When you place arbitrary limitations on yourself, you force yourself to think outside your usual parameters, and oftentimes impressive work results. For example, Dr. Seuss famously bet that he could write a children's book using only 50 unique words. That book went on to become a best-seller. As Dumb Little Man explains:

I used to think that the more "freedom" I had, the more creative I would be. But this is surprisingly not so. You see, when there is some constraint, your mind now has to look for unconventional ways to get around this constraint. And that's how creativity flourishes.

There are plenty of ways to challenge your creativity, depending on your medium. Limit your available selection of words, make a video without sound, or paint within a certain color palette. Check out the source link for more ways to boost your creativity.