEMENT ABOUT NEW IDEAS?

CREATE A PLATFORM WHERE HE CAN DOCUMENT HIS SCRIBBLES AND DOODLES AND CATEGORIZE THEM?

FOSTER AN ENVIRONMENT IN WHICH IDEAS ARE EASILY SOLIDIFIED INTO PLANS?

Harrison Holmes



Age: 19

Music Producer and DJ

“I USED TO USE VOICE MEMOS TO RECORD A TUNE OR SOMETHING... A FRIEND FOUND THEM IN A FOLDER AND REMIXED THEM INTO SONGS AND IT WAS SUPER EMBARRASSING.”

WE MET...

A DJ WHO PREFERS TO WRITE INSTRUMENTATION BEFORE LYRICS

WE WERE AMAZED TO DISCOVER...

HE TRIES TO MEMORIZE HIS TUNES BECAUSE SINGING THEM INTO A VOICE MEMO IS TOO EMBARRASSING

WE WONDER IF THIS MEANS...

IT'S VERY IMPORTANT THAT EACH STEP OF A PROCESS IS PROFESSIONAL AND PRODUCTION QUALITY

IT WOULD BE GAME-CHANGING IF...

HE WAS ABLE TO BE PROUD OF EACH STAGE OF HIS WORK

How might we...

STREAMLINE HIS PROCESS SO THAT EACH STEP IS PROFESSIONAL?

CELEBRATE THE ROUGH DRAFTS THAT COME WITH CREATING SOMETHING GREAT?

TEACH HIM NOT TO FEAR FAILURE?

FREE HIM FROM CONCERN ABOUT WHAT OTHERS THINK?

BUILD TOOLS THAT MAKE EACH STEP OF THE PROCESS BEAUTIFUL?

MAKE HIS INTERMEDIATE WORK THE MOST REWARDING WORK TO REFLECT ON?

INTRODUCE HIM TO COMMUNITIES THAT VALUE INCOMPLETE WORK?

ENCOURAGE AUDIENCES TO LISTEN TO AND VALUE INCOMPLETE MUSIC?

GIVE HIM A PLATFORM TO SHARE AND BE PROUD OF THE WORK THAT IS INCOMPLETE?

LEVERAGE HIS FEAR OF EMBARRASSMENT TO IMPROVE HIS WORK?

Cathlyn Jones



Age: 19

Vine Superstar

“BUSINESS VIDEOS GET TEN DAYS, BUT PERSONAL VIDEOS ONLY GET TWENTY MINUTES MAX.”

WE MET...

AN AVID SOCIAL MEDIA USER WITH OVER 250 THOUSAND VINE FOLLOWERS

WE WERE AMAZED TO DISCOVER...

SHE SPENDS ORDERS OF MAGNITUDE MORE TIME ON SPONSORED/PROFESSIONAL CONTENT VS PERSONAL

WE WONDER IF THIS MEANS...

SHE VALUES HER PROFESSIONAL AND PAID WORK MORE THAN HER CREATIVE AND SPONTANEOUS

IT WOULD BE GAME-CHANGING IF...

SHE WAS EMPOWERED TO HAVE CREATIVE DIRECTION AND FREEDOM IN PROFESSIONAL CONTENT

How might we...

FREE HER FROM COMMERCIAL OBLIGATIONS?

USE HER CREATIVITY AND SHORT DEVELOPMENT CYCLES AS AN OPPORTUNITY FOR SPONSORSHIP?

MAKE HER PROFESSIONAL PROCESS ABOUT AUTHENTICITY RATHER THAN POLISH?

REMOVE THE PRESSURE TO PRODUCE “PROFESSIONAL” CONTENT

LEVERAGE PROFESSIONAL SOURCES TO IMPROVE HER CREATIVITY?

CELEBRATE HER CREATIVE WORK MORE THAN HER SPONSORED WORK?

CONNECT HER WITH SPONSORS WHO VALUE HER PERSONALITY OF WORK?

PROVIDE HER WITH TOOLS TO CREATE PROFESSIONAL CONTENT MORE EASILY?

ENABLE HER TO BE HER OWN SPONSOR?

