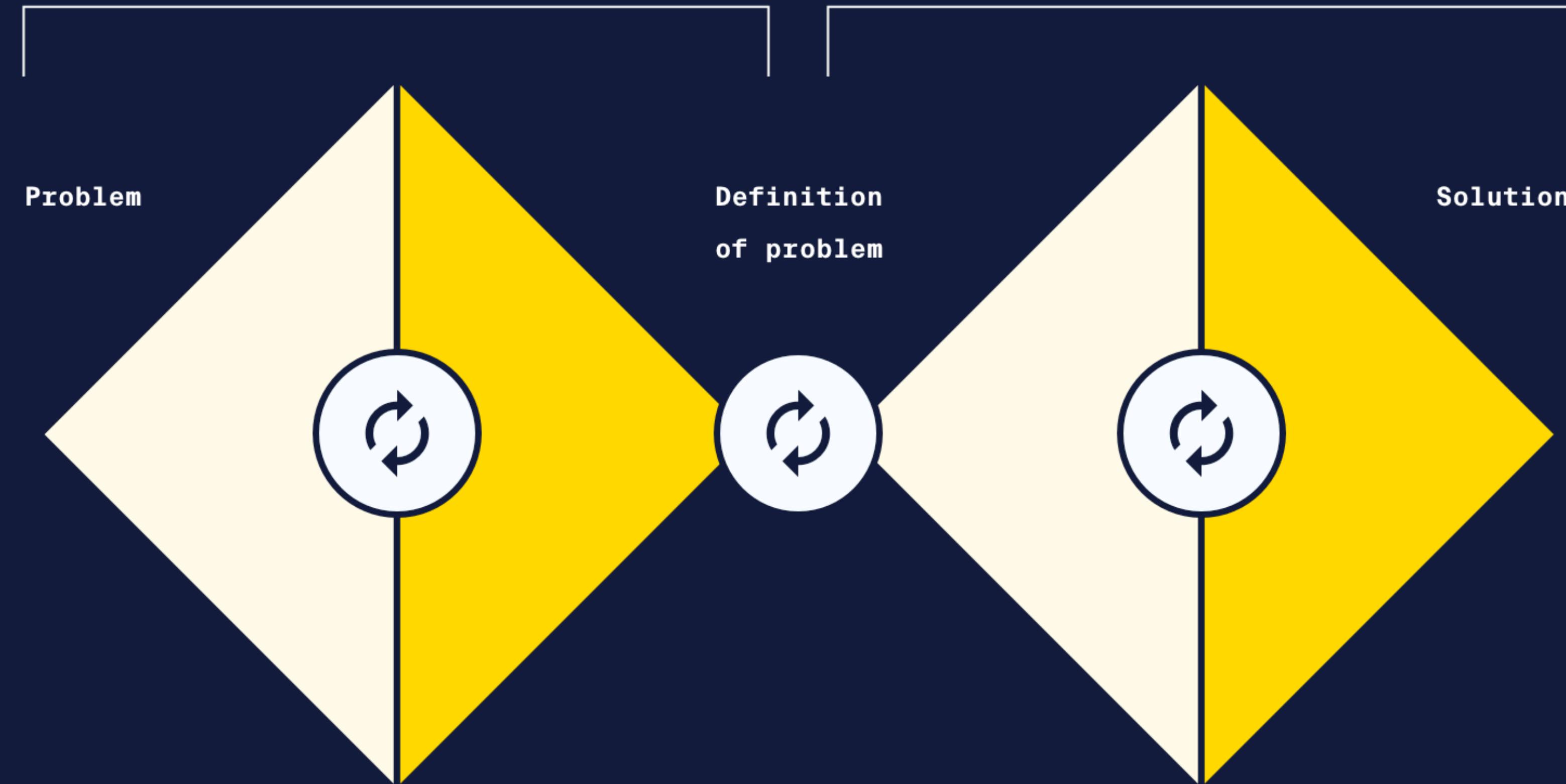


**Creativity & Idea generation &
midtvejsevaluering**

Midtvejsevaluering

Strategy:
Decide what to fix

Execution:
Decide how to fix it



Phase 1: Discover
What user needs,
problems, and
challenges exist?

Phase 2: Define
Which problem are
we trying to solve?

Phase 3: Develop
What is the range
of ways we could
solve this problem?

Phase 4: Deliver
Which solution will
we develop and
deliver?

