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## Week Ten Creativity Tool



160 Minutes w/ Friedman

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### Product Description

Week 10 Tool - New Tool Added and Thoughts Before Use

- Where do ideas even come from?
- Insights → come from empathy
- Structure: I want/need (truth for customer) ... because (emotional benefit)...but (tension, obstacle in the way) = part to ideate
- Embodies what's real for the client/consumer
- What drives their behavior
- People need to tell a story
- The listener will nod in agreement if you're correct
- Seeds = ideas that get developed over time, date it + understand why & how
- Lateral thinking = deliberate thoughts that make you look at things differently
- Scamper Ideation Method
  - 1. Substitute something
  - 2. Combine things together
  - 3. Adapt something → different role
  - 4. Modify or magnify something
  - 5. Put to another use
  - 6. Eliminate something
  - 7. Rearrange the order
- \*There is no need to use all but look for quantity under each letter\*
- \*Converge after ideation b/c most ideas will be wrong\*
- Fractionalization → development tool breaking things down into small parts
- Idea box → after fractionation, ideating each part

### Tool Description

This week 10 tool helps me understand where ideas come from and how to properly derive insights from empathy research. This tool also shows me a new ideation tool with the goal of provoking brain stimulus to help us think of ideas better. Furthermore, the tool shows me new development tools that help with improving an idea once you have already brainstormed one.

### Customer Reviews

## ★★★★★ Using Week 10 Tool – Thought

Verified Student

■ ■Thought about how you don't just assume a business idea is good. It may be satisfactory, but not great.■

## ★★★★★ Using Week 10 Tool – Thought

Verified Student

■ ■Thought about how easy this seemed to come up with an idea compared to other methods.

## ★★★★★ Fractionalization Activity

Verified Student

I really enjoyed the activity we did in class about the car. First, we started by breaking down the car dashboard into every piece, such as the speedometer and glovebox. I think this tool is really powerful because of the stimulus it evokes. In class, we came up with crazy ideas like a fish tank glovebox or a washing machine glovebox. I even thought about some ideas myself, like a dartboard glovebox or a shoe cleaner. Breaking things down into pieces allows me to not be overwhelmed by the creative process since I'm only focusing on one thing at a time. It would be a lot harder if you just said "ideate a car".



Customer image

## Customers say

This tool allowed me to have another creativity method I can rely on. I think fractionalization is one of the easier ones when it comes to ideating super crazy and novel ideas. I also understand that it is not necessary to use all the ideation methods, but simply important to have them in your backpocket in case one has failed you. I hope to use fractionalization to develop my ebay software by breaking down all the parts and thinking of ways to make each part more automated.