

Designing the Creative Commute:

Using a Car Simulator to Examine How Driving Impacts Creativity



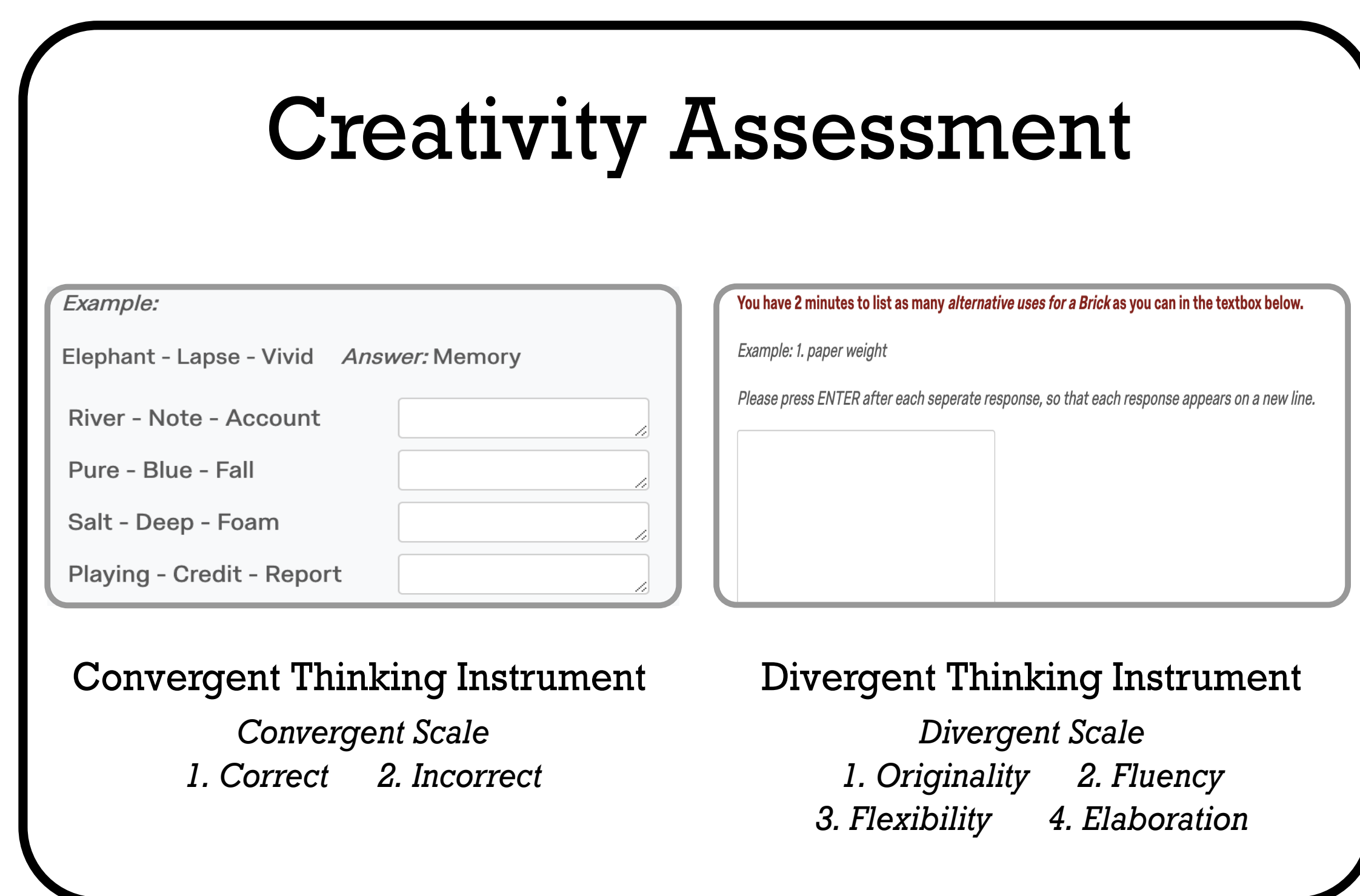
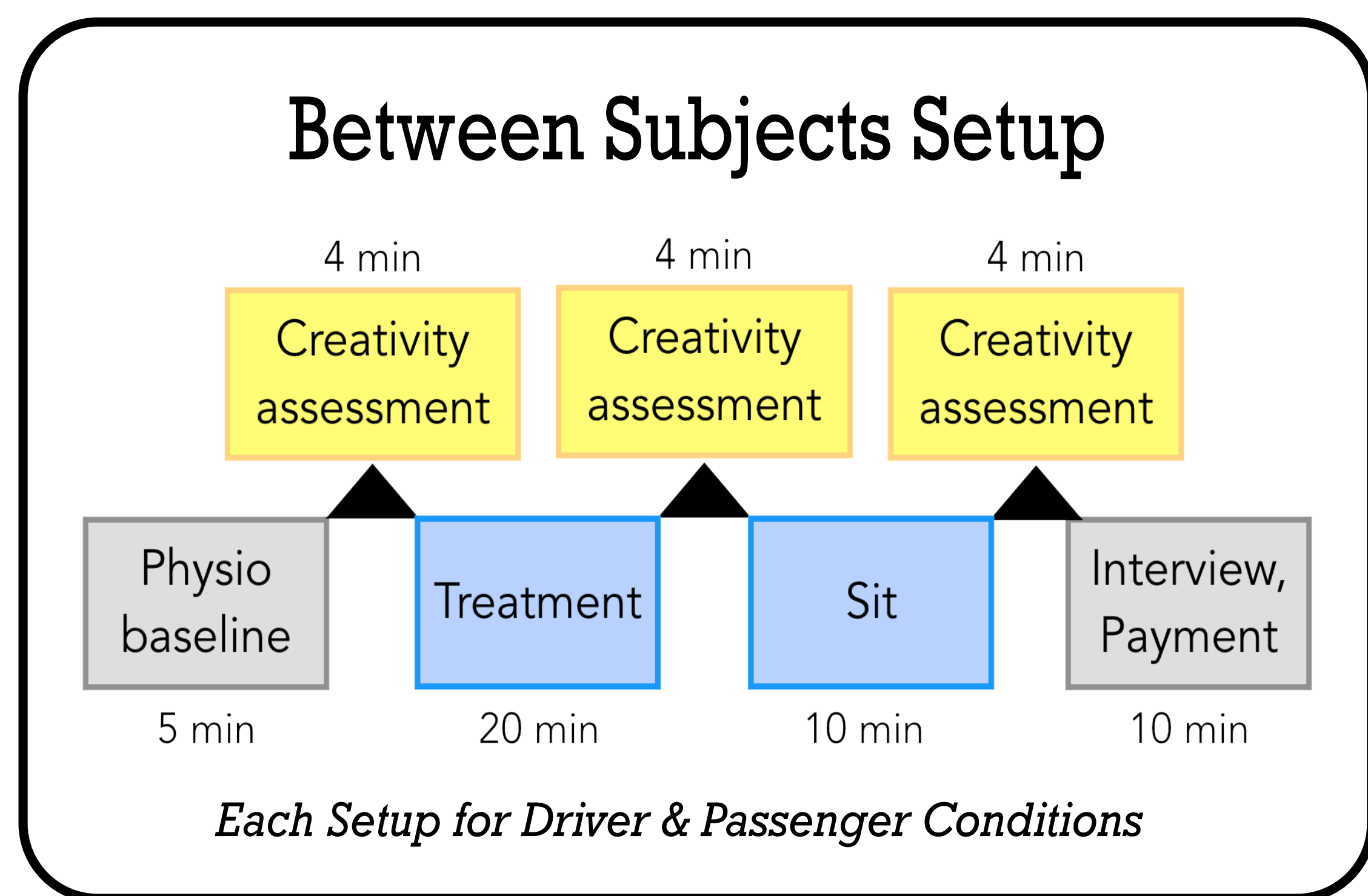
Motivation

