Creativity

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Individual Strengths

Basketball, video games, literacy, patient, football, charismatic, flexible, honest, creative, funny, sarcastic, hard working, gentle, genuine, listener, party maker, smart, outgoing, analytic, perseverance, team worker, ice-breaker, motivated, friendly, calm,

Trends

Streaming, Tik Tok, healthcare, mask off, environment, team building, sustainability, technology, parties inside home, social media, tinder, linkedIn, Instagram, Facebook, bitcoin, speculating, watching series.

Global problems

Covid-19, inequality, political instability, pollution, not enough communication with the majors, global warming, not enough adaptability nor human interactions, formal communication not enough own time, poor education, not difference between work and home.

IDEA 1

Strengths:

- **Listeners**

Trends

- **Wear masks**

Global problems

- **COVID-19**

Solution

- **Masks for people with glasses**

IDEA 2

Strengths:

- **Outgoing**

Trends

- **Parties at home**

Global problems

- **Not own time**

Solution

- **App for online house parties**
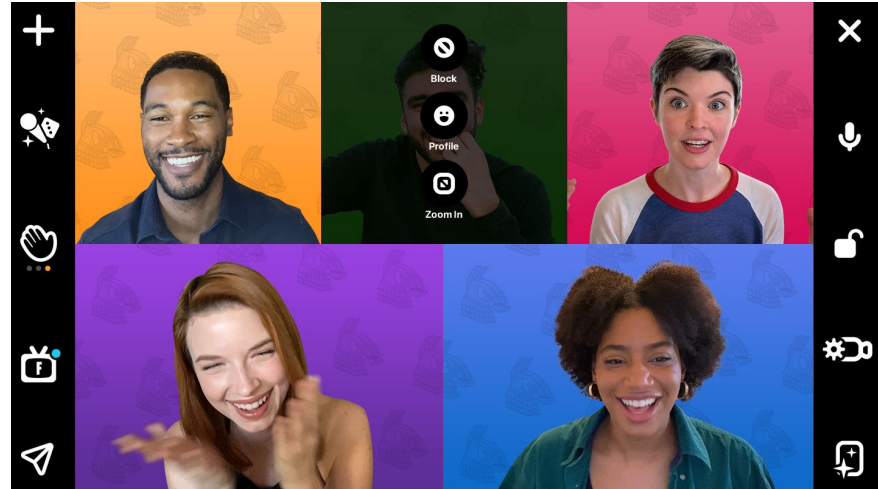
IDEA 3

Strengths:

- **Video Games**

Trends

- **Technological use/online**

Global problems

- **Not enough human interactions**

Solution

- **Creating own video game app**

IDEA 4

Strengths:

- **Sarcastic**

Trends

- **Watching series**

Global problems

- **Not enough human interactions**

Solution

- **App with series characters being sarcastic**

IDEA 5

Strengths:

- **Basketball**

Trends

- **Team building**

Global problems

- **Poor education**

Solution

- **Database of videos of basketball for team building**

IDEA 6

Strengths:
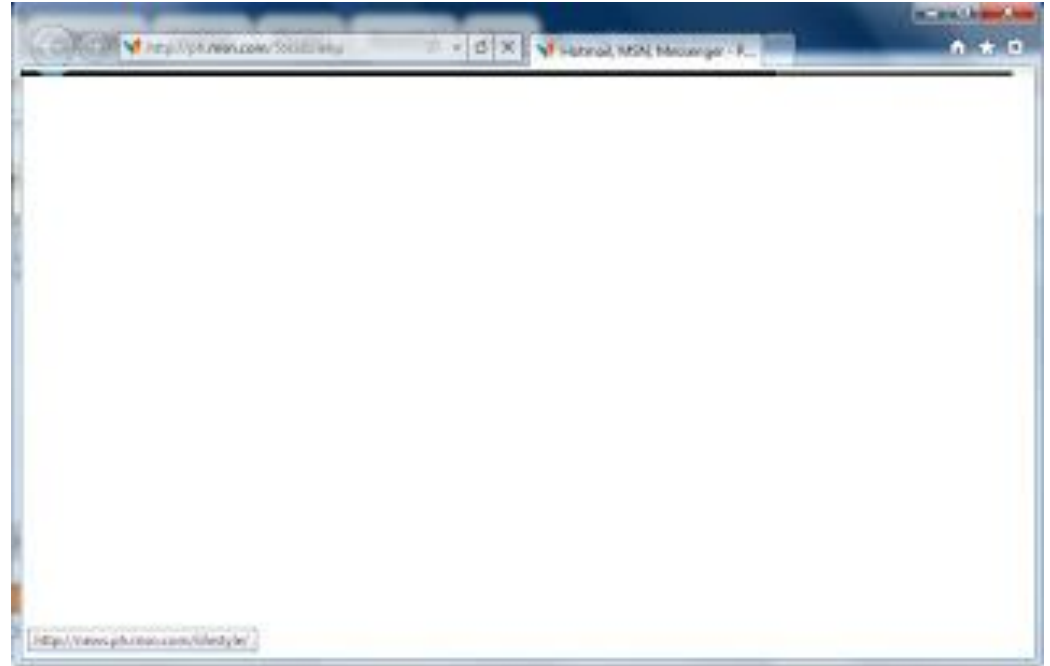
- **Creative**

Trends

- **More time spend at home**

Global problems

- **Not difference between work and home**

Solution

- **Blank page in Internet to let yourself develop your creativity**

IDEA 7

Strengths:

- **Ice-breaker**

Trends

- **Instagram**

Global problems

- **Not enough human interactions**

Solution

- **Incorporate automatic responses which could be icebreakers in a conversation**

IDEA 8

Strengths:

- **Hard working**

Trends

- **Work from home**

Global problems

- **Not enough human interactions**

Solution

- **Develop an App which puts a limit on the amount of hours dedicated to work**

IDEA 9

Strengths:

- **Gentle**

Trends

- **Parties at home**

Global problems

- **Poor education**

Solution

- **Develop a network of educators in good manners**

IDEA 10

Strengths:

- **Analytic**

Trends

- **Mask**

Global problems

- **Environment**

Solution

- **App which counts the plastic throw to the sea, to raise awareness**

Tools for idea generation

Slides 2 and 6 we have used brainstorming in order to get a solution out of the trends and problems we had.

Slides 1, 8 and 10 we have chosen to draw and out of it we got the different solutions of how we could get the product we were about to produce.

Slide 3, 7 and 9 come from analogy as we needed random solutions for problems which were different from the rest of the ones proposed in the beginning.

Slide 4 has been the perfect example of the SCAMPER, which magnify an idea which already has been formulated in the series, making it real.

For slide 5 the roleplaying has been perfect as we could reflect in famous people in order to adapt and create the most suitable solution.

Learnings

The most important solution would be that a "solution for a problem can come at any time and any form". In contrast to other exercises we have had a full weekend to think for different solutions, and this project that we are finishing has been the clear example. Most of the solutions written here have been discovered at different times, even days between one and another, showing how creativity can come with any form and time.