

# Topics covered last week

1. Understanding customer through various communication tools such as empathy mapping
2. Understanding Voice of customers
3. Learned how to translate customer needs
4. How to define Design specification using a House of Quality

This week, we will try to explore Idea generation process for product design through creativity mapping tools

# