EXATON VIGATON

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

00:12 Please put down 3 ideas before time runs out. If you have more than 3 ideas, pick the 3 best ones some idea 1 some idea 2 some idea 3

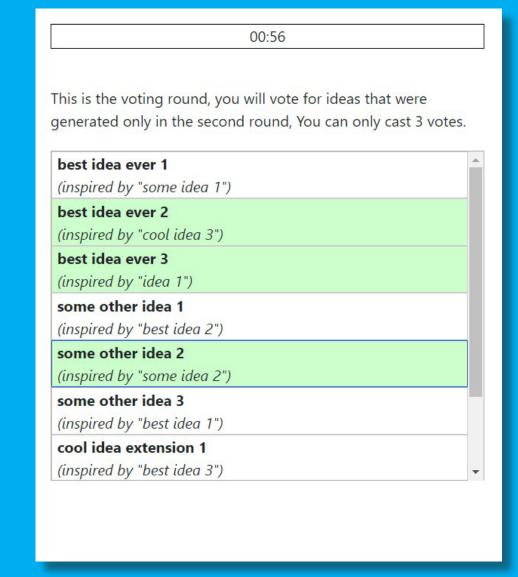
ROUND I Brainstorm three ideas

OUR HYPOTHESIS Our tool will reduce the amount of fixation in an individal

working in an interdisciplinary team that occurs during the brainstorming phase of ideation.

		01:13
n this re	ound, you	can only work off of ideas from round 1.
lick on	the small	box, and select an idea from the list that
nspired	you, ther	n type your new idea in the second input bo
c81-0:	best idea	1
c81-1:	best idea	2
c81-2:	best idea	3
cfc-0: i	dea 1	
cfc-1 : i	dea 2	
cfc-2 : i	dea 3	
c4c-0:	cool idea	1
c/c-1·	دمما نطمء	2
dea 1	cfc-0	better idea 1
dea 2		
ded L		
dea 3		

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



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.

DESCI 502 | DESIGN PROCESS MODELS