

---

How do you see?



# Recap

---

- The 4 stage model of creative process
- The Double Diamond Model
- Creative Process is not Linear
- How and why is the creative expression of children different from adults?



- 
- Do I want to see new things?
  - Do I want to see new things from others' point of view
  - Do I want to see new things well?
  - Being a Child
  - Empathy
  - Mindful Observation



# Being the child

---



- Chester Greenwood
- Patent #188,292 on March 13, 1877

C. GREENWOOD.  
EAR-MUFFLERS.

No. 188,292.

Patented March 13, 1877.

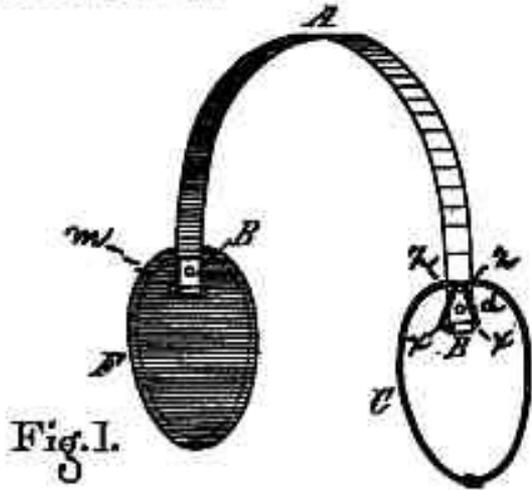


Fig. 1.



Fig. 2.