Creativity



creativity book



< Alle

Billeder

Bøger

Videoer

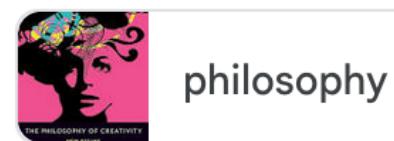
Nyheder

: Flere

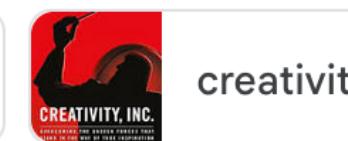
Værktøjer

Gemt

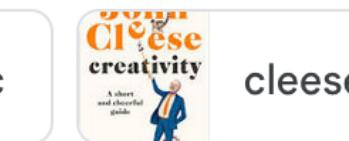
Beskyttet søgning ▾



philosophy



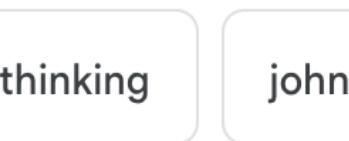
creativity inc



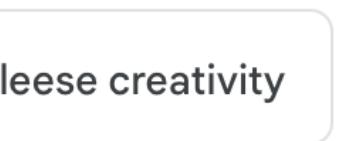
cleese



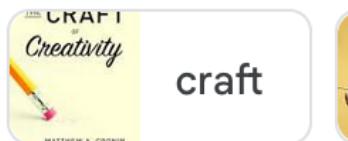
creative thinking



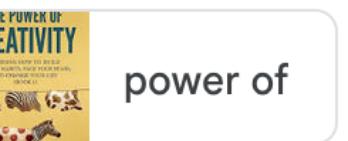
john cleese creativity



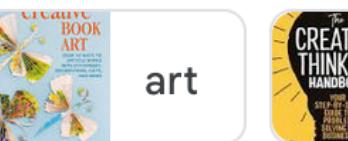
innovation



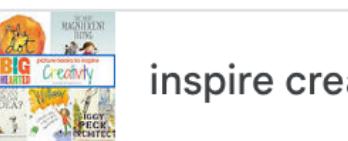
craft



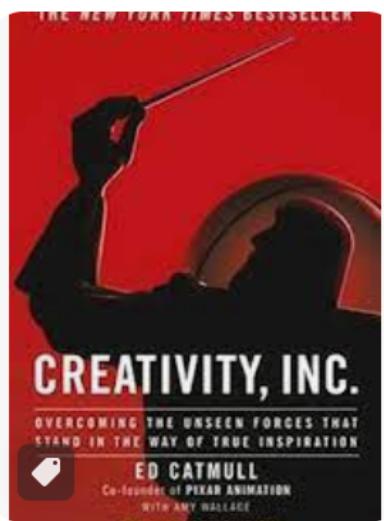
power of art



business

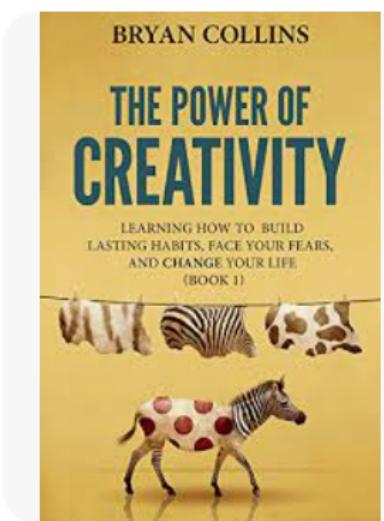


inspire creative



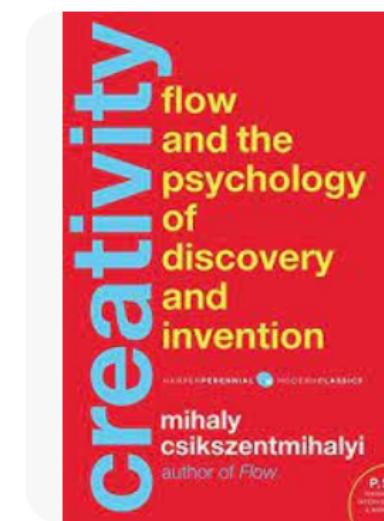
S SAXO.com · På lager

Få Creativity, Inc. af...



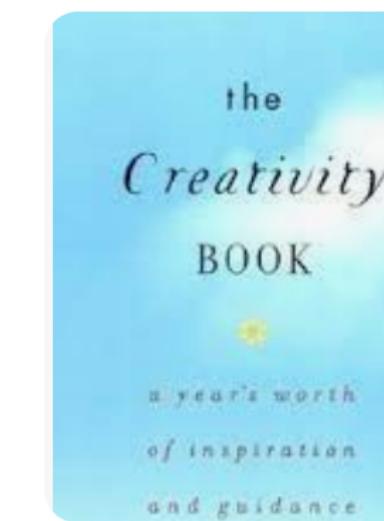
a Amazon

The Power of Creati...



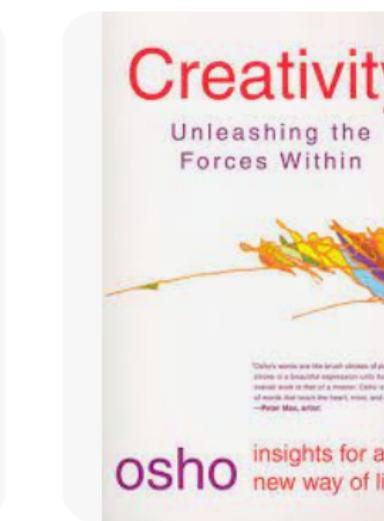
g Goodreads

Creativity: Flow and...



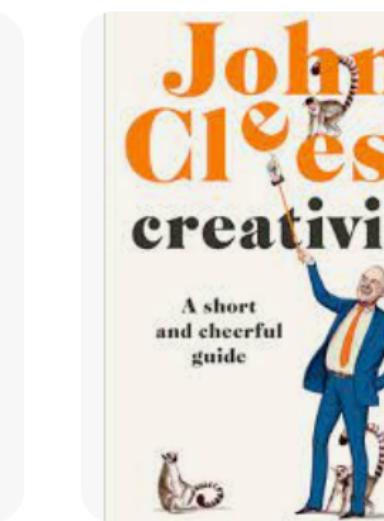
S SAXO.com

Få The Creativity B...



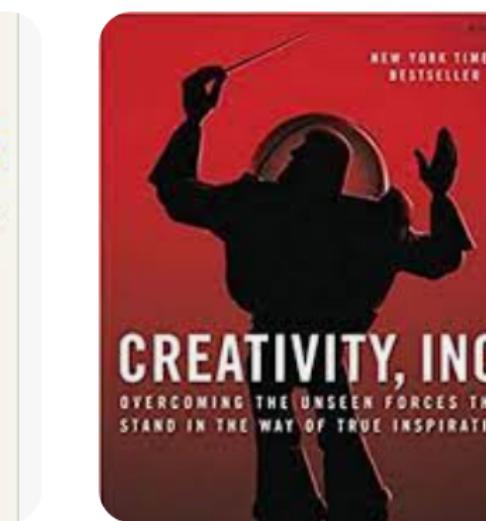
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Creativity (Osho Ins...



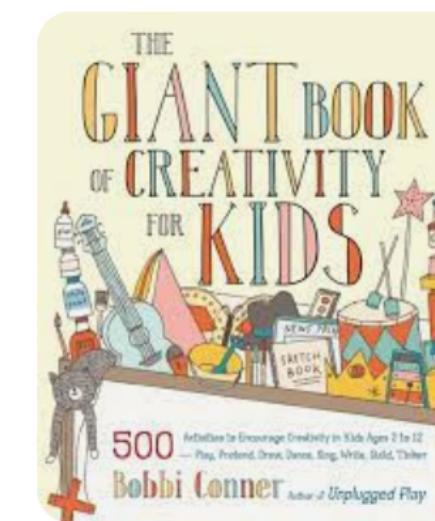
Penguin Random Ho...

Creativity by John C...



