Creativity

The software architect of the XXI century has to be prepared to promote creativity in individual and group based work

#1

Say it: I am creative

Am I creative?

- Creativity is the ability to make new things or think of new ideas
- You just need to face a meaningful task and make work together your passion and your skills
- Creativity is also a social process

#2

Leave the comfort zone of functional requirements

How to create value?

- Innovative products have to be valuable for their users
- Value is defined by users not by developers
- Apply a user-centric approach to dive into user needs, expectation and emotions

#3

Apply unconventional methods

How to work creatively?

- Users will not give you a list of requirements on how to shape their future
- Don't be afraid to experiment with all kinds of creativity techniques
- Have fun exploring and discussing ideas with users

#4

Put passion... and time

How long does it take?

- Innovative products usually deal with ill-defined and vague problems
- Spend time framing and reframing the problem
- The more you understand the problem and the users, the better the solution

#4

Break discipline barriers

Which is the best team?

- Innovation often results from combining different ways of thinking and looking at problems
- Work in multidisciplinary teams to collaborate and learn from the disciplines
- Involve the users, they also have valuable and unique knowledge

8.1 What is creativity?