*Witnesses:*  
Levi L. Shaw  
H. E. Metcalf

*Inventor*  
Chester Greenwood,  
Per C. C. Shaw  
*Atty.*



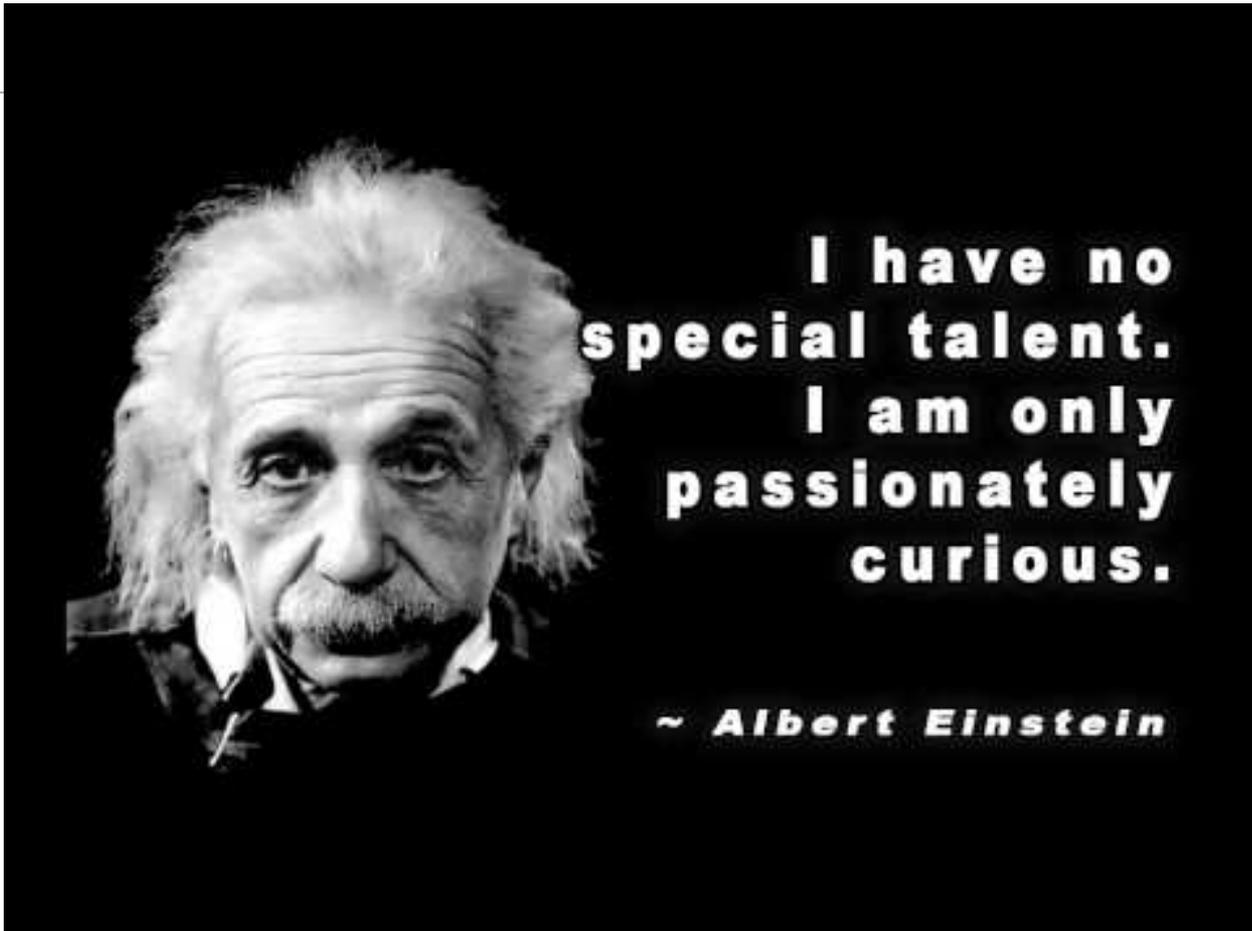


# The advantages children have

---

- Curiosity
- Starting with a clean slate
- No bias of previous knowledge
- Exploring all possibilities
- No fear of failure or judgment





**I have no  
special talent.  
I am only  
passionately  
curious.**

***~ Albert Einstein***



## HUMAN BULLETIN

AMERICAN MUSEUM OF NATURAL HISTORY



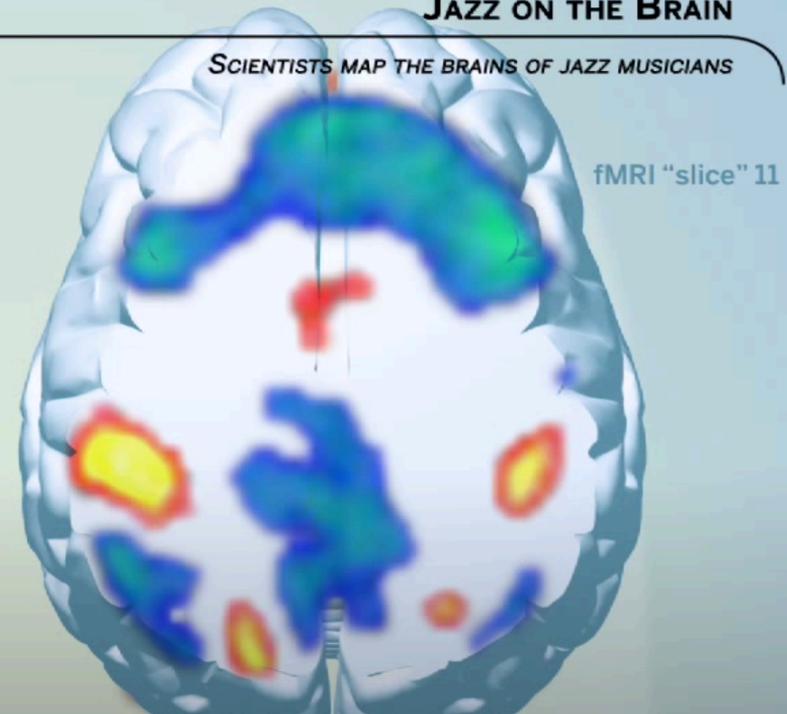
MAY 19, 2008

## JAZZ ON THE BRAIN

SCIENTISTS MAP THE BRAINS OF JAZZ MUSICIANS

During musical improvisation, brain areas that help guide **self-expression** were more **active**.

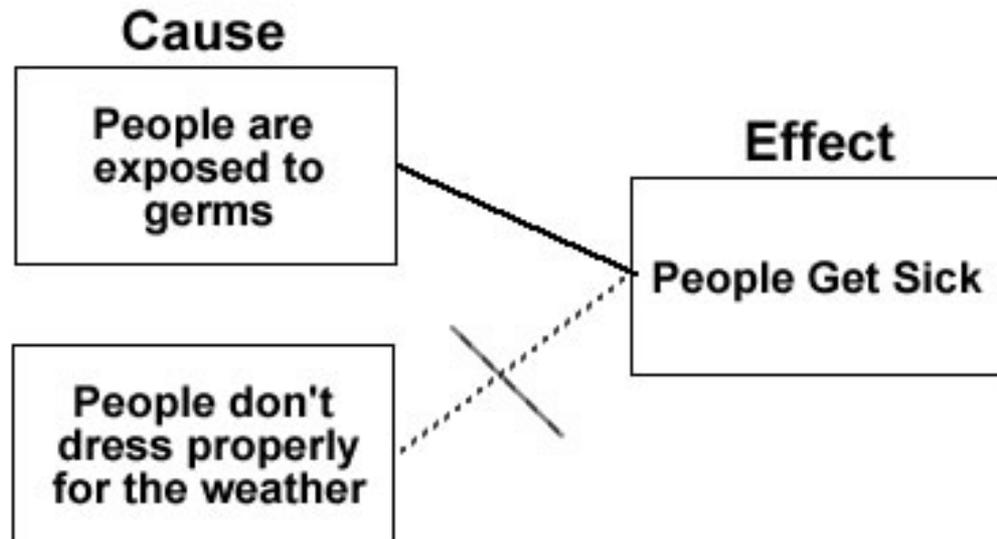
Brain areas that help  **censor our behavior** were **inactive**—they “turned off.”