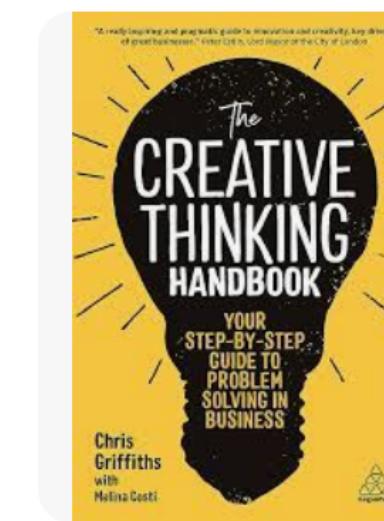
TeamBuilding

14 Best Creativity Bo...



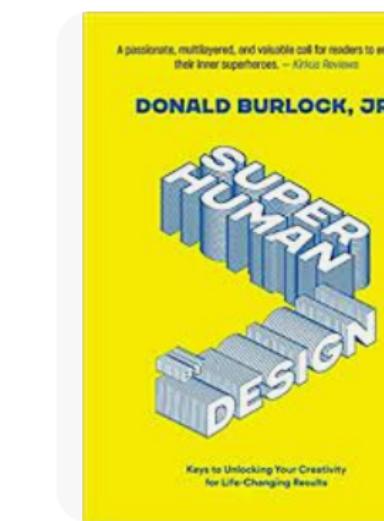
Plusblog

The Giant Book of Cr...



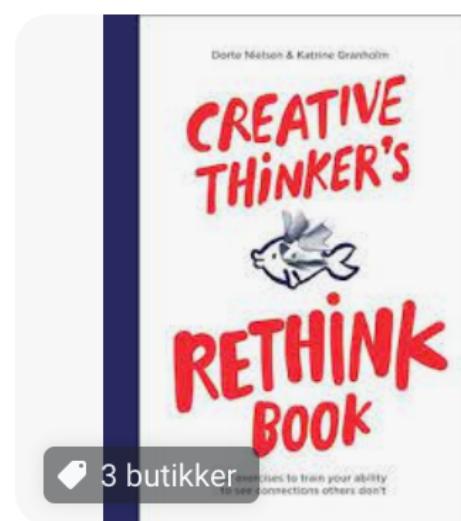
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The Creative Thinki...



U IDEO U

The 8 Best Books o...



S SAXO.com · På lager

Dorte Nielsen Creative Thin...



Contagious

9 books every advertising creative should read | Co...



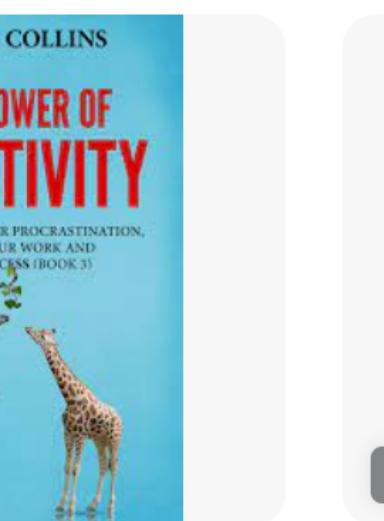
Rakuten Kobo · På lager

The Power of Creativity (Bo...



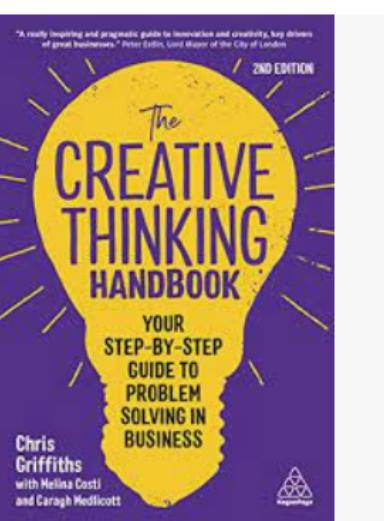
a Amazon UK · På lager

The Creative Thinking Han...



Penguin Random House

Big Magic by Elizabeth Gilber...



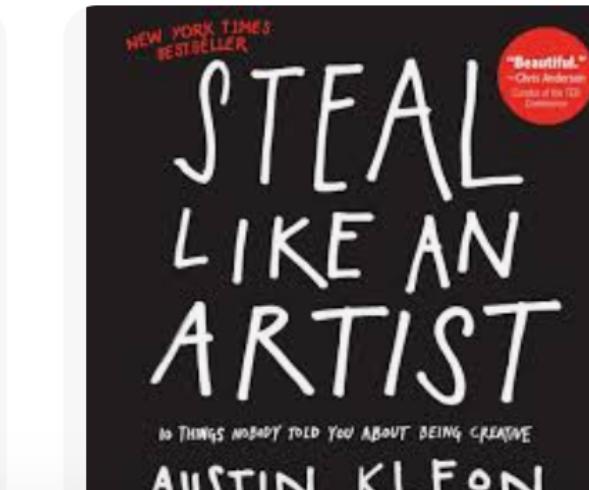
Lifehack

Top 25 Books to Unleash Y...



