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How do you see?



# Recap/Reminder/ Next Assignment

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- Learning creativity from artists
- How can we use the techniques used by the artists in our own lives and work
- Final and Ultimate outcome- a Patentable idea!



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- 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



## THE CASUAL USER



*Pete*

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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*

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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*

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Will use almost all built-in mobile functionality

Will extend phone functionality with additional software

Will look through and change change every menu option



# Empathy map

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# Visual Awareness and Mindful Observation



# Photography- An art of Observation

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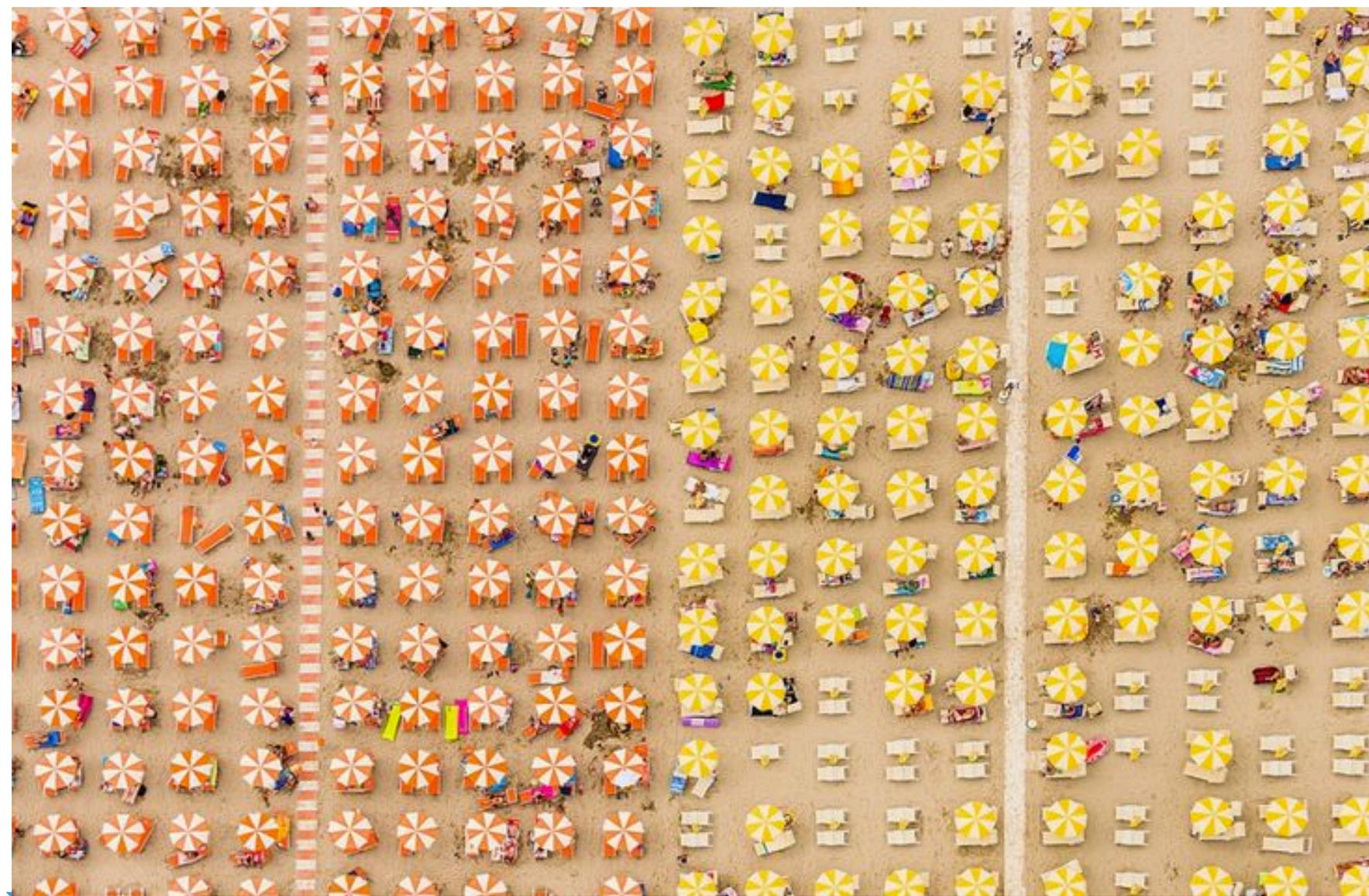
“To me, photography is an art of observation. It’s about finding something interesting in an ordinary place...I’ve found it has little to do with the things you see and everything to do with the way you see them.”

