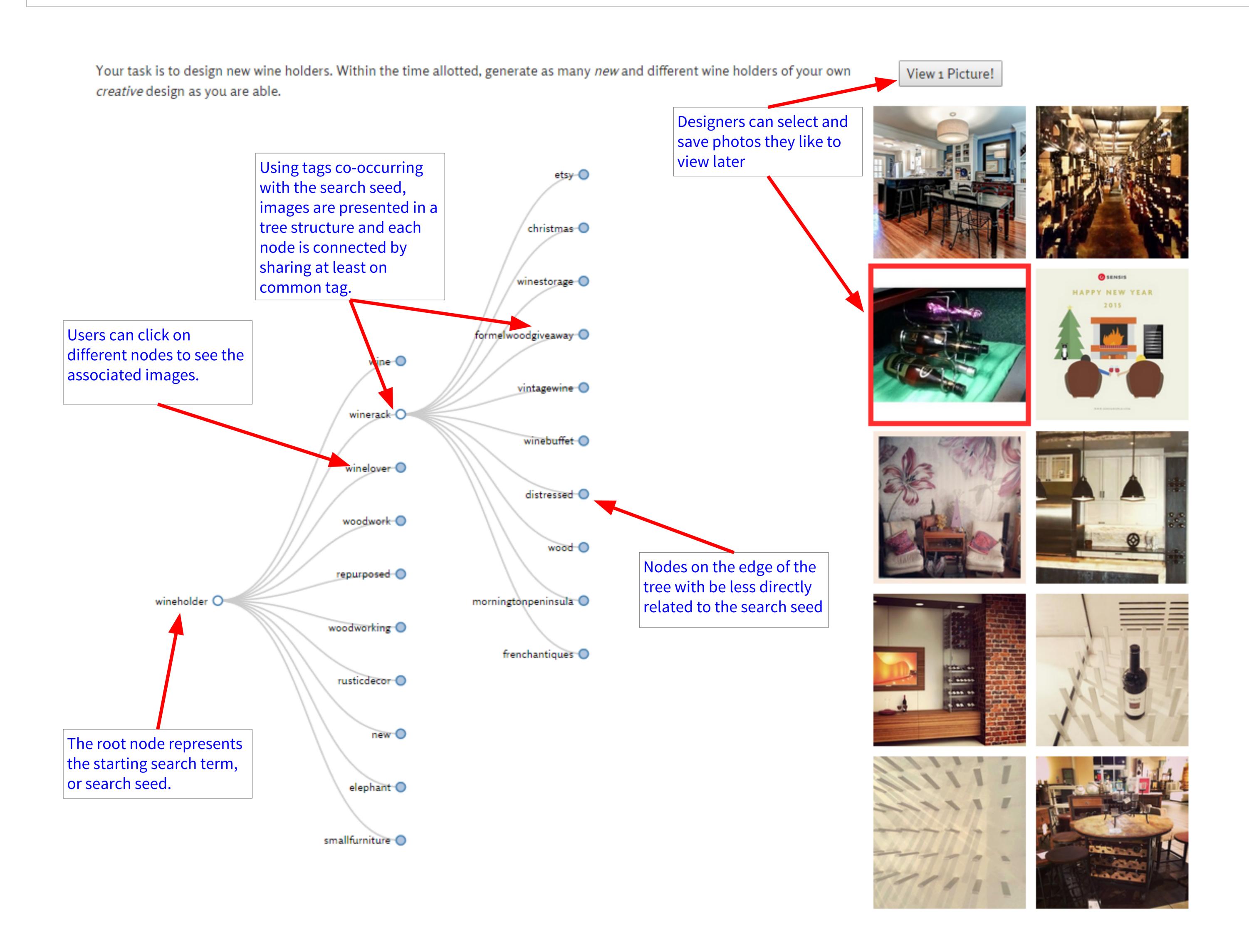# Brainstagram: Presenting Visually Inspiring Stimuli for Creative Design