C Canva

40 of the Best Books to Unloc...



Kreativitet

- Hvad er kreativitet? Hvordan ved vi at vi er kreative?
- <https://www.youtube.com/watch?v=Gg-6LtfB5JA>
- John Cleese on creativity
 - Being creative is about getting in a particular mood that allows natural creativity to function. Ability to play. Childlike.
 - Exploring and playing with ideas for enjoyment **not** practicality!
 - Difference between open and closed modes
- Se hele videoen om kreativitet her: <https://www.youtube.com/watch?v=Pb5oIIPO62g>

Lave et godt setup for kreativitet

- Space – away from pressured demands, undisturbed.
- Time – perhaps a dedicated 90 minutes, so you can stick with the problem for long enough. Don't decide too soon, and be willing to tolerate the discomfort of uncertainty.
- Time (yes, again) – use the allocated time to hold off deciding until the deadline. Decide only when you are ready and then stick to your decision if it takes courage to implement.
- Confidence – you can't be wrong in playful mode. It's spontaneity.
- Humour – laughter makes us relaxed and playful. We can be serious without being solemn.
- Mindfullness er godt for kreativitet. Måske starte med en 5 min mindfullness øvelse

MOD

- Vi skal have modet til at være
 - Skøre
 - Barnlige
 - Mærkelige
 - Selvmodstridende
 - Legende

Øvelser

- Vi kommer til at gå en masse øvelser igennem og bagefter diskutere hvordan det var at gå igennem øvelsen og hvornår sådan en øvelse kunne bruges
- Husk derfor et lidt niveau når i går igennem øvelserne

Kreativitets Opvarmningsøvelser



<https://meditofoundation.org/meditations/work-life-meditation>

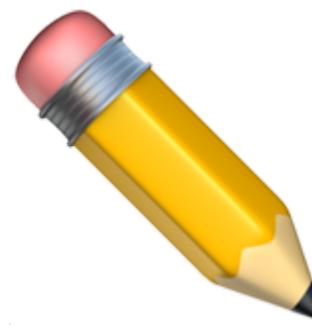
Zip zap zip

Clap

You? Yes



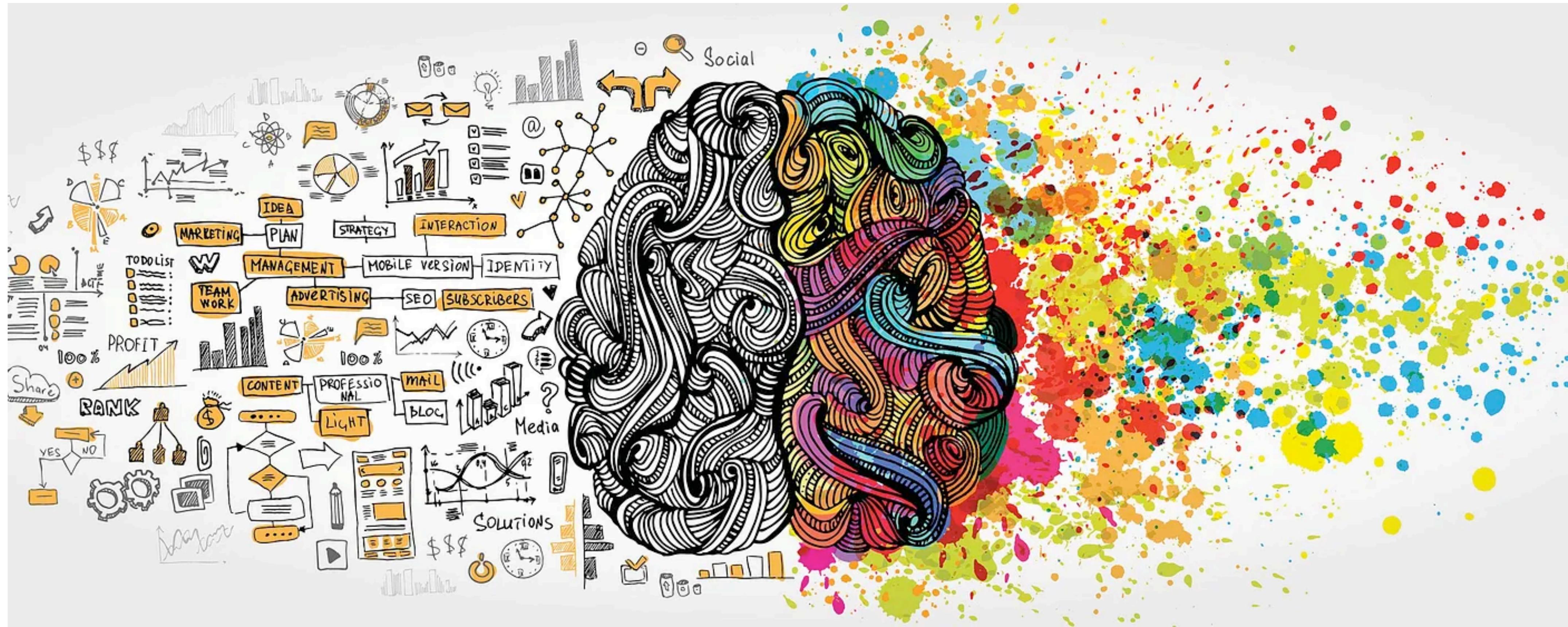
Kom op med så mange ideer til hvad man kan lave med en vandflaske - 5 min