— Elliott Erwitt













# Lessons of Creativity from Photography

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- What makes a good photograph?
  - a. A good camera
  - b. Good light
  - c. Good location
  - d. Good story



# How do photographers find a good story?

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Difference in

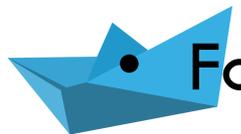
- Seeing
- Looking/ Watching
- Observing

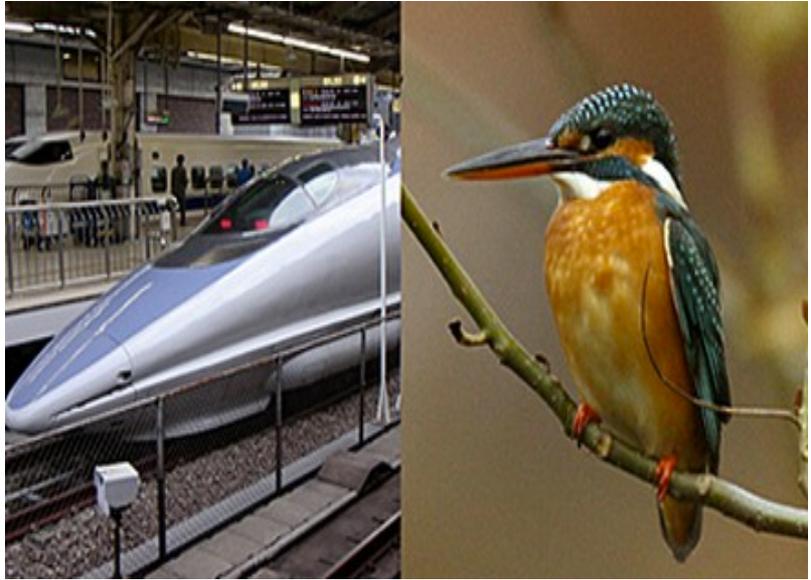
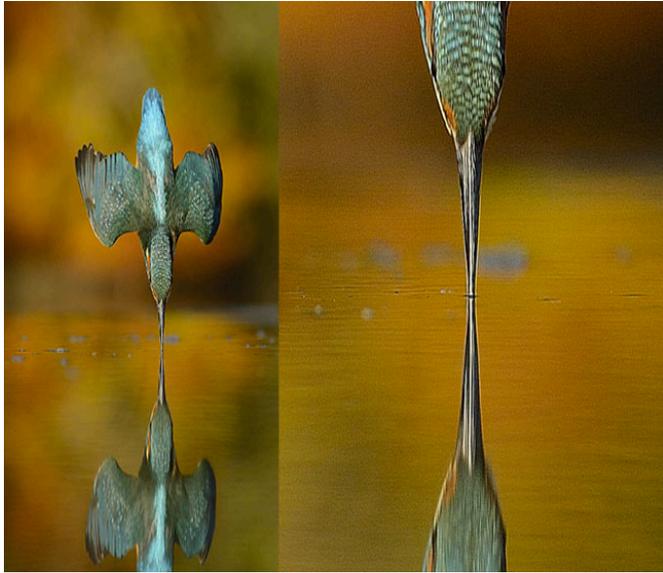


