

The background features a monochromatic brown color palette. On the right side, there is a 3D architectural structure composed of rectangular blocks. One block is positioned higher than another, creating a sense of depth. A dark, rectangular opening is visible in the upper block. In the lower-left quadrant, a grid of thin, light-colored lines is overlaid on a slightly darker brown rectangular area. The overall composition is clean and modern, with a focus on geometric forms and light/shadow play.

Arts and Culture

*Building Blocks of the Mind
// The Creative Process*

meet the team



DAVID E. '21



SAM M. '22



JAKE W. '21



ANATOLE S. '20

Needfinding Methodology

The Creation Space

Song Writers
artists, rappers, singers



Fiction Writers
short stories, novels,
plays, screenwriting



Poets
prose, free verse,
narrative, short form

Casual Writers
notes app, diaries,
gratitude journaling



Non-Fiction Writers
Biographies, news
articles, memoirs,
journalism



Participant #1: Sohenee

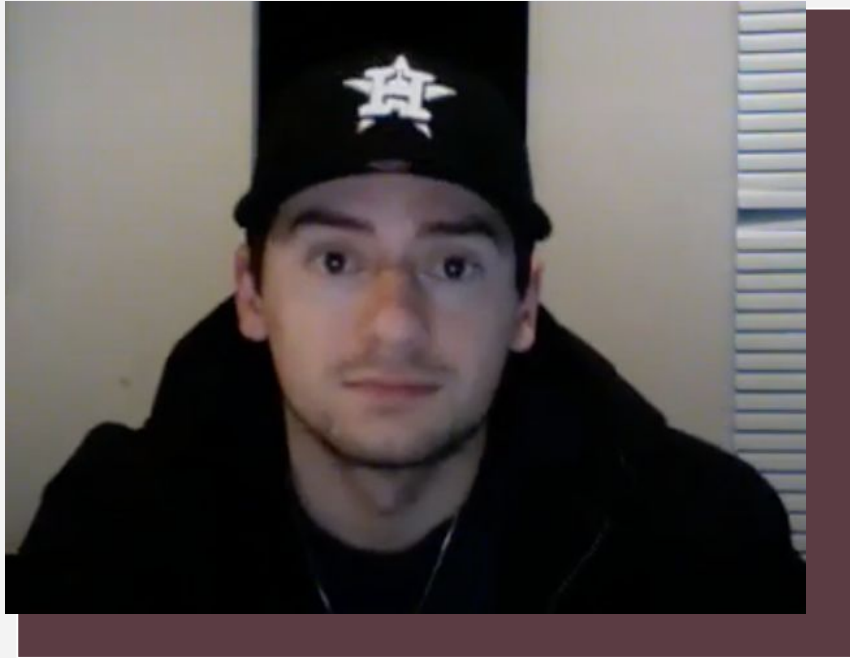
Who: a Tufts pre-med junior with a side passion for singing/writing

Why: a representation of a casual user who still ideates and constantly creates

How: team member's High School



Participant #2: Christian (aka C-DeTTY)



Who: 24 yo aspiring rapper

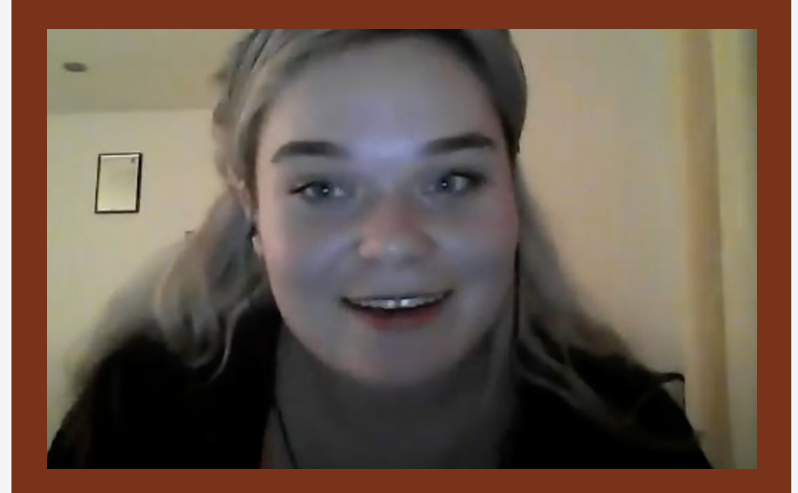
Why: diverse perspective of writing in the context of musical spaces

How: team member's High School

Who: 21 yo actress graduated
from American Academy of
Dramatic Arts

Why: visual + written arts and
how they come together

How: acting program with team
member

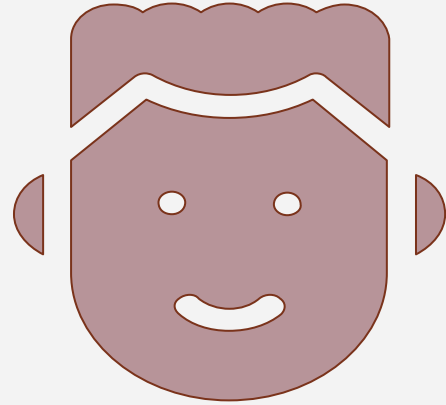


Participant #3: Noelle

Who: 22 yo author w/ published memoir @ Princeton

Why: started and finished a novel *while* being a student with a general lack of resources

How: snowball recruiting



Participant #4: Scott



do you share your work publicly when it's done? through what mediums?

who constitutes the team around you?

how do you feel about revising other people's work?

how do you combat writer's block?



how would you describe your artistic process?

what does your revision process look like?

what tools do you use?

what do you write?

how does tech supplement or detract?

anonymous sharing?