Come up with as many questions about this pencil as you can. The crazier the better - 1 min



Lav et grid på et stykke papir med 20 felter. Gruppen skal nu uden at snakke tegne så mange ting som muligt der har noget med æbler at gøre, fx. en æblejuice. Man skal tegne en ting af gangen. 20 MIN HERTIL CA



Der er SYGT mange øvelser bare google creativity exercises eller spørg ChatGPT

Kreativitetsøvelser/metoder

Setup for kreativitetsøvelser

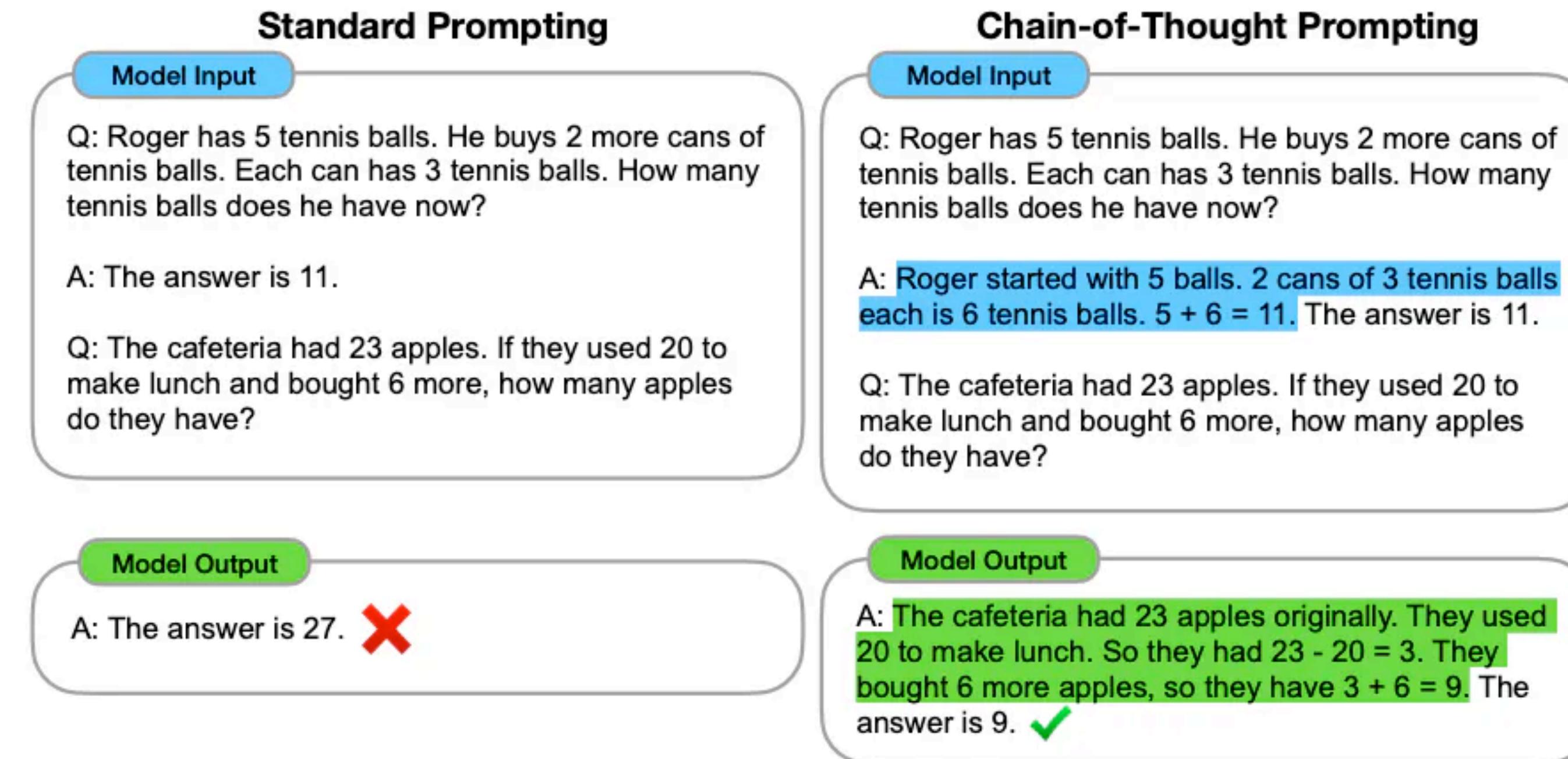
- Vi skal først have en masse problemer skrevet op på tavlen fra jeres hverdag
- I skal generere ideer til at løse disse problemer
- I skal i jeres gruppe vælge en metode og et problem
- Derefter kører vi 20 min ide generering (alt efter hvor meget tid vi har tilbage) per øvelse
- Vi diskuterer på klassen hvordan forskellige metoder virkede
- Derefter ny metode og nyt problem
- Vi kører 2-3 omgange, så i kan ikke nå alle metoder!
- Dem jeg har valgt er bare et udpluk, der findes 1000 ide genereringsmetoder