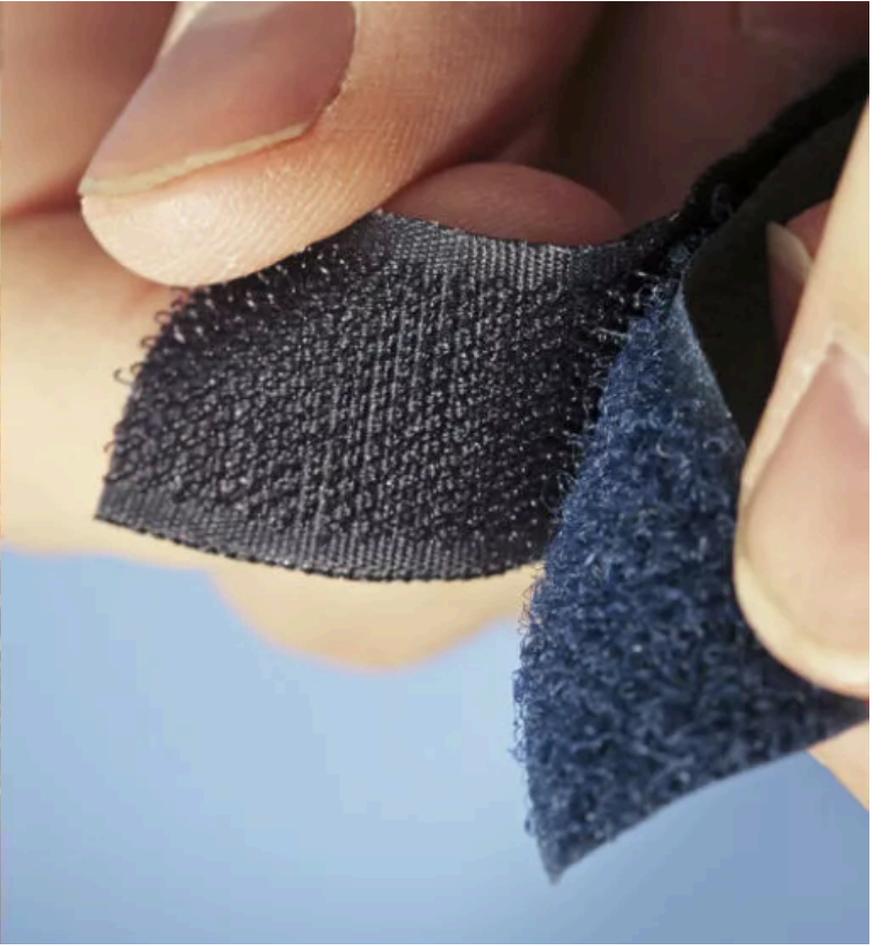
# Mindful Observation

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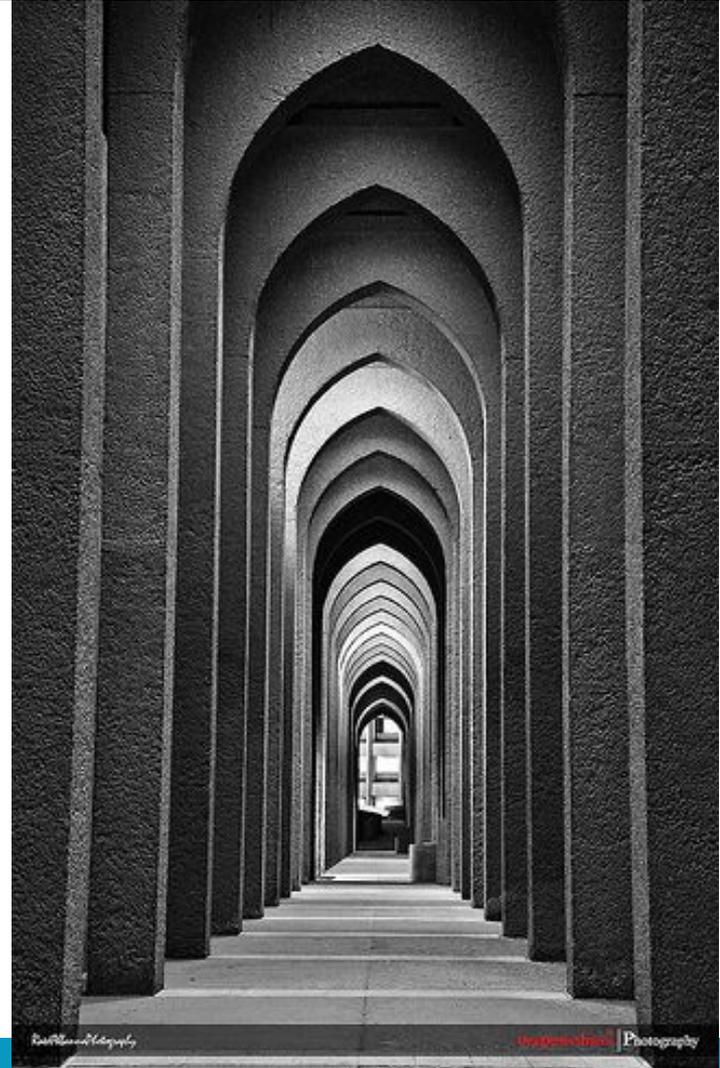
- More than one of the senses involved
- Could also involve the mind
- Conscious or deliberately aware
- Non evaluative/ non- judgmental
- Being in the moment
- Forming a relationship with what is being observed/ It transforms you
- For a purpose







