Producing Creativity
Because genius is unreliable
What is Creativity?

What does it mean?
creativity
/ˌkrēəˈtivədē/ noun
• the use of the imagination or original ideas, especially in the production of an artistic work.
To put it another way

Making Something New
Untitled

Robert Rauschenberg, 1973; acrylic, graphite, paper bags, and envelopes on paper, 72 in. x 60 in. (182.88 cm x 152.4 cm); Collection SFMOMA, Gift of the Frederick Weisman Company; © Robert Rauschenberg Foundation / Licensed by VAGA, New York, NY
For UX Professionals
Creativity Isn’t Enough
We strive for

Clarity. Simplicity. Purpose.
Ideas are Cheap
And there’s always more
The result of implementing creativity is complication.
The Blank Slate
Starting from nothing
It’s Not Really Blank

A world of possibility
Embrace the Possibilities
Your success is inside
Research
Gaining a new perspective
Take Your Time
This step is important
Become an expert in the problem space.
Talk with People
More importantly, listen
Discuss Your Learning
Give others the same knowledge
Write It Down
Collect your thoughts together
Putting It Into Action
Leverage your new perspective
Brainstorming
Narrowing down options
No Wrong Answers
Be wrong, it’ll be fine
Celebrate Volume
The more ideas, the better
Get More Input
Talk with the unusual suspects
Don’t Take It Too Seriously
These are just starting points
Let Those Ideas Rest
Don’t just jump in
No Clear Winner?
Just pick one, seriously
Action Leads to Action

Getting started creates motivation
Keep At It

Good work takes effort
Experimentation
Proving ideas wrong or right
Test with real users.
Gather data.
Measure.
Data is your best friend
Back up your intuition with numbers
Trust Your Gut
Verify with data
A/B/n Testing

A few of my favorite things
Decisions, Decisions
Not any more!
Freedom of Choice
Because being decisive is hard
Solve Disagreements
You don’t have to pick one
Why don’t we have both?
Failure
The fastest way to get better
People Aren’t Perfect
Shocking, I know
Find Ways to Fail Fast

The earlier the better
The user experience is more important than my ego.
Failure Makes You Better
Experience counts, good or bad
Success
Our desired outcome of creativity
The Obvious Answer
Of course it is...
Enjoy the Details
The important parts nobody notices
Creativity is not a talent. It’s the result of a process.
Do your research.
Try new things.
Experiment.
You’ll be amazed at the things you can create.
Thank you!