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Week Eight Creativity Tool

★★★★★

160 Minutes w/ Friedman

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Product Description

Week 8 Tool - New Tool Added and Thoughts Before Use

- Design thinking
- Thought process to solve problems
- Contains all creative mindsets +...

1. Empathize → Care deeply about the people you're designing for
2. Prototype → come up with new innovative ideas
3. Test → test out ideas long before you think they're ready

- Brene Brown → empathy vs sympathy
- Empathy is a deeper connection/understanding with the individual + helpful
- Sympathy is how we are supposed to feel, trying to make the situation positive
- You can't have empathy until you understand the person's truth
- Design products based on what the target market wants, not what you want

- Journey to empathy
- Evoke stories → encourage emotion → question statements

- Only 7% of emotions come from spoken word, 38% from tone, 55% from body language
- How to find empathy insights → DIRP

- Decide, identify, recall, play it out

Tool Description

This week 8 tool helps me understand the importance of having empathy vs sympathy. It informs me on how to really find the core cause for why people feel the way they do, and help them with that. This tool teaches me the concepts of design thinking. The importance of coming up with a high quantity of prototypes and making sure to test them often to garner feedback. Furthermore, this tool helps me understand that I need to rely on customers' thoughts/feelings for improving my products.

Customer Reviews

★★★★★ Using Week 8 Tool – Thought

Verified Student

■ ■Thought about how empathy is just taking away from the actual reality. It's better to address the underlying cause.■

★★★★★ Using Week 8 Tool – Thought

Verified Student

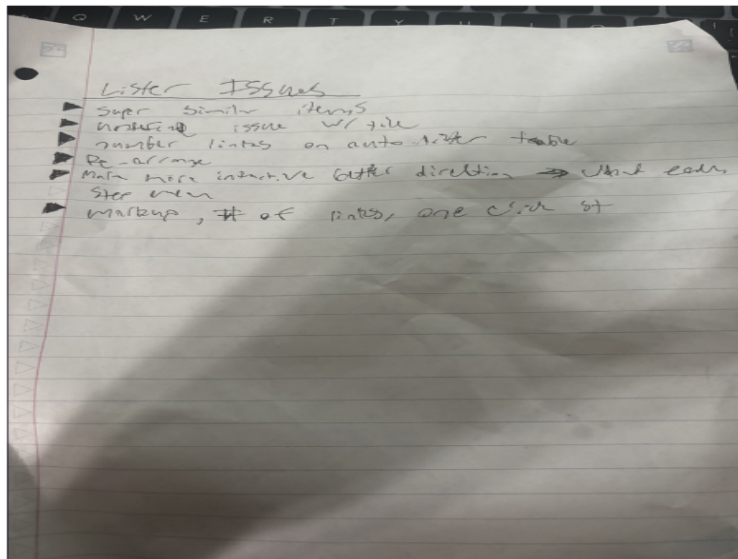
■ ■Though above me being in the target market of my own product, so I have an advantage?■

★★★★★ Software Feedback

Verified Student

After learning about the ideas of design thinking and the importance of customer feedback, I decided I would apply that to my software development. For the past few months, my software has been being tweaked by my developer. I have had a hard time getting to a final result. Therefore, I haven't really shared it with many people or even asked for feedback on it.

I decided to change that and have multiple people become beta testers for my product. I reached back out to someone I met at the Spilt social networking event who was interested and had him install the software at no cost for feedback purposes. I also installed it on my brother's computer. I was just able to hop on a call with Nate from the event, and he gave me plenty of good feedback. There were some things I didn't even notice, like how the software was pulling duplicate items from Amazon. Nate was also able to give me a very innovative idea. He explained to me a full plan of how the software could be way more automated and save people a ton of time by changing the layout.



Customer image

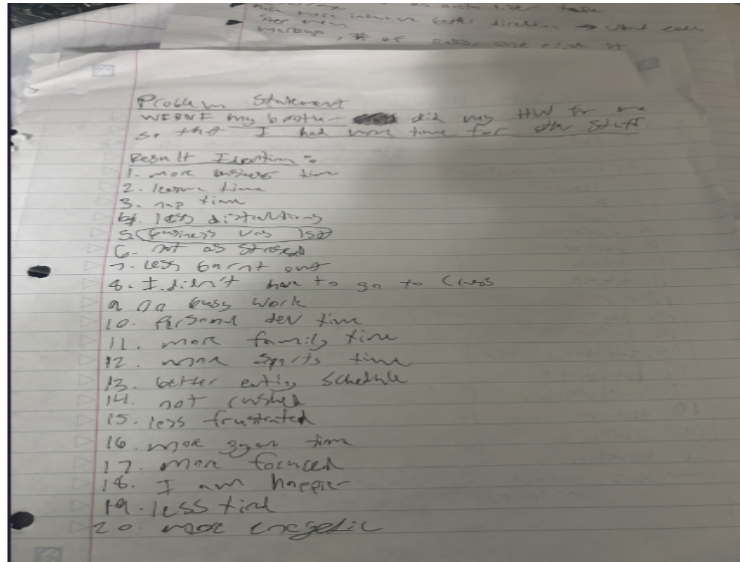
★★★★★ Problem Statement

Verified Student

As of lately, I have been having issues delegating time to schoolwork and other things in my life at the same time. The workload for school has picked up a lot for me which means less time spent on other parts of my life. This made me think of ways I could automate schoolwork so I can have more free time to do what I want with it.

I did a problem statement around this, which resulted in "WIBNI my brother did my homework so that I had more time for other stuff". I eventually ideated it and came up with "WIBNI, my Virtual assistant could do my homework for me so that I have more time to spend on my business". This made me think about the possibility of hiring another virtual assistant from the Philippines and having them do my schoolwork. However, I think this would violate a lot of academic

code, and also, I don't think I would learn the material very well.



Customer image

Customers say

This tool allowed me to seek out feedback even though my product wasn't 100% ready to go. I now understand the importance of garnering feedback at every step since it progresses you along the way to the finished product. I also got some more practice with the problem statement and was able to come up with a pretty cool idea.