

FIXATION MITIGATION

Improving creativity in interdisciplinary teams by mitigating design fixation.

PROJECT TEAMS ARE BECOMING MORE DIVERSE

Team members have a variety of backgrounds and experience, lending great potential for creativity. However, **DESIGN FIXATION** can inhibit creative capabilities. Our tool will allow interdisciplinary teams to work more cohesively by sharing concepts and inspiring concepts to reach full creative potential.

DESIGN FIXATION |de' zīn fik'sāSHen | noun
Focusing on existing standard solutions or variance of existing solutions

OUR MULTIDISCIPLINARY DESIGN TEAM



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THE TOOL

OUR HYPOTHESIS

Our tool will reduce the amount of fixation in an individual working in an interdisciplinary team that occurs during the brainstorming phase of ideation.

00:12

Please put down 3 ideas before time runs out.
If you have more than 3 ideas, pick the 3 best ones 😊

Idea 1

some idea 1

Idea 2

some idea 2

Idea 3

some idea 3

ROUND I

Brainstorm three ideas

01:13

In this round, you can only work off of ideas from round 1.
Click on the small box, and select an idea from the list that inspired you, then type your new idea in the second input box.

c81-0: best idea 1

c81-1: best idea 2

c81-2: best idea 3

cfc-0: idea 1

cfc-1: idea 2

cfc-2: idea 3

c4c-0: cool idea 1

c4c-1: cool idea 2

Idea 1

cfc-0

better idea 1

Idea 2

Idea 3

ROUND II

Using ideas generated from Round I and modify ideas to create three new ideas

00:56

This is the voting round, you will vote for ideas that were generated only in the second round, You can only cast 3 votes.

best idea ever 1
(inspired by "some idea 1")

best idea ever 2
(inspired by "cool idea 3")

best idea ever 3
(inspired by "idea 1")

some other idea 1
(inspired by "best idea 2")

some other idea 2
(inspired by "some idea 2")

some other idea 3
(inspired by "best idea 1")

cool idea extension 1
(inspired by "best idea 3")

ROUND III

Vote for top three ideas

THE CATCH

The tool does not return one's own ideas during both Round II and III. The user is therefore not able to fixate on their own initial ideas, but is instead encouraged to further develop other concepts.

THE RESULTS

During our validation testing, we found that those using the full tool with the mitigation feature fixated 36% less than those who were able to return to their own ideas, supporting our hypothesis.