Producing Creativity

Because genius is unreliable

@orderedlist

What is Creativity?

What does it mean?

cre·a·tiv·i·ty

/ˌkrēāˈtivədē/

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

CABRERA
24

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!