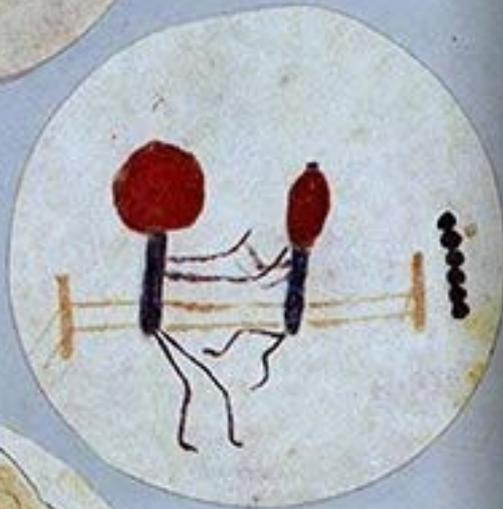
# Observation and Patterns

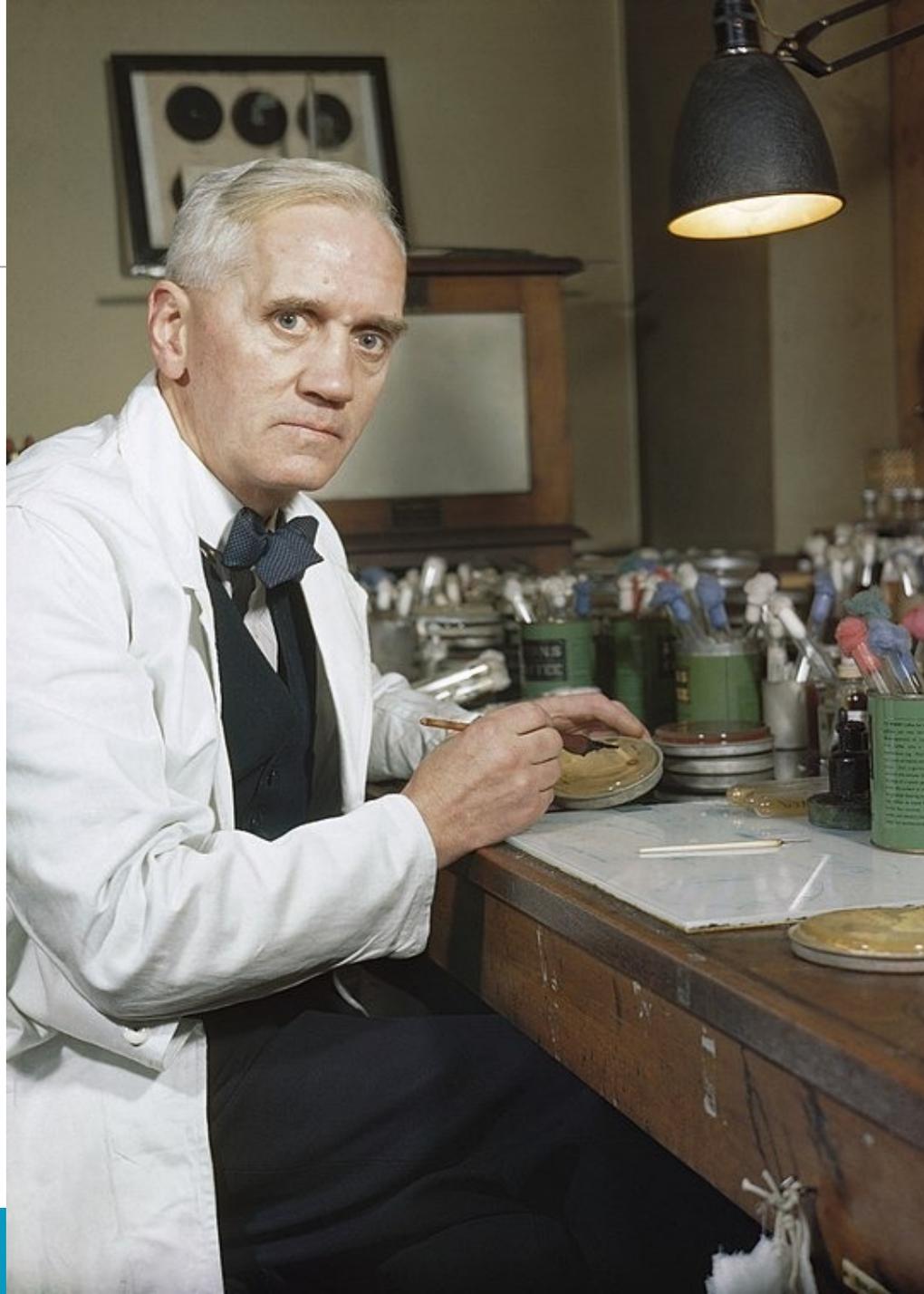


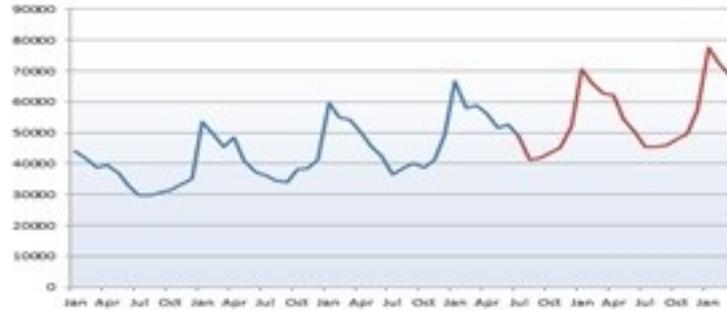


	Flower Colour	Plant Height	Seed Color	Seed Shape	Pod Colour	Pod Shape	Flower Position
Dominant Trait	 Purple	 Tall	 Yellow	 Round	 Green	 Inflated (full)	 Axial
Recessive Trait	 White	 Short	 Green	 Wrinkled	 Yellow	 Constricted (flat)	 Terminal

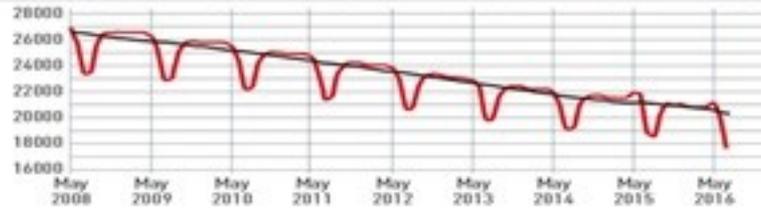
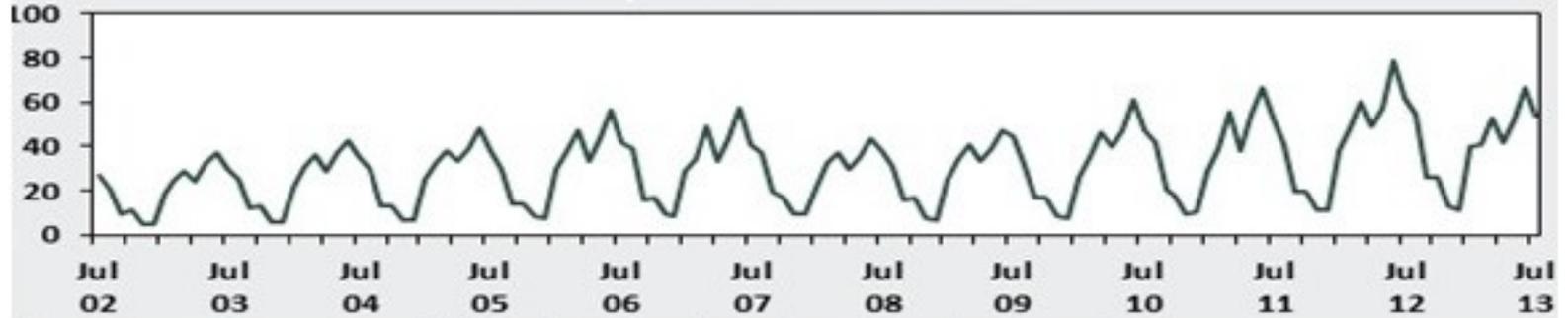








**Sales, Jul-2002 – Jul-2013**



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# Perspective



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What if photographers shot only at eye level?