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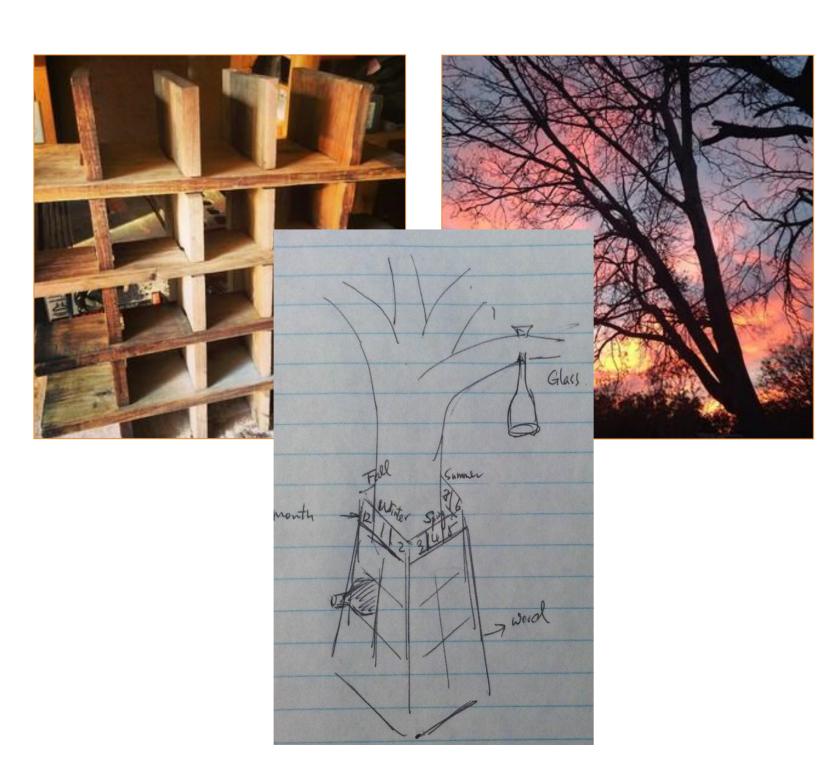Department of Computer Science, University of Illinois

Brainstagram

The Web is a great resource for searching for design inspiration. Social networks provide a large amount of content labelled and connected by tags. The Brainstagram application leverages the structure of visual social media to present designers with relevant and unexpected stimuli. A screenshot of the application is shown below.

Your task is to design new wine holders. Within the time allotted, generate as many *new* and different wine holders of your own *creative* design as you are able.

Using tags co-occurring with the search seed, images are presented in a tree structure and each node is connected by sharing at least on common tag.

Users can click on different nodes to see the associated images.

The root node represents the starting search term, or search seed.

Designers can select and save photos they like to view later

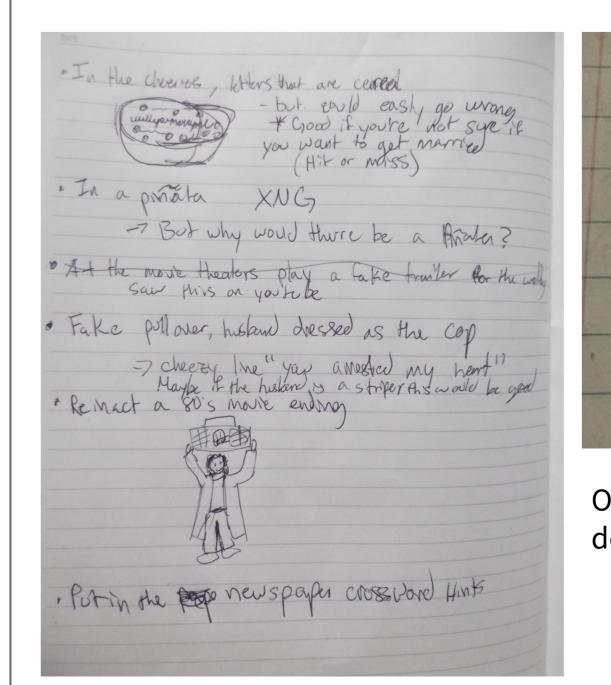Nodes on the edge of the tree with be less directly related to the search seed
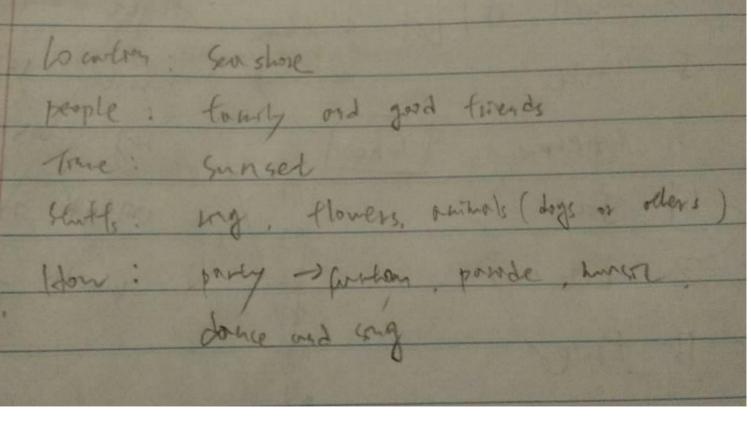
Inspiring Design

The participants using our interface were able to find two inspiring photos and merge them into one creative idea. Here we see one participant combining a wine shelf with a tree.

Quantity of Designs

Participants given more data generated less ideas, but with more detail. This is similar to the result seen by Kulkarni et. al '14

One participant's results from the in the proposal 2-degree of separation group

One participant's results from the in the proposal control group