# Biases and Assumptions

---

## Cause and Effect



---

# Characterization & Empathy



- 
- Memorable Book / Movie characters?



# Characterization

---

- Important component of writing a character
- 3 steps
  - Identify ( demographics, lifestyle, likes-dislikes)
  - Get to know him/ her ( behavior/ feelings/ desires/ idiosyncrasies)
  - Immerse yourself in his/ her world ( constraints/ innermost fears, passions)



# Physical Appearance



“Harry had a thin face, knobbly knees, black hair, and bright green eyes. He wore round glasses held together with a lot of Scotch tape because of all the times Dudley had punched him on the nose. The only thing Harry liked about his own appearance was a very thin scar on his forehead that was shaped like a bolt of lightning” – Harry Potter, JK Rowling



# Feelings / Attitudes

---



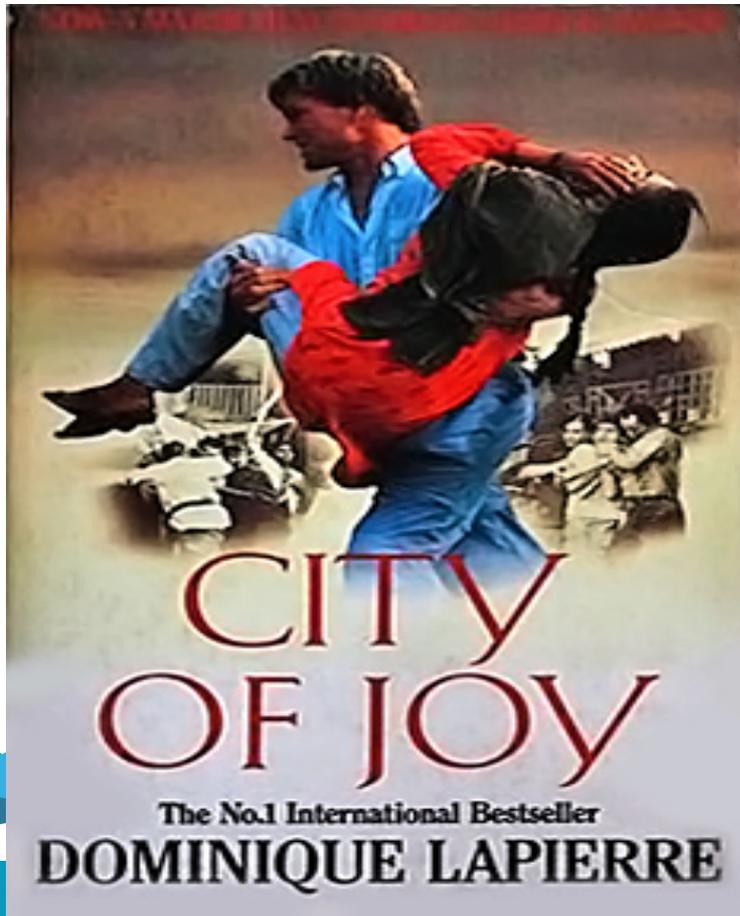
- “She suffered constantly, feeling that all the attributes of a gracious life, every luxury, should rightly have been hers” – The necklace , Guy de Maupassant



# Immersing self into the Character's World

---

- Requires Empathy



# Empathy & Creativity

---





# Creating Personas

---

- Fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way
- Fictional but not stereotype!



## THE CASUAL USER



*Pete*

---

Uses most phone features

Uses phone to make, use contacts send texts and take pictures

Always has mobile device with him

## THE BUSINESS USER



*Jennifer*

---

Wants a simple phone, but functions as an integrated device

Wants to easily read email and call back the sender

Needs "Popular" mail sever integration

## THE POWER USER



*Brad*

---

Will use almost all built-in mobile functionality

Will extend phone functionality with additional software

Will look through and change change every menu option

