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## Week Seven Creativity Tool

★★★★★

160 Minutes w/ Friedman

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### Product Description

Week 7 Tool - New Tool Added and Thoughts Before Use

Understand people's pain points → leads to you being able to sell your product from that perspective

Cultural connections

The more things you know about the more creative ideas you can have

It can be hard to recognize creative work if you don't know the history/context behind it

Journey Map = a tool that helps show the experience someone has when working towards a goal or event. Ex: customer going through sales funnels until final purchase.

For complex problems there is a simple and clear answer → but 99% of the time we are wrong

Bug list

Write down things that bug you

targeted bug list allows you to find problems that revolve around a specific topic

Be a problem finder

The Problem Statement

WIBNI + actor + Action + so that + result

1st ideate the result, 2nd ideate the actor

Choose a good convergence question most likely purpose driven

Word dance = focused brainstorm

Every point in the journey map is a point of innovation

White Hat

Brainstorming method that takes into account what you know and don't know about a certain thing

What do we know? → What don't we know? → How will we find out?

### Tool Description

This week 7 tool helps me understand the importance of knowing historical information since it helps drive creativity and innovation. This tool also helps me understand the journeys people take as they embark on their goals and what they feel + how they act along the way. Furthermore, it helps me understand core brainstorming tools that help me identify problems that are present and use ideation techniques to solve them.

### Customer Reviews

### ★★★★★ Using Week 7 Tool – Thought

Verified Student

■Thought about all the times I didn't understand a joke or reference, and maybe it was just because I didn't know the context, not cause I'm an idiot.■

### ★★★★★ Using Week 7 Tool – Thought

Verified Student

■thought about how the more specific you get the more problems you can identify.■

### ★★★★★ MMG Meeting

Verified Student

This week, we practiced empathy conversations by talking about each of our weekends. We also practiced with problem statement, word dance, and white hat. Our initial question was "WIBNI our MMG did a joint portfolio so that our portfolio goes faster". After ideation, it became "WIBN if our mentor did a joint portfolio so that our portfolio is goal-oriented?" We thought that the main purpose of this portfolio was to do things outside the classroom that would help better prepare us for our future careers and goals. That's why we incorporated the mentor idea, because they are proven to be very effective at sparking learning.

For our white hat, it really didn't yield anything super creative, mainly just gave us basic ideas like going to office hours.

### ★★★★★ Catch Up List

Verified Student

- For my catch up list I interviewed my mom, grandma, and grandpa. I asked all three people mainly about the time period when they were in high school. For my mom, that was the 90s and for my grandparents that was the 60s.
- Looking at my moms era, it seems that outside events influenced fashion quite a bit such as the Grunge Music era where people dressed in flannels and combat boots. Also, magazines played a big role. That is where you would look to see trends so you could model yourself after it. My mom told me how big makeup companies would send you magazines and she would look at all the models to determine what she bought. She also talked about how she would get together with her friends to watch movies and buy new cds ...
- My granda and grandpa gave me the most eye opening interview. They talked about how life was simpler back then. They were a lot more focused on family and church. Daily weekday routines for them consisted simply of going to school, doing homework, eating dinner as a family, and then going to bed. When my grandma had more free time she would hang out with friends and play games. What's interesting is how they would make up games to play. Even for previous games like hopscotch, her and her friends would ad...
- Overall, it seems that people in older eras seemed to be more spontaneous, involved in a community, and creative. Despite there being much less technology and not as much to do on paper, my grandma mentions how she would do anything to go back - saying it was so much fun.

### ★★★★★ Bug List

Verified Student

This tool showed me the things in my life that annoy me. The big thing I noticed was external things distracting me, and then not getting to have my alone time to get work done. A lot of it was also being overwhelmed from a lot of work.

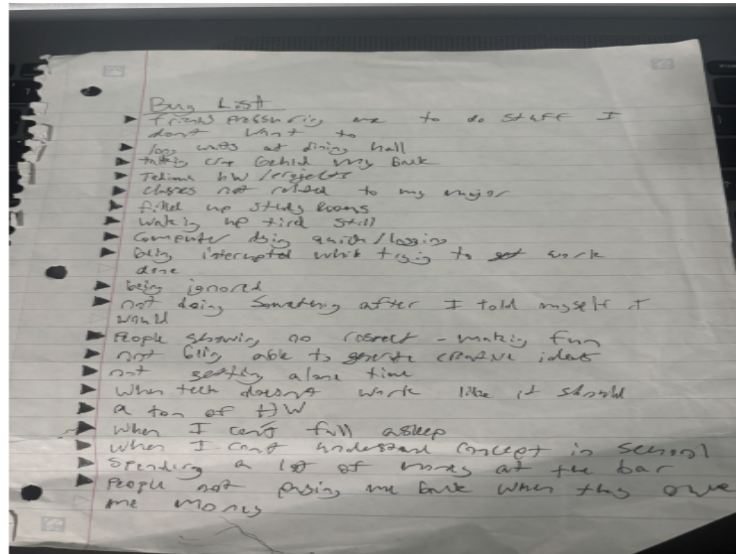
Here is what ChatGPT had to say:

#### ■ Biggest Insight for You

The biggest takeaway is that many of your frustrations stem from external pressures limiting your autonomy — whether it's friends influencing your choices, tech wasting your time, or others not respecting your boundaries.

You value independence and efficiency, so when your control is disrupted, your stress spikes. Recognizing that pattern gives you leverage — because most of these aren't random annoyances; they're signals of where your environment conflicts with your personal standards and workflow.

Seems like I need to set some boundaries.



Customer image

### ★★★★★ Journey Map of Dropanion

Verified Student

I decided to make a journey map for my software "Dropanion". This graphic reminded me of the entire journey a customer takes when eventually buying my product. It helped me realize the key steps I can ideate around, also importantly, the last step. This affiliate step will allow me to really grow my business since it involves current customers finding new customers for me for a reward.



Customer image

### Customers say

This new tool allowed me to understand fundamental brainstorming tools that lead to change. I think this has given me more creative confidence, knowing that I have multiple options to find creative solutions if some don't work well for me. This tool has also helped me understand the past better and how society has developed over time. Furthermore, using the bug list has shown me pain points in my life that have long been ignored. I will now be more proactive in addressing these things since a lot of them are in my control. Finally, this tool allowed me to better resonate with my customers so I can target them more effectively.