



# Producing Creativity

Because genius is unreliable

@orderedlist

# What is Creativity?

What does it mean?



# cre·a·tiv·i·ty

/ˌkrēā'tivədē/

**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

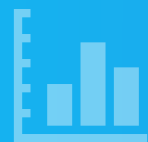
Be wrong, it'll be fine





# 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



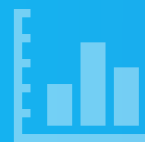
# Let Those Ideas Rest

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!