123RF



123RF



123RF

123RF



123RF



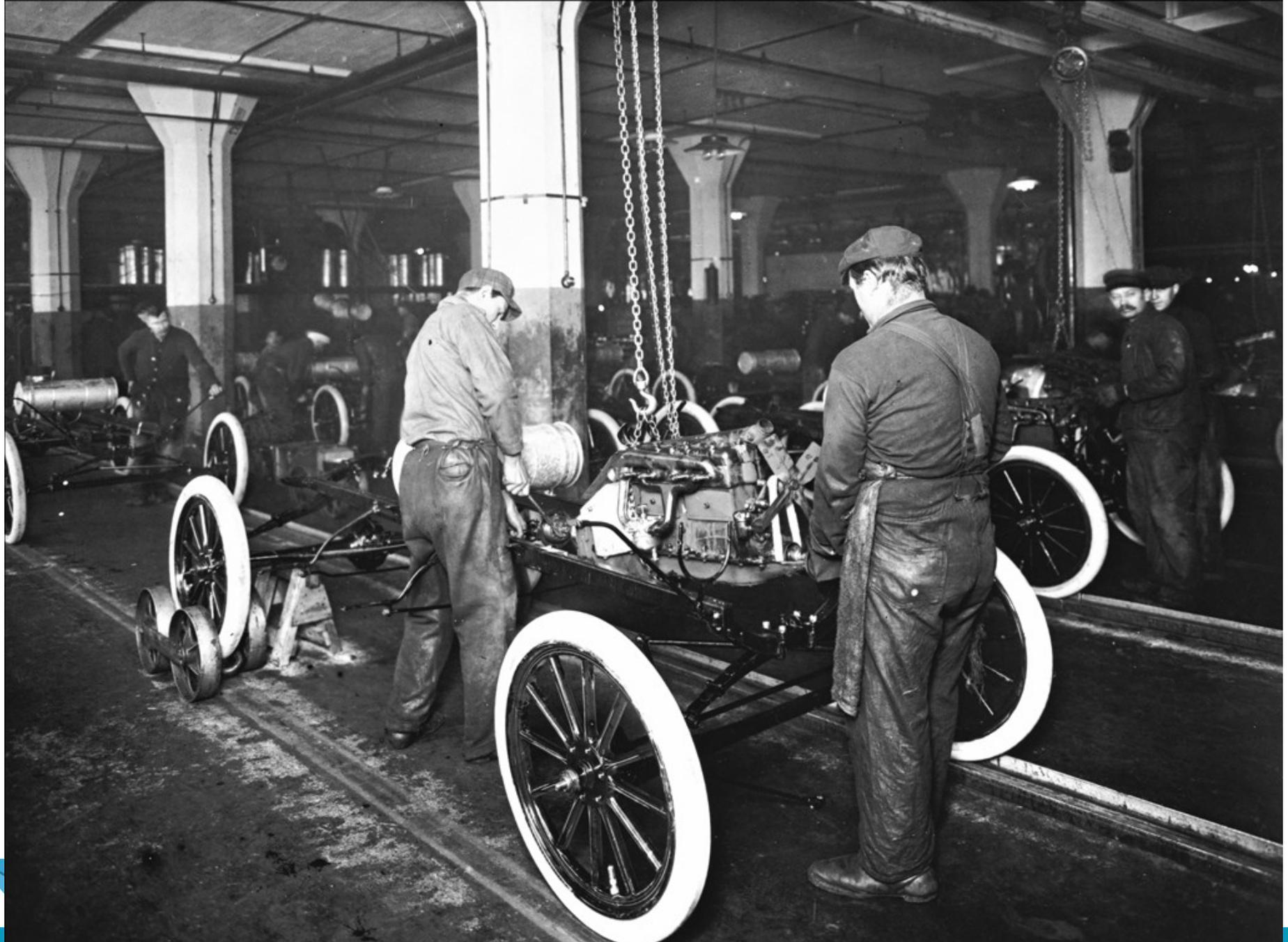
# To gain a new perspective ....

