**Formative Exercises - Unit I**

*Activity 1*

**Whole Brain Ideation**

You have to innovate an existing Creative Product by applying the various Creative Personas.

Suggested Creative Products:

* Objects: clothing, toy, gadget
* Services: restaurant, coffee shop, milk tea shop
* Digital: app, website, vlog
* Events: music fest, movie fest, school fair

**My Chosen Creative Product Is:**

| Object: Book |
| --- |

**Part 1. Connect**

*Page 46*

STEP 1

Talk to a few people who use the Creative Product. Ask them the following questions:

1. Why do they use or patronize the Creative Product?
   1. It sharpens their intellect and enriches their experiences.
   2. It gives more knowledge, improves memory, and builds vocabulary.
   3. It allows them to become eloquent with their communication skills.
2. What do they like about it?
   1. It serves as a stress reliever and helps them relax.
   2. It is a limitless space of imagination.
   3. It allows them to experience multiple realities.
3. What don’t they like about it?
   1. It’s heavy and not travel friendly so it’s quite a hassle to bring during trips.
   2. It can be boring because it’s only made up of words and one must use their imagination.
   3. Some associate it with readings in class which makes them feel as though it is another requirement.

STEP 2

List down your main insights

1. Books are good stimulators for the brain.
2. Reading isn’t everyone’s cup of tea.
3. Books can be used during one’s personal time.

STEP 3

Develop a Creative Objective from your major insights.

1. To create a product that is travel friendly.
2. To encourage people to read.
3. To become a safe haven from the outside world.

**Part 2. Ideate**

*Page 48*

STEP 1

Generate at least five to ten different ideas to address your Creative Objective:

| **1** | Add designs to the book (art and aesthetics). |
| --- | --- |
| **2** | Make it electronically available (to make it hassle-free). |
| **3** | Add summaries at the back of the book (to give them a short preview) |
| **4** | Create a booklet that contains the summarized version of the story. |
| **5** | Publish an advertisement about books and how fun reading is. |

STEP 2

Study your ideas, combine similar ones, and eliminate those that are boring.

| **1** | Add designs to the book and release pubs about it (art and aesthetics). |
| --- | --- |
| **2** | Make it electronically available (to make it hassle-free). |
| **3** | Create a booklet that contains the summarized version of the story (summarize). |

STEP 3

Looking at the remaining ideas, generate three final major ideas and give each idea a name:

| **1** | Aesthetic appeal. |
| --- | --- |
| **2** | Hassle-free. |
| **3** | Short summary. |

**Part 3. Analyze**

*Page 49*

STEP 1

List down your three final ideas.

| **1** | Aesthetic appeal. |
| --- | --- |
| **2** | Hassle-free. |
| **3** | Short summary. |

STEP 2

Score the ideas in terms of the three criteria of Creative Products.

| Idea 1: Aesthetic appeal | | | | |
| --- | --- | --- | --- | --- |
| **CRITERIA** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| The Idea is Different |  | ✔ |  |  |
| The Idea Delivers |  |  | ✔ |  |
| The Idea Delights |  |  |  | ✔ |
| **Final Average:** | | | | **9** |
| Idea 2: Hassle-free | | | | |
| **CRITERIA** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| The Idea is Different |  |  | ✔ |  |
| The Idea Delivers |  |  |  | ✔ |
| The Idea Delights |  |  |  | ✔ |
| **Final Average:** | | | | **12** |
| Idea 3: Short summary | | | | |
| **CRITERIA** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| The Idea is Different |  |  | ✔ |  |
| The Idea Delivers |  | ✔ |  |  |
| The Idea Delights |  |  | ✔ |  |
| **Final Average:** | | | | **10** |

STEP 3

List down your final rankings.

| **1** | Hassle-free |
| --- | --- |
| **2** | Short Summary |
| **3** | Aesthetic |

**Part 4. Implement**

*Page 51*

STEP 1

Details your final idea:

| **QUESTION** | **ANSWER** |
| --- | --- |
| What does it look like? | A small tablet that has short summaries of the stories along with drawings of the characters. |
| What are the features? What are the major components? | * Electronic * With artworks * Light-weight * Summarized versions of books |
| Who is it for? | For people within the range of 14-28 years old. |
| How do you use it? When? Where? | You use it by purchasing a specific tablet that you can bring when you’re traveling or outside. |

STEP 2

Draw the final idea.