Generativ AI til degenerering!

[https://www.oneusefulthing.org/p/captains-log-the-irreducible-weirdness?
utm_source=substack&publication_id=1180644&post_id=142279545&utm_medium=email&utm_content=share&utm_campaign=email-share&triggerShare=true&isFreemail=true&r=1qnvz5&triedRedirect=true](https://www.oneusefulthing.org/p/captains-log-the-irreducible-weirdness?utm_source=substack&publication_id=1180644&post_id=142279545&utm_medium=email&utm_content=share&utm_campaign=email-share&triggerShare=true&isFreemail=true&r=1qnvz5&triedRedirect=true)

Chain-of-thought prompting

Chain-of-thought (CoT) prompting enables complex reasoning capabilities through intermediate reasoning steps.

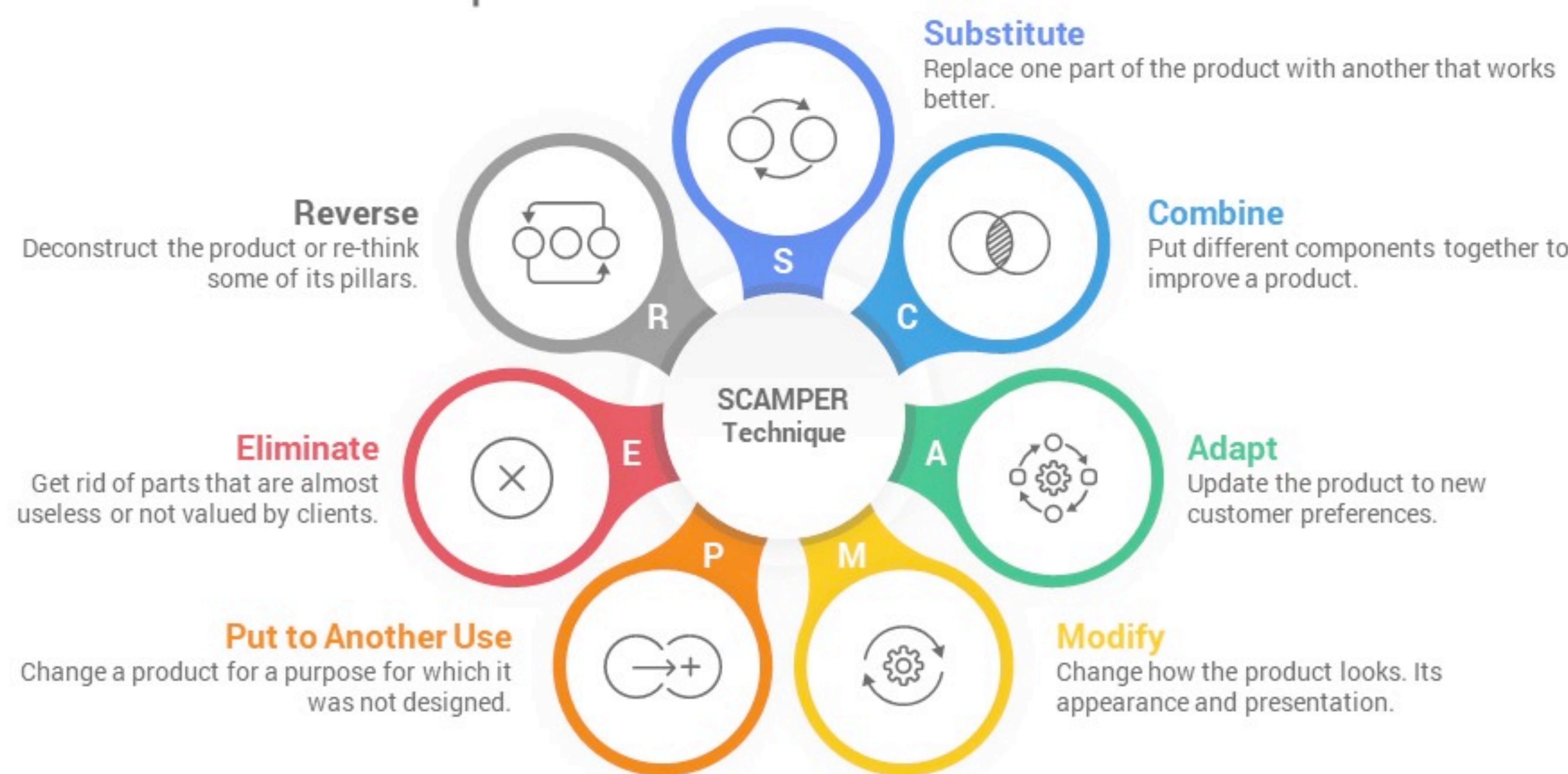


Mindmapping





SCAMPER Technique



Brainstorm

- En brainstorm er en måde hurtigt at generere mange ideer
- Det er vigtigt at en brainstorm bliver faciliteret ordentligt!

Brainstorm facilitering

1. Bed de studerende om at reformulere problemet eller målet som en løsningsrettet sætning startende med ”Hvordan kan vi...” , f.eks. ”Hvordan kan vi tiltrække flere besøgende til vores website?”
2. Herefter fremlægges reglerne for brainstorming
 - Døm ikke egne eller andres idéer
 - Gå efter kvantitet
 - En samtale ad gangen
 - Opfordr til vilde idéer (husk kreativiteten!)
 - Byg videre på andres idéer
 - Bevar fokus på emnet
3. Sæt en tid til jeres brainstorm
4. Skriv jeres idéer ned på post-its