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- We must change our position







# Reframe tool

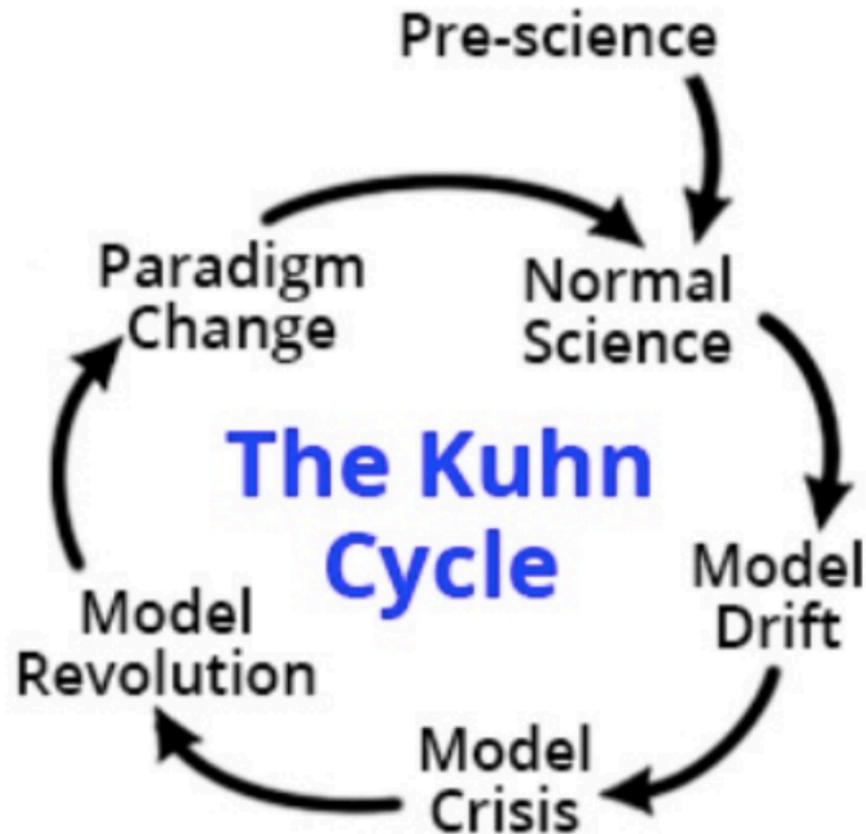
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- Why do we do what we do?
- How can we do it differently?



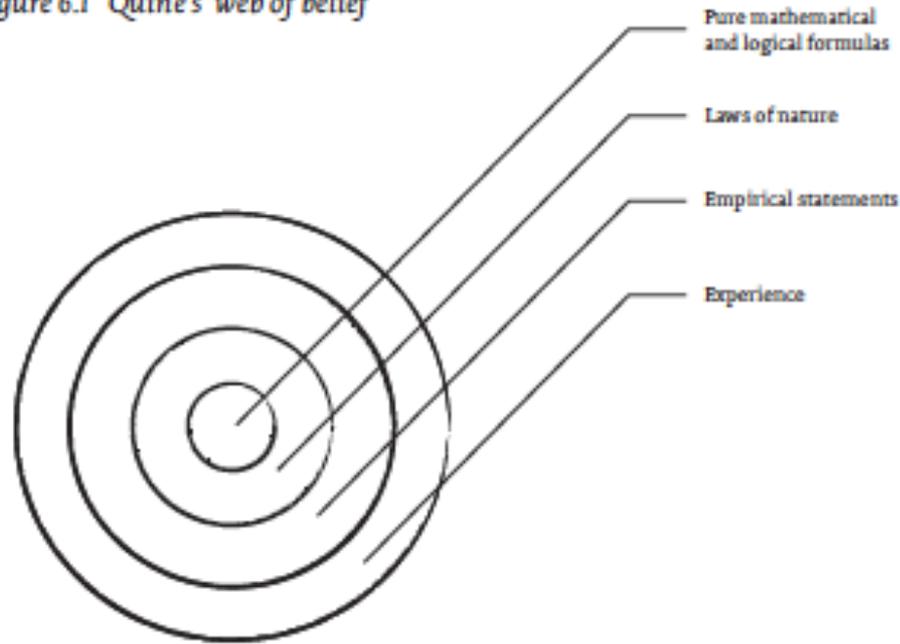
# Kuhn's theory of scientific progression

