

The task

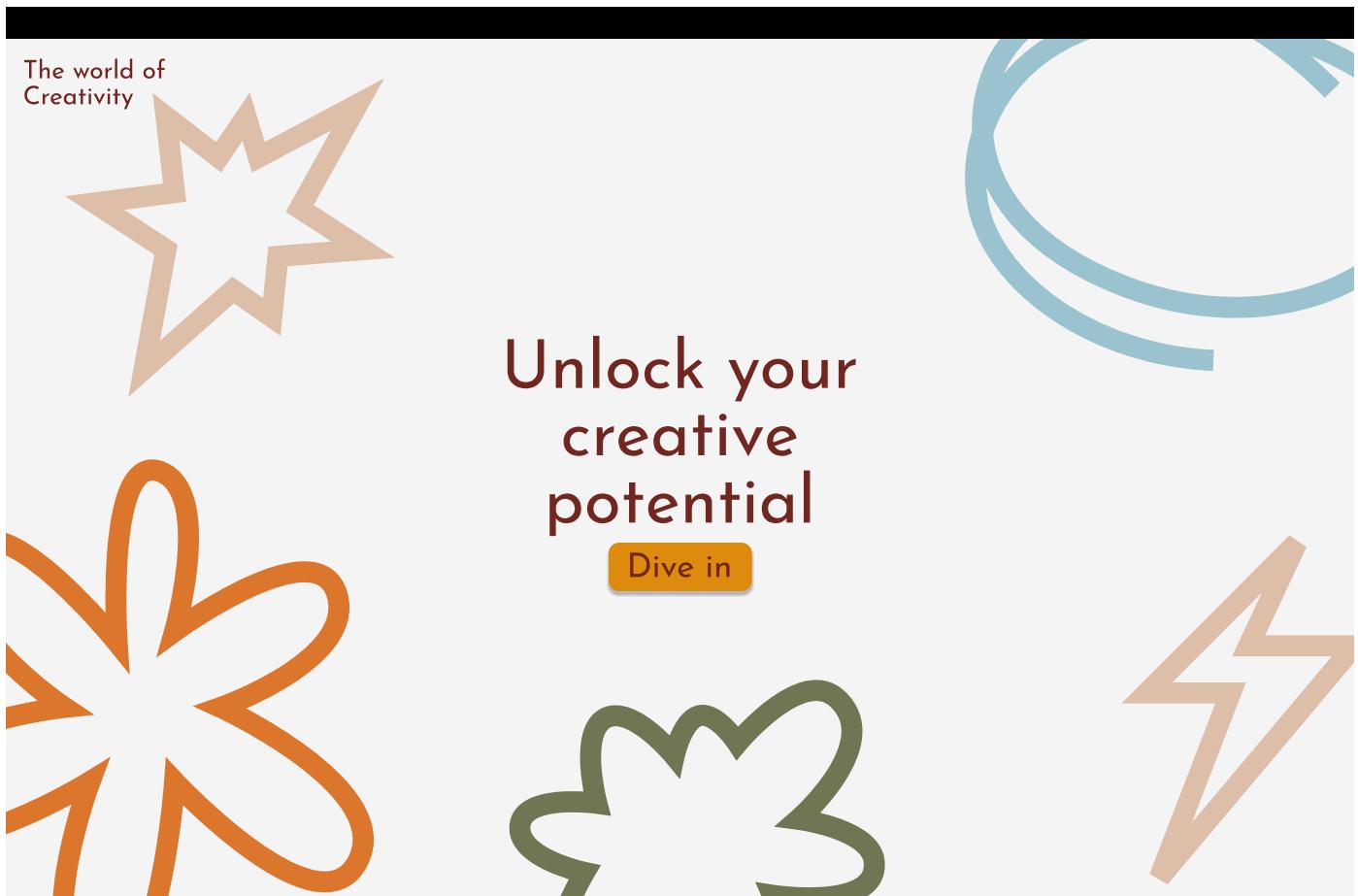
"Create a digital story about a psychological topic, connecting it to UX design or your personal and professional development."

for the course Psychology in Human-Technology Interaction

My approach

I chose creativity as my topic and wanted to explore its importance in UX/UI design, and how I can cultivate my creativity to grow as a person and as a designer.

I decided to make a website, The world of Creativity, where one could learn what creativity means, "shop" creativity, read success stories about how others have found their creative side, and so on. I made an interactive prototype in Figma and filmed a 5-minute video where I explained my personal story with creativity in a bit more detail as I walked through the prototype.



Bravo!

You've just taken a bold step into the exciting, limitless world of creativity!

Here, you'll not only discover what creativity truly means but also explore your own unique potential. Whether you're here to learn, play, or create, this is your space to experiment freely and unlock what's inside.

Let's get started—your creative journey begins now!



What is creativity?

Creativity is the ability to generate new, original ideas or solutions that are both novel and valuable. It involves thinking in ways that are unconventional or outside of established norms, drawing connections between seemingly unrelated concepts, and approaching problems or challenges with fresh perspectives.

Key aspects of creativity include:

- Imagination**
The capacity to visualise and conceive things that don't yet exist or that are abstract
- Innovation**
Applying creative ideas to produce something new, like a product or solution to a problem
- Divergent thinking**
Thinking in multiple directions or considering a variety of possibilities, rather than following a singular path
- Flexibility**
The ability to adapt and shift perspectives when ideas
- Risk-taking**
Venturing into the unknown and being open to the process

Creativity can manifest in many fields—from art and writing to everyday life. It's about finding unique ways to approach challenging the status quo or combining existing ideas in new ways.