6 thinking hats

1. Created by Edward de Bono
2. The Six Thinking Hats technique gets you to look at a problem with 6 different perspectives
3. You can either change the hats throughout the workshop or have the same hat on all the time

Blue hat

Process control

- Thinking about thinking
- Manage process, next steps, action plans



Red hat

Feelings

- Intuition, hunches, gut instinct
- No reasons necessary
- Feelings right now



Green hat

Creativity

- Ideas
- Alternatives
- Possibilities
- Playfullness



White hat

Facts

- Information and data
- Neutral and objective
- Gathering information



Yellow hat

Benefits

- Positives
- Why is an idea useful?
- Logic



Black hat

Cautions

- Difficulties
- Weaknesses
- Dangers
- Risks 1 time



5 whys

Udvælge ideer

En nem måde at udvælge ideer på er ved at definere to akser der er vigtige for jeres projekt. Tegn akserne ind på et koordinatsystem og placer nu hver ide hvor de ligger ift. akserne i har valgt.

Akser kunne fx være tid at implementere og kreativitet



Kreativitets øvelser

Kender i nogle gode kreativitetsøvelser?

Faciliter en lille workshop - 15 min

I skal facilitere en workshop på 45 minutter hvor et team bestående af 2 udviklere og 1 User Experience Designer og 1 CEO skal komme med ideer til nye features på deres en app de har udviklet. Appen hjælper deres brugere med at finde ledige ladestandere til deres elbil.

20 min