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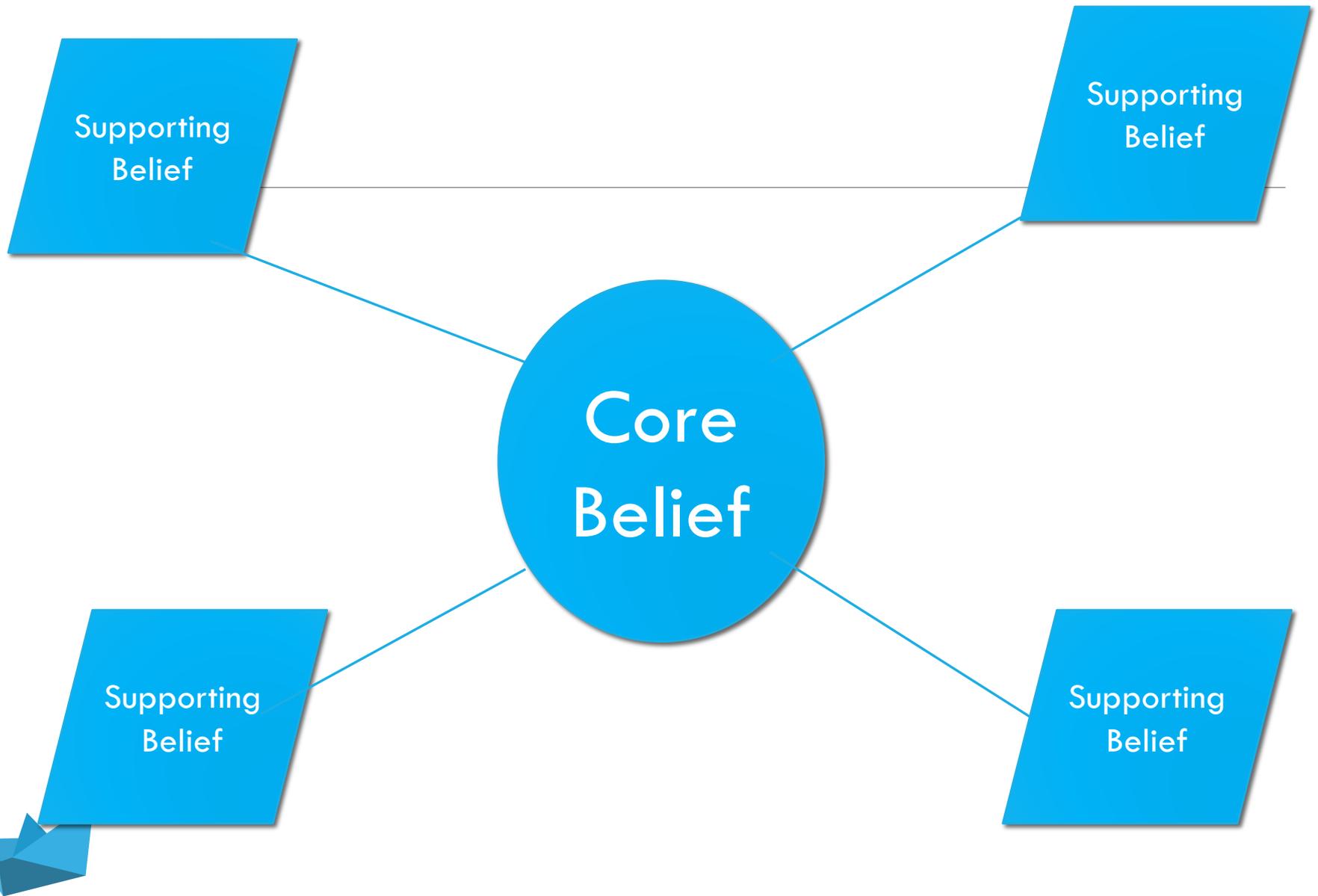
# Quine's Web of Belief

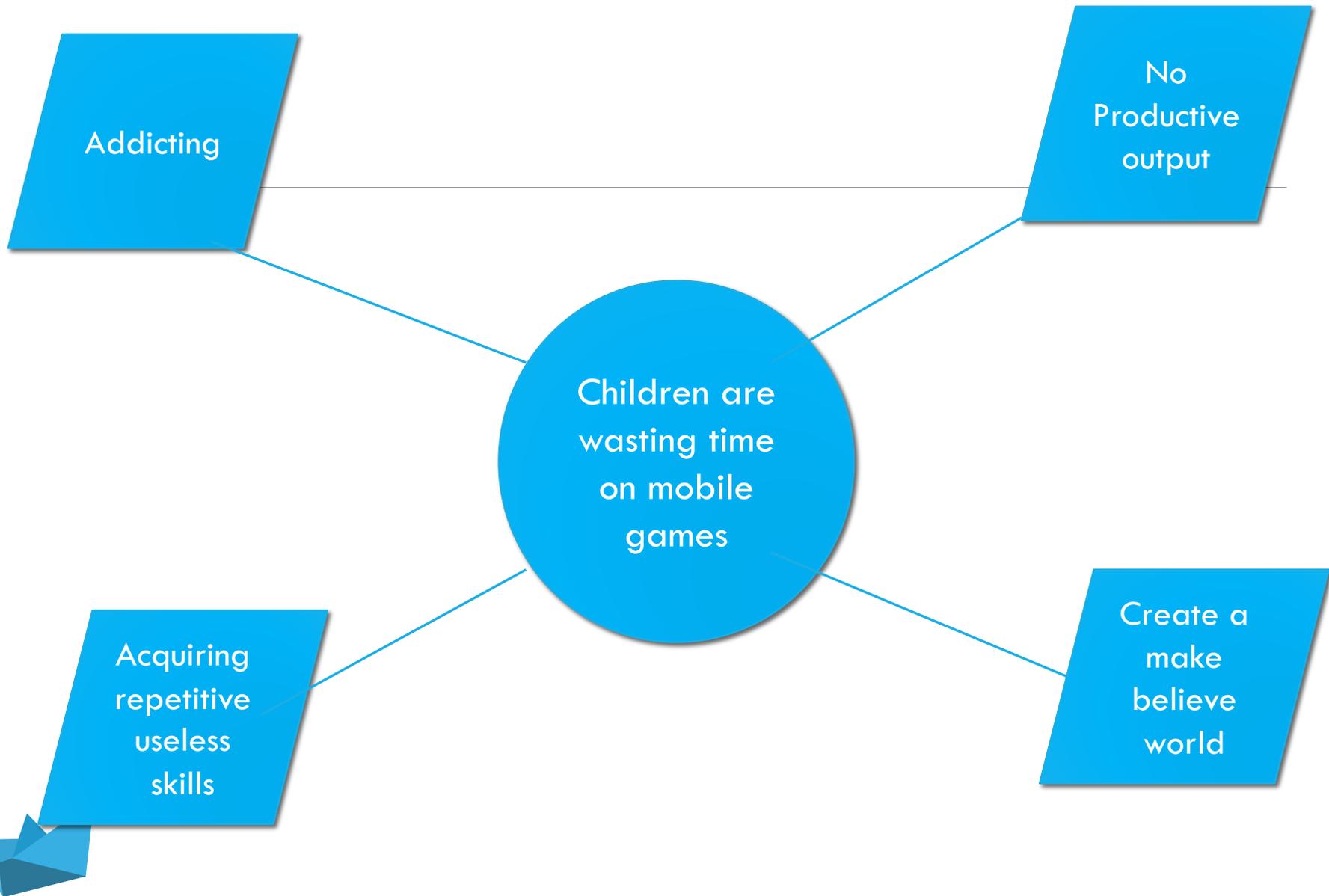
Figure 6.1 Quine's 'web of belief'