[Learn why creativity is important](#)

Creativity 101

Creativity is the ability to generate new ideas, concepts, or solutions by thinking in original and imaginative ways. It involves seeing things from different perspectives, making connections between seemingly unrelated concepts, and breaking away from conventional patterns of thought.

Why is creativity important?

Creative expression has several benefits.



Creativity can act as a valuable **emotional outlet** for expressing emotions that may be difficult to articulate verbally. Complex feelings can be channelled into expressive and tangible forms, which can help in understanding and processing those emotions.

Creative tasks keep the mind sharp, enhancing **memory, concentration, and cognitive flexibility**.

Creativity releases **dopamine**, the "feel-good" hormone, which improves mood and helps combat uncomfortable feelings. Even just a few minutes of creativity can trigger a positive emotional response, making you feel happier and more relaxed.



Creative activities can **reduce stress** by giving you a channel to release pent-up feelings of anxiety, frustration, or overwhelm. Creativity can transform negative energy into a productive or positive experience.

Engaging in creative activities can foster relaxation, which can even trigger **flow state** and allow you to be present in the moment.

Completing creative tasks provides a **sense of achievement** and boosts **self-confidence**. Creativity allows you to explore new interests, perspectives, and ideas, leading to greater self-awareness and personal growth.

Learn more

"Why Every UX/UI Designer Needs to Embrace Creativity"

"The Role of Creativity in Personal Growth"

"The Importance of Creativity in a Fast-Paced World"

How to cultivate creativity in life and work?

Here are some tips on how you can practice creativity in your daily life.

Ideate freely, without judgment or rushing

When you need to generate new ideas, focus on coming up with as many as possible, allowing yourself to think outside the box and steering clear of overly analytical thinking. Since ideation can take time, it's important to set aside enough of it to avoid the pressure of needing quick innovation. Once you've thoroughly explored different concepts, then move on to critique and evaluation.

Collaborate

Ideating together can be a powerful way to tap into new ideas and create something that incorporates many perspectives and talents, producing an output that is greater than the sum of its parts.

Include happy moments in each day

Whether it's spotting a cute dog outside or watching a fun video, make it a goal to find something that brings you joy every day.

Dedicate time for relaxation every day

A calm mind is essential for generating new ideas and maintaining creative energy so ensure you have time to recharge your mind and body.

Gain new experiences

Step out of your comfort zone from time to time. Trying new things can lead to stimulating experiences that ignite your creativity.

Break your routines

Even minor disruptions in your routine can lead to significant creative insights.

Take breaks

Schedule breaks to do nothing. Often, moments of minimal stimulus can lead to 'eureka' insights and spur creativity.

Make time for physical activity

Physical movement, like yoga or a quick workout, can reduce stress and improve mental clarity, allowing you to view situations from a fresh perspective.

Explore diverse stimuli to spark your creativity

Utilising various sources of inspiration encourages you to draw from unexpected places. Stimuli can include art, music, literature, nature, or even surprising experiences. Seek out moments that provoke reflection and provide 'food for thought,' helping you rethink your approach and discover new perspectives.

"In the evenings, I set my phone to Do Not Disturb mode to **escape social media and constant stimuli**. Instead, I might watch a movie or a few episodes of my favourite series. I also try to attend yin yoga or other **relaxation classes** 1-2 times per week for a deeper sense of relaxation."

"Each month, I make it a point to set aside time to explore new ideas, including things I want to try, places I'd like to visit, and recipes I want to cook. This practice ensures I **get to do the things I find inspiring and important** alongside my daily responsibilities."

"I try to **avoid using my phone during the first hour of the morning**, as even a quick glance can trigger feelings of urgency and stress, negatively impacting my focus, productivity, creativity, and motivation."

Why Every UX/UI Designer Needs to Embrace Creativity

When you're in touch with your own emotions through creative outlets, you are also **better equipped to design experiences that resonate emotionally with users**.

Creative activities improve the ability to **think outside the box** and approach UX/UI challenges from new angles, question traditional design patterns and explore alternative approaches, leading to fresh and innovative user experiences. By approaching problems creatively, you're also **more likely to consider diverse user perspectives**.



Creativity helps you adapt to challenges and failures by encouraging experimentation. As a creative professional, it's essential to understand that not all ideas will work and iteration is key to success. Whether it's through rapid prototyping or testing, **creativity encourages a mindset of continuous improvement**, where feedback and failures are seen as opportunities to evolve the design.

Creativity can also inspire collaboration. Creative thinking often involves collaboration, especially in brainstorming sessions. It encourages designers, developers, and stakeholders to **work together** to generate and refine ideas, building a culture of innovation within teams.

"I enjoy art and crafts, and I like to try something new related to them each month. This could include a new craft project using a technique I'm not familiar with or a visit to a museum."

"Taking walks in nature, whether listening to podcasts or enjoying the silence, often helps me clear my mind and generate new ideas or solutions to problems."

"I surround myself with inspiration by browsing sites like Pinterest, Dribbble, and Behance. I believe it's important to have a space that feels both inspiring and energising, so I've created a desk setup that is both aesthetic and minimal."

Created by Saana Hänninen