Interview Results



“I have to get all the ideas down and **edit later**. The most important part is **getting the ideas down**. Everybody has enough material to write a book, but **nobody ever keeps track** of their thoughts.”

-Scott, *the author*

“ For me, writing is like **sharing a piece of my heart**. This is me communicating my emotions, and it’s personal. It requires that level of trust. ”

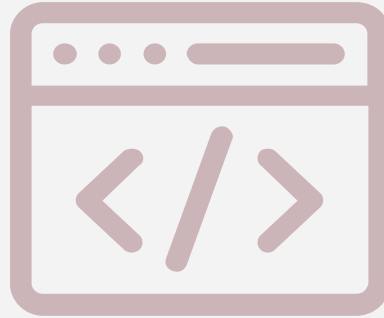
-Sohene, *the casual writer*

“ Watching [other artists] helped me **learn**
and was **crucial to my development.**
Before that, I wasn't really in the industry.”

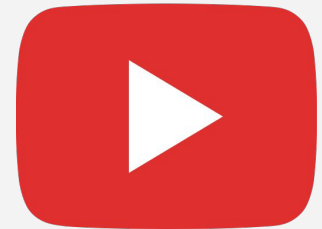
-Christian, *the artist*

“ I don’t like the **confrontation** of working with others in real time. Maybe that’s why I just like **sending drafts** back and forth. ”

-Noelle, *the actress*



main technologies



Empathy Map



say:

“sharing your art is like posting a **selfie**”

“i would be **jealous** of myself if my anonymous work did well”

“writing a book by chapters is like **breaking** something down”

“artists should produce **a lot** of content but not release it all.”

“i worry about writing something **controversial**”

“i **forget** i wrote answers to prompts until i find them years later”

“there were days where I could write 5000 words and others when i couldn't write.”

“i think you should **edit** before you give it to your editors”

“feedback is only ever a **good** thing”

“i wish someone could give me **structure** so i could write it out”

“i kept a list of **100 events** I could draw from for story material.”

“somebody in the industry can tell the difference between a good song and a **great song**”

think:

I need to **trust**
the people I'm
sending my work
to

i wish i could get
more **insight** from
people of different
genres

i want to **show** off
my best work not
my uncompleted
work

people have enough
content they just
need a **place** to
write it

i'm **worried** I'll
say something
wrong

writing is a
collective effort
between you and
the people you trust

how can i get a
larger audience that
has more feedback
for me

i wish there was an
easier way to deal
with **writer's block**

i **over-police** my
work

i need to **learn** from
the people around
me who are doing it
better

i need more **money**
to be able to
produce more and
better work

i need more
structure to be able
to convey what i
want to

do:

used a **whiteboard** to keep track of thoughts

used **AI** to find **grants**

uses **Quip** to write chapters and share them with his editors

listened to **rain sounds** while writing

used **evernote** for anything and everything writing related

uses **pen and paper** to write down initial thoughts

releases a lot of music on **Instagram** and **Youtube**

strums a guitar over and over again to find lyrics

shared in his music on **all platforms**

published content to **wattpad** to get a small portfolio

uses **Twitter** as an ecosystem for prompts and feedback

uses **voice memos** to write down initial thoughts

feel:

frustration

around lack of confidence

passion

for releasing high quality projects

tranquility when in the groove of writing

nostalgia when looking through old writing samples

worry about sharing something controversial

anger when distracted

grateful for feedback and comments

hunger for more respect in his field

inadequacy about not finishing things

surprise when finding old writing samples

frightened about showcasing vulnerable writing

faith in the process and the people who have helped him

Analysis

insights + needs





insight

There is a vulnerability around writing, especially in the case it is received poorly. There is no credit desired for work that is controversial or poorly acclaimed.



need

A way to toggle when the author of a work is credited versus when it is anonymous.



insight

Writers often forget about the mini writing that they do and rediscover their writing later.



need

A centralized way to store drafts, writing, and prompts that allows for easy access in the future to build off of.



insight

Creators want feedback from all types of audiences, particularly from people critically acclaimed in their specific field as well as generalized genres for diversity of thought.



need

A platform through which sharing, revising, and editing each other's work from differing genres is possible.



insight

All creators experience writer's block. It's just a part of the process.



need

A way to encourage stream of consciousness (prompts, music, a more structured outline, etc) so that creativity can be born anew.



insight

A writer has a very individualized process for creation that is most conducive for them to create in the way they desire.



need

A “safe space” customized with appropriate color palettes, background music, limited distractions.



insight

Most authors have no centralized way to store a writing portfolio. Many just add writing samples to their websites or make personal instagrams.



need

An aesthetic portfolio for all types of writing, from poetry to song lyrics to short stories.

SUMMARY OF INSIGHTS

29



01 Our problem space is creation

03 We discovered varying processes but similar problems

05 We know people need: better ways to organize, a solution for writer's block, and a way to share/revise.

02 We heard voices from all types of creators.

04 Writers shared similar sentiments of excitement, frustration, and vulnerability

06 Our next steps are to fill in gaps around how tech can do better.



THANKS

any questions? :)