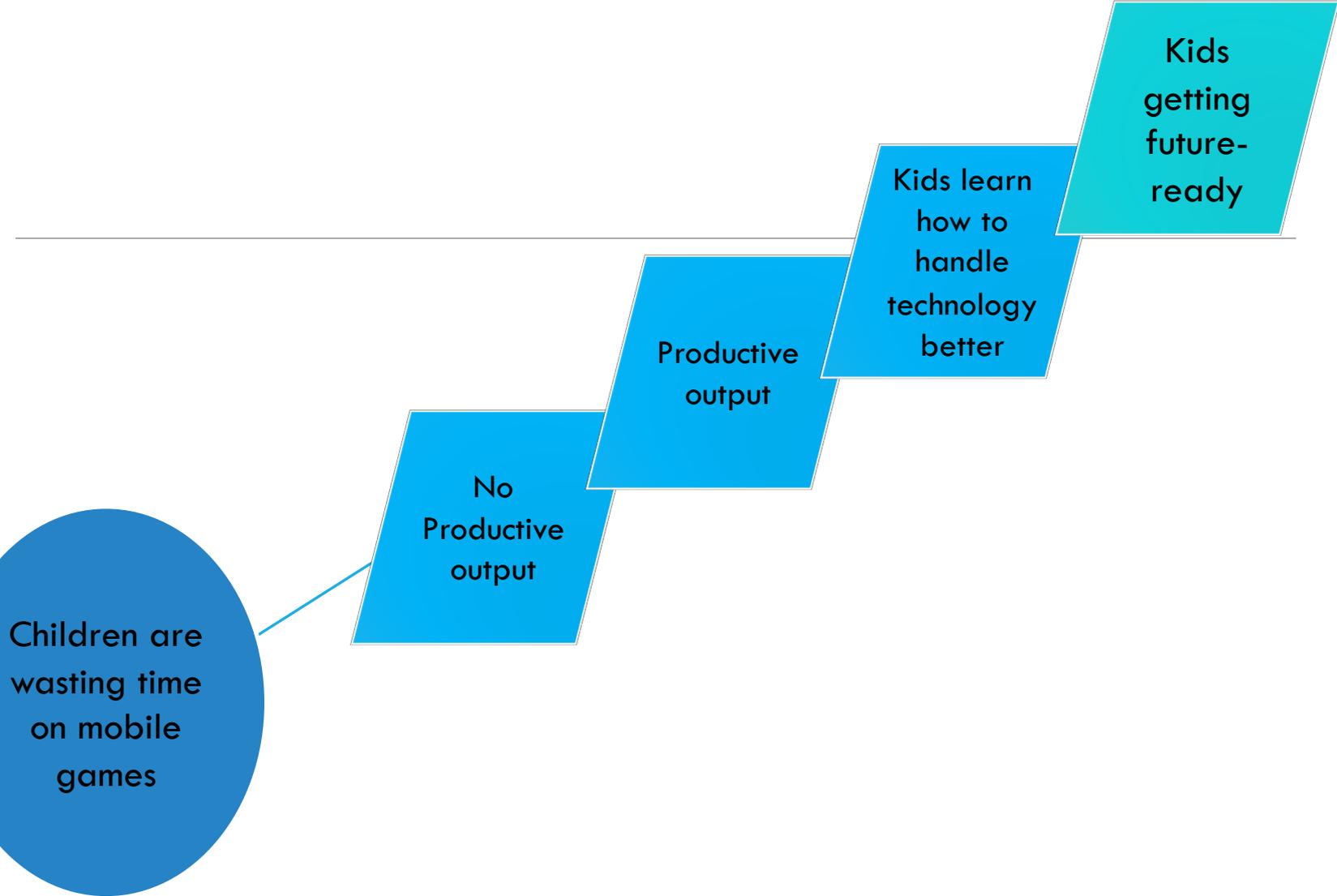


- 6 Quine, *From a Logical Point of View: Nine Logico-Philosophical Essays*. Cambridge, MA (Harvard University Press) 1953, second edition 1980, p. 42-43.









Mobile games are a useful & relevant tool for teaching children

Can be time regulated like other school lessons

Kids getting future- ready

More imaginative and creative children

Improved visual and motor skills that can be used in other fields



# Framestorming

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