ENCOURAGE HER COMMUNITY TO DEMAND MORE AUTHENTIC AND ORGANIC WORK?

How might we make creative work more mobile and natural, like email?

PARSE WRITING AND SKETCH IT

ABILITY TO PULL UP COLOR SWATCHES BASED ON LANGUAGE

PARSE SOUND AND TRANSCRIBE TO NOTES

PALETTE CREATOR BASED ON PICTURES

AUTOMATIC FONT GENERATOR FOR PHOTOS

ABILITY TO AUTOMATICALLY PULL INSPIRING FEATURES OUT OF PHOTOS

COLOR AND FONTS GENERATED BASED ON MUSIC

RANDOM CHORD/COLOR/WORD GENERATOR

CARRY MOBILE 3D PRINTERS

SCAN SURROUNDINGS AND RECREATE VIRTUAL REALITY SPACE

How might we give him a platform to share and be proud of the work that is incomplete?

ARTISTS-ONLY SOCIAL APPLICATION

ARCHIVES OF ROUGH DRAFTS OF GREAT WORK

CONSTANT LIFE VIDEO STREAM

COMMUNITY SERVICE THAT PROMOTES “ROUGH” CONTENT

APP THAT FORCES ARTISTS TO RECORD SOMETHING ROUGH DAILY AND POST

INSTRUMENTS/RECORDING SETS THAT BROADCAST EVERYTHING HE DOES

SYSTEM THAT STORES “PROGRESSIONS” OF THE SAME WORK

CREATE MUSIC PLATFORM THAT ONLY LETS YOU WORK ON A PIECE FOR TEN MINUTES

IMPROV CONCERTS

PRIVATE PAPARAZZI EVERYWHERE

How might we provide her with tools to create professional content more easily?

ARTIFICIAL INTELLIGENCE TO EDIT VIDEOS

HIGH QUALITY MOBILE CAMERA

“VIDEO FILTERS”

AUDIO FILTERS

GYROSCOPE APP THAT WORKS IN TANDEM WITH CAMERA TO KEEP LEVEL

BETTER PHONE FLASH

MOBILE VIDEO EDITING

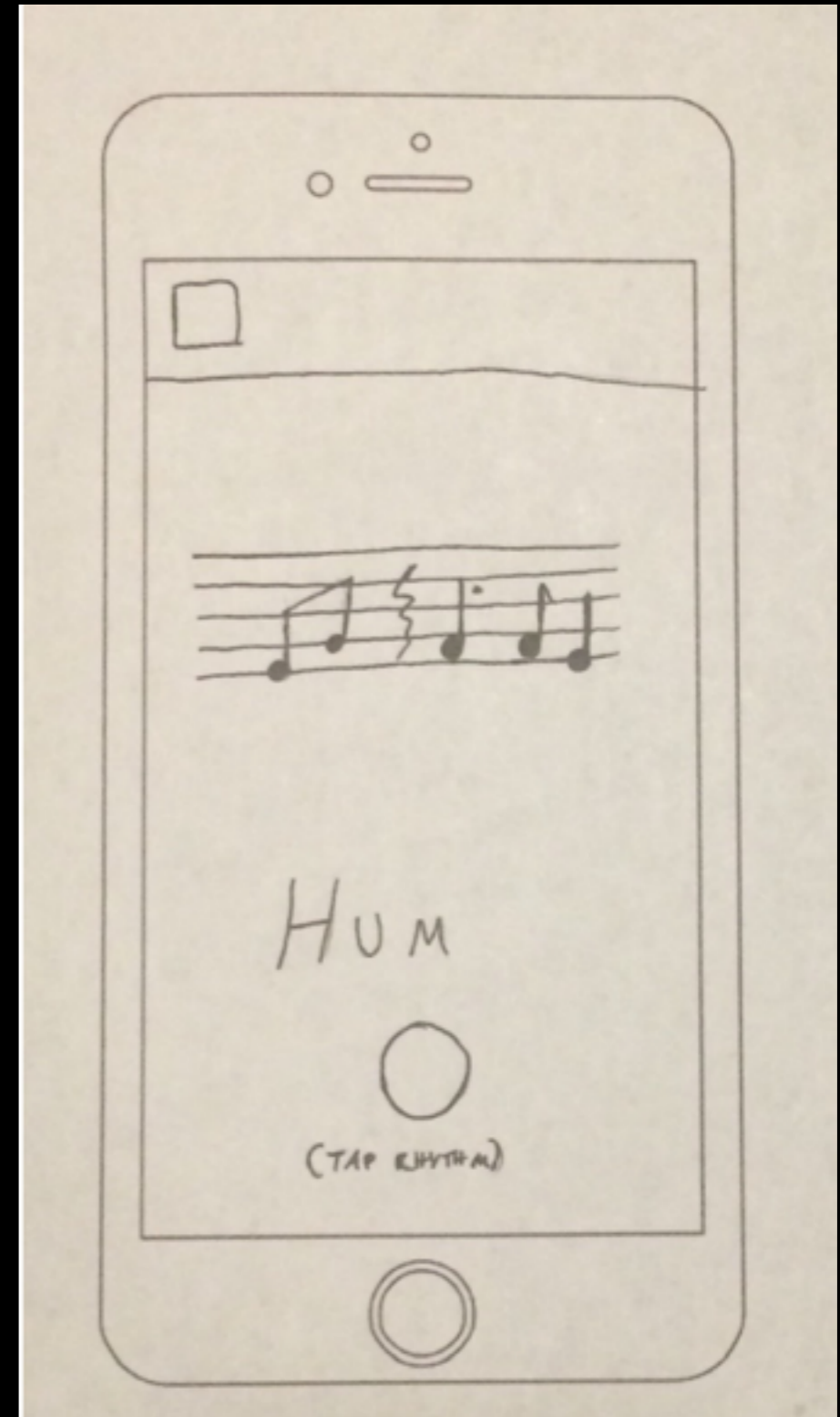
SELF-EDITING EDITING PROGRAM

COMPUTER VISION TO SCAN VIDEOS AND MAKE SURE FULFILLS SPONSORSHIP

SHARING FOR VIDEOS TO ENABLE PROFESSIONALS TO EDIT WHILE SHE IS FILMING

Prototype 1: Hum

WE DESIGNED AN APPLICATION WHERE A USER COULD HUM A TUNE AND TAP OUT A BEAT ON AN IPHONE SCREEN AND IT WOULD BE TRANSCRIBED INTO SHEET MUSIC WITH AN ATTACHED MP3 FILE OF THE HUMMED TUNE.



Prototype 1: Hum

THINGS THAT WORKED:

TOOL TO RECORD
INSPIRATION ON THE GO

THINGS THAT DIDN'T:

LYRIC TRANSCRIPTION
NOT DESIRABLE

SURPRISES:

PROFESSIONALISM VERY
IMPORTANT

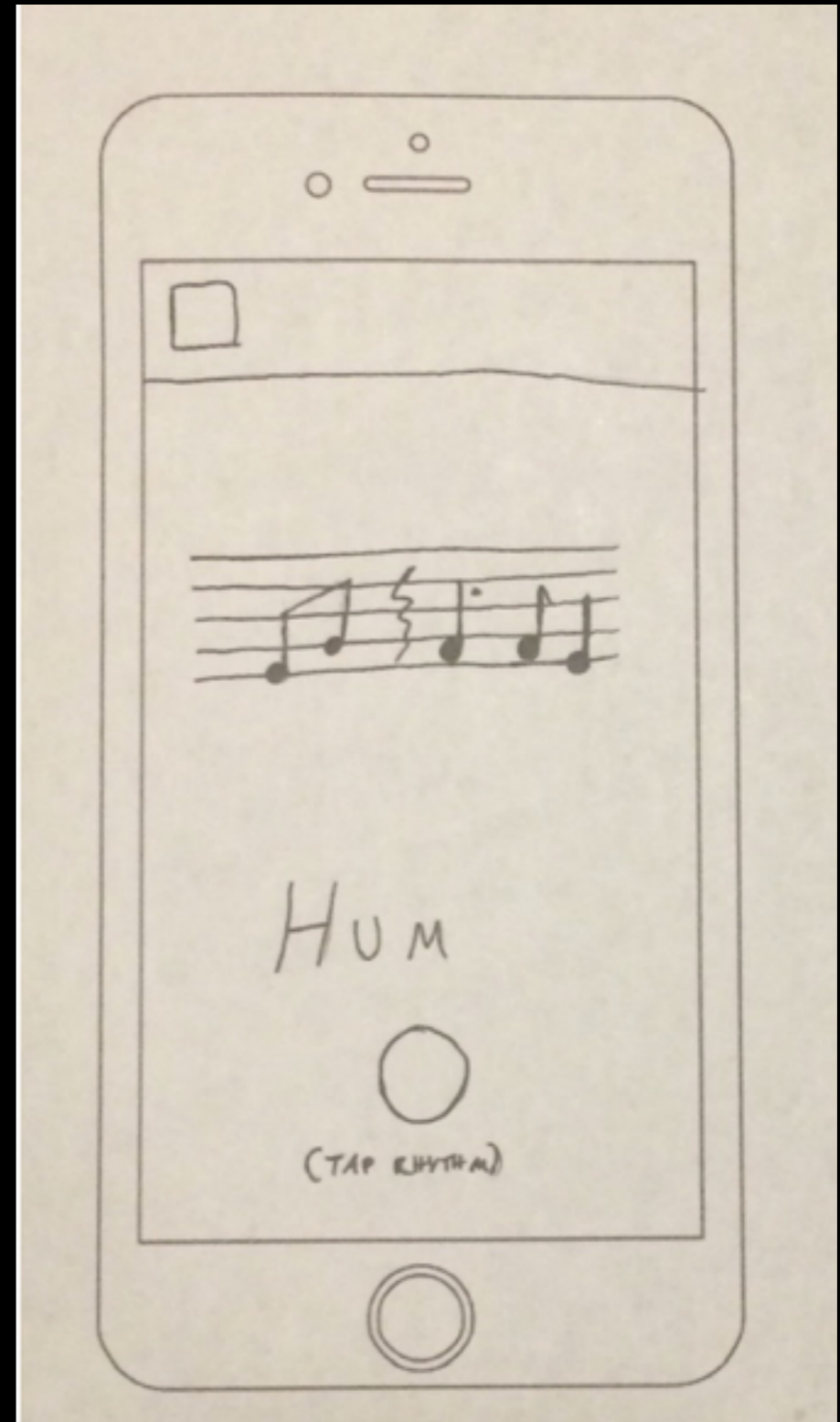
NEW LEARNINGS:

BEATS IMPORTANT TO
RECORD AS WELL!