76%
Americans
Commute Alone By
Car

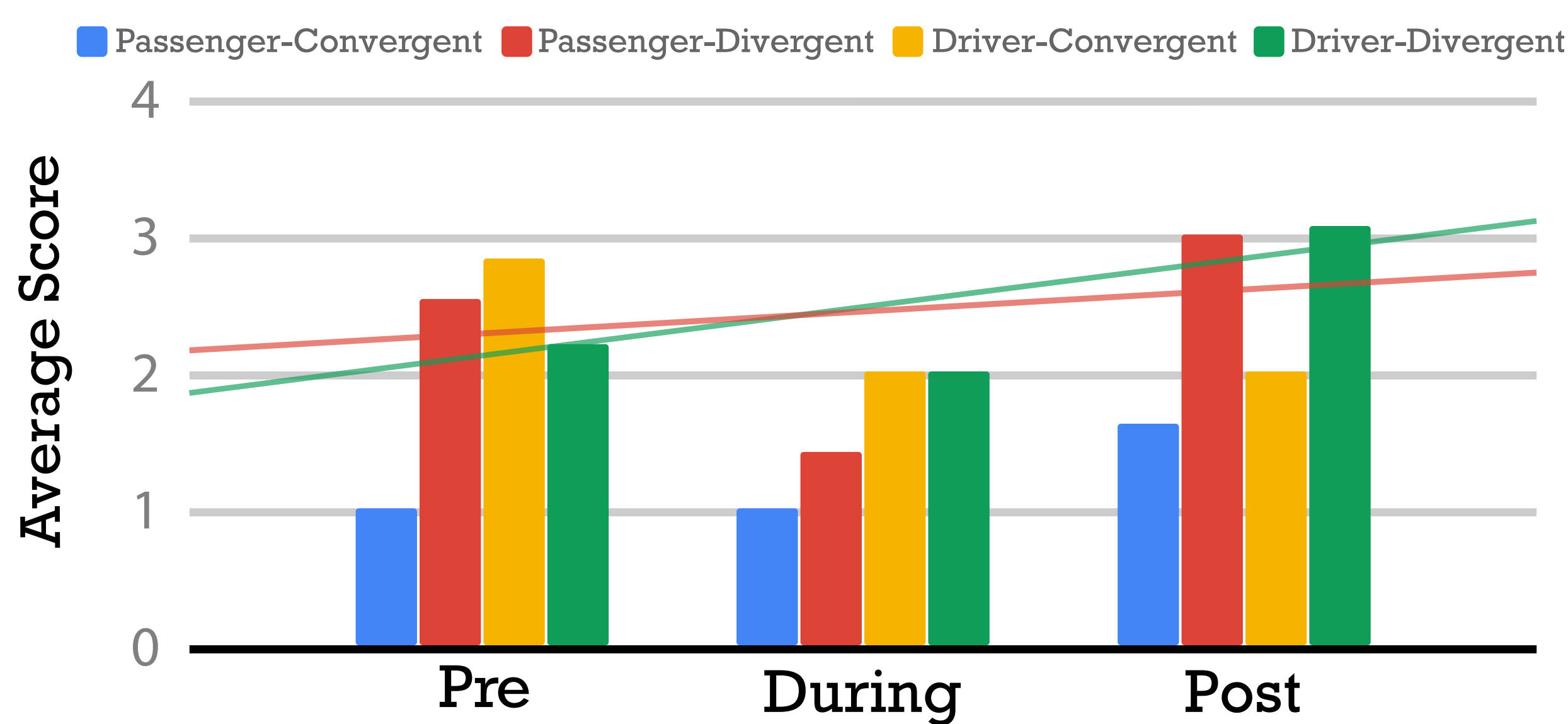
> 60
Minutes Average
Commute

Driving
↓
Defocused Attention
↓
Linked to Creativity

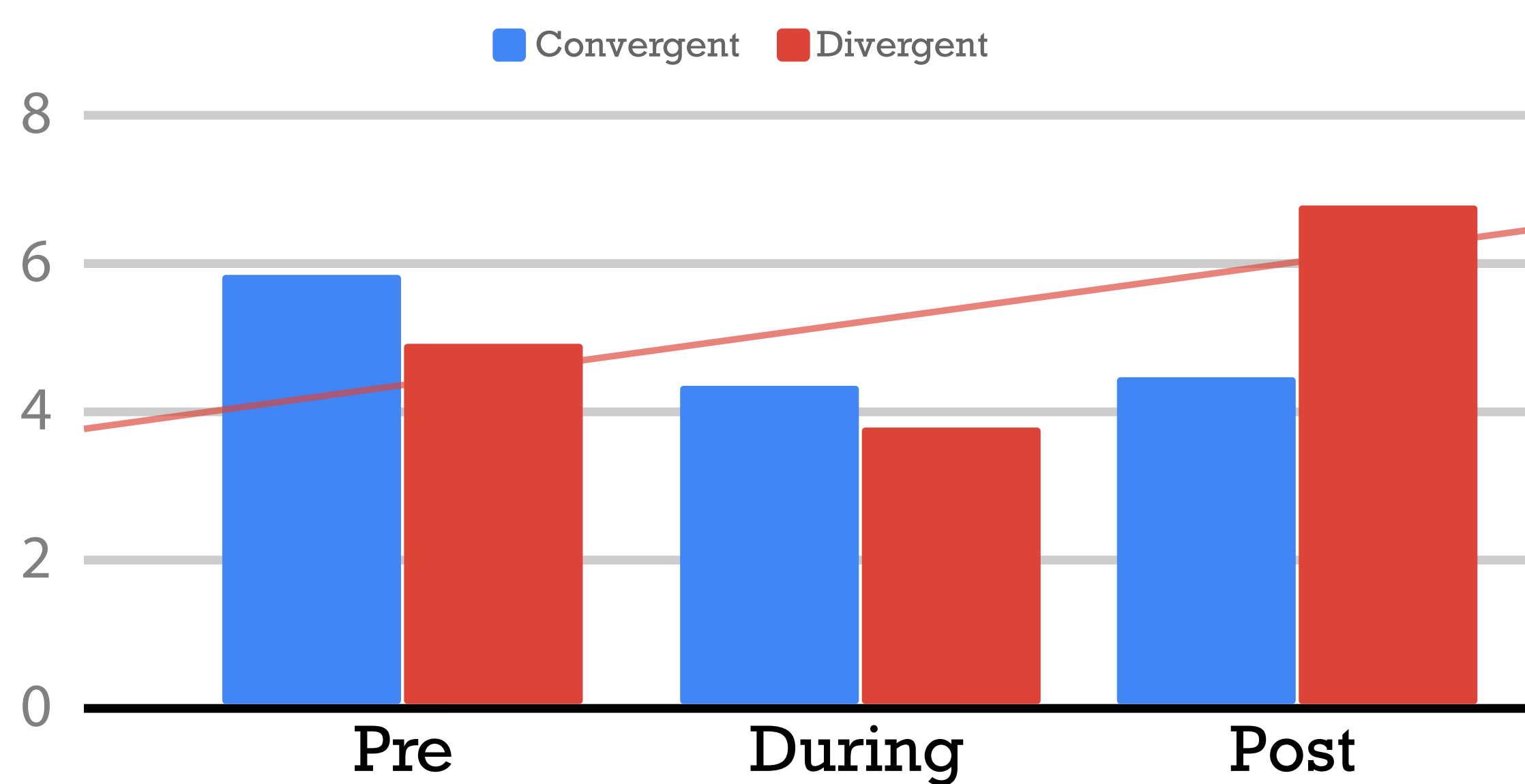
Exploratory Study Design



Pre, During and Post Averages



Convergent and Divergent Overall

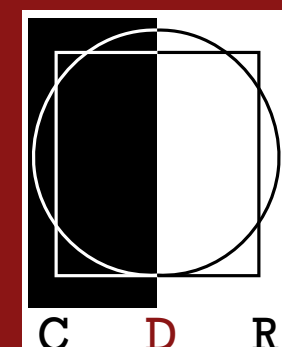


Future Applications & Beneficial Outcomes

Interactive in-car tools to scaffold creativity and support wellbeing



Acknowledgments



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