Prototype 1: Hum

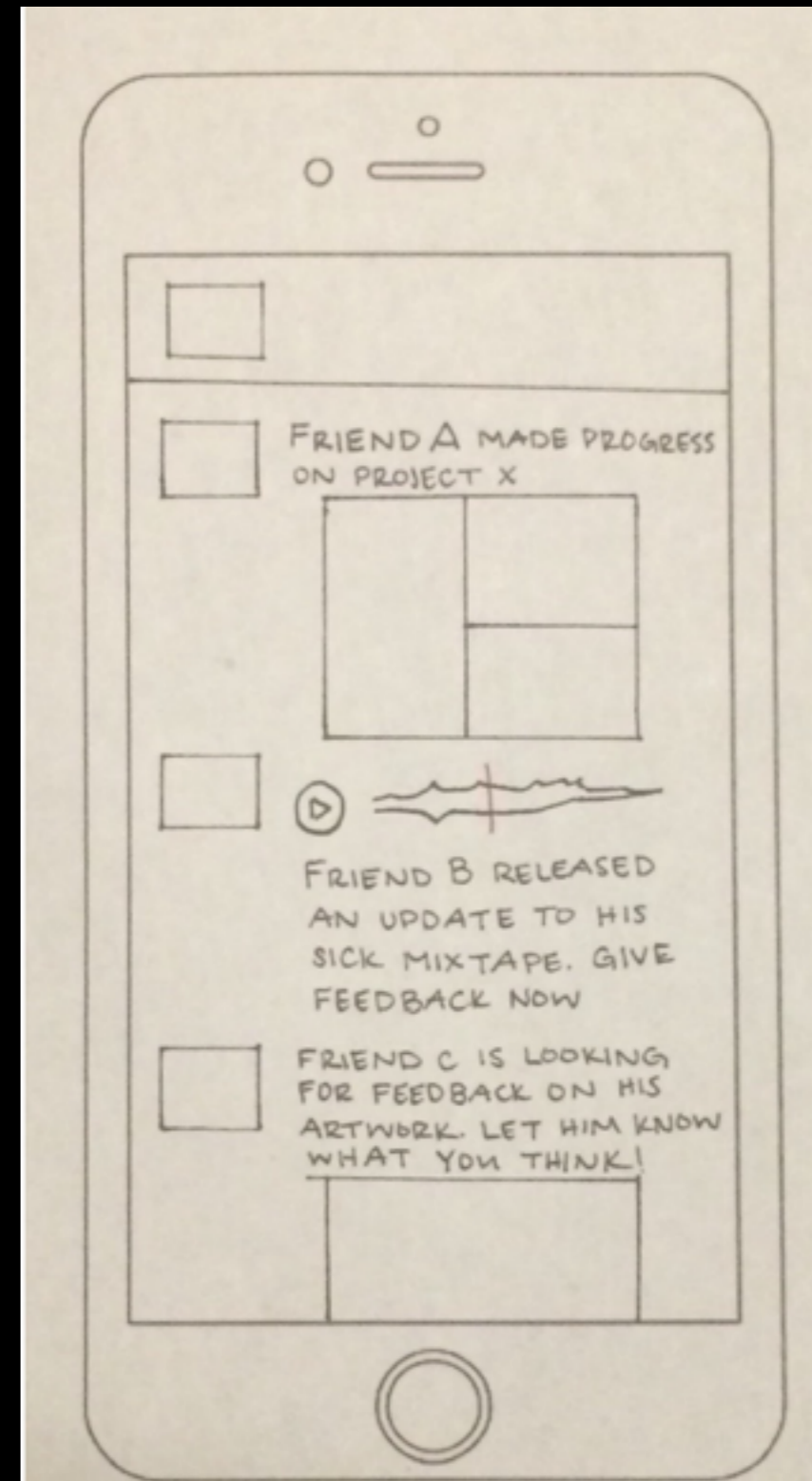
IMPORTANT TO LET THE USER RECORD THE BEAT FIRST AND THEN THE MELODY

TRANSCRIPTION OF LYRICS WAS NOT AS MUCH OF A “WANT” AS WE EXPECTED



Prototype 2: Version Control

WE ESSENTIALLY DESIGNED A VERSION CONTROL-LIKE PLATFORM FOR CREATIVES THAT ALLOWS FOR OTHER ARTISTS/ CREATIVES TO COMMENT FEEDBACK DURING THE CREATION PROCESS.



Prototype 2: Version Control

THINGS THAT WORKED:

COULD HELP AMATEURS

SURPRISES:

PEOPLE WANT TO HIDE
THEIR CREATIVE PROCESS

THINGS THAT DIDN'T:

ARTISTS DON'T WANT TO
EXPOSE VULNERABILITY

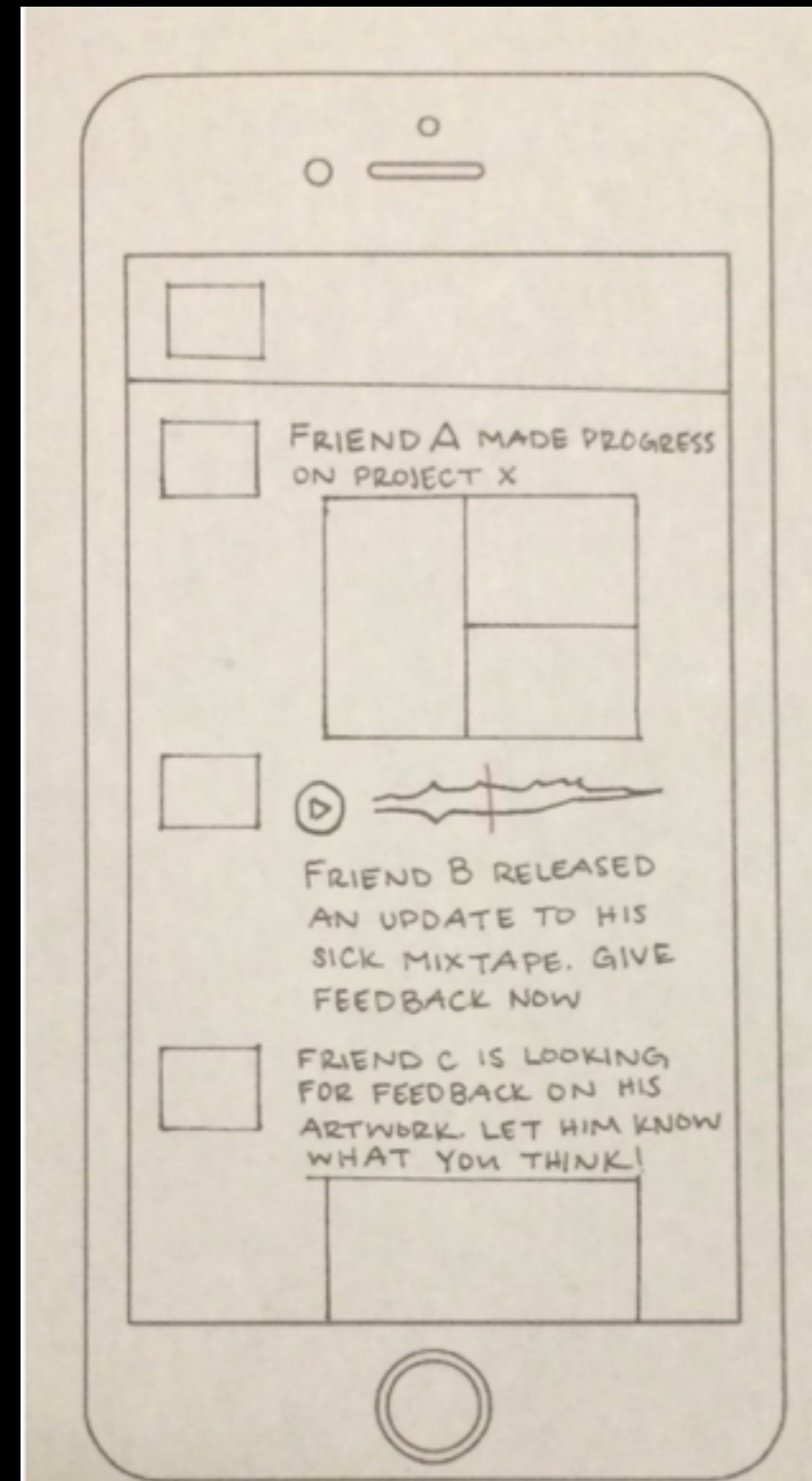
NEW LEARNINGS:

ART IS CURRENTLY NOT
SEEN AS ITERATIVE - WHY?

Prototype 2: Version Control

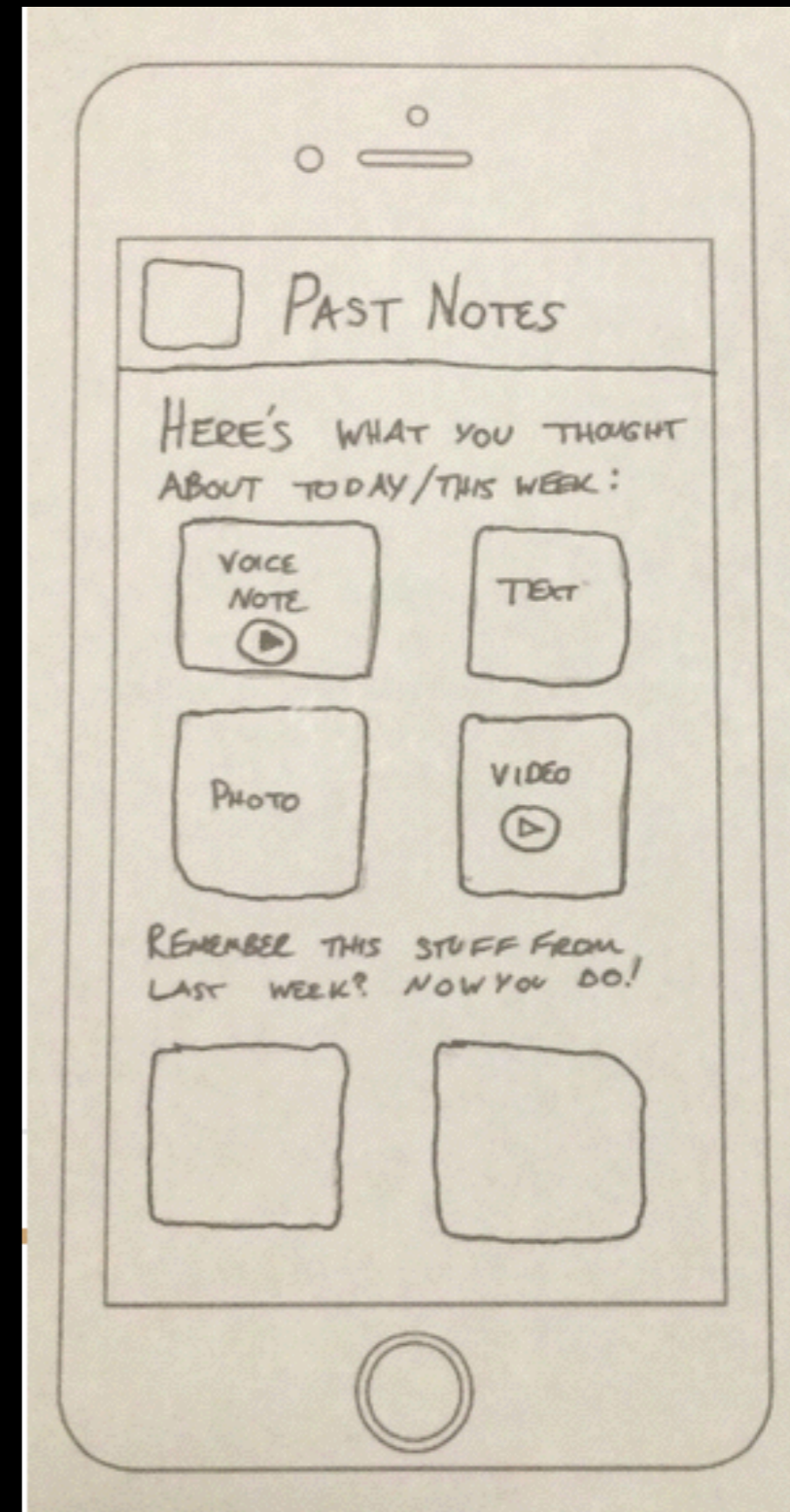
“ART IS BINARY. IT’S EITHER FINISHED OR IT’S NOT”

“THIS EXPOSES AN ARTIST’S VULNERABILITY, AND I’M NOT SURE THEY WOULD BE COMFORTABLE WITH DOING THAT.”



Prototype 3: Organic Documentation

WE DESIGNED AN APP THAT IS A PLATFORM FOR DOCUMENTING MEMORIES, THOUGHTS, AND IDEAS, AND ALLOWS FOR A CHRONOLOGICAL TIME VIEW OF ALL LOGGED “MOMENTOS” AND ALLOWS FOR USERS TO DECIDE WHEN THEY WILL BE REMINDED OF THE IDEA — TIME-BASED, ACTIVITY-BASED, OR LOCATION-BASED.



Prototype 3: Organic Documentation

THINGS THAT WORKED:

USERS LOVED SMART
REMINDERS

THINGS THAT DIDN'T:

NOT GAME-CHANGING
ON A STORAGE LEVEL

SURPRISES:

PEOPLE OFTEN FORGET
THINGS THEY WANT TO DO

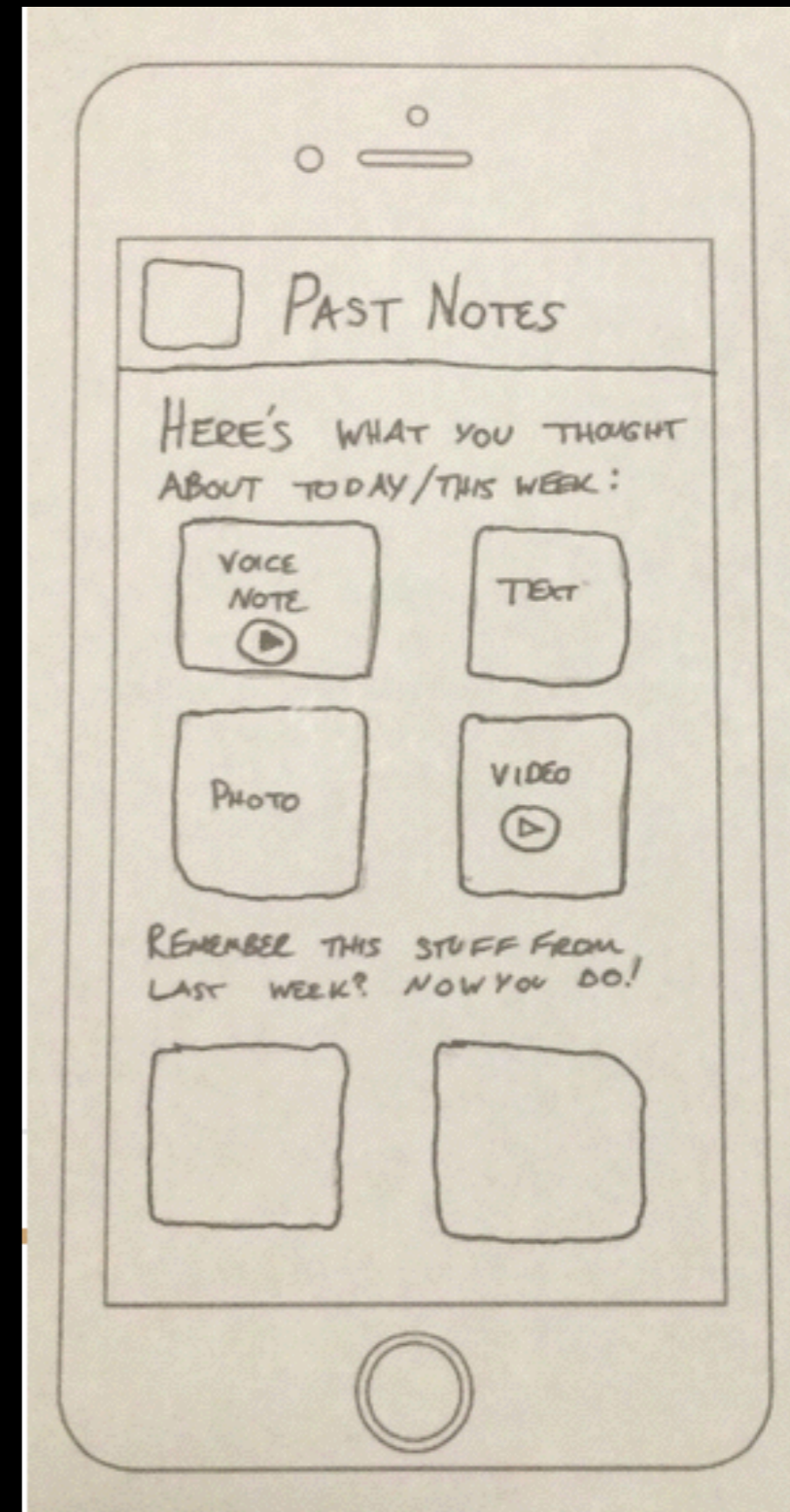
NEW LEARNINGS:

BEHAVIORAL TRIGGERS
VERY VALUABLE IN
PROCESS

Prototype 3: Organic Documentation

LIKED THE IDEA OF GETTING A PUSH NOTIFICATION TO RETURN BACK TO IDEA SO THAT IT DOESN'T GET LOST IN THE ABYSS

“I ALWAYS SAY I WILL GO BACK AND READ MY NOTES, BUT I OFTEN DON'T. I CHECK MY E-MAIL EVERY DAY THOUGH, SO THIS WOULD BE A GREAT FIT FOR MY DAILY SCHEDULE.”



WINNER:

ORGANIC DOCUMENTATION

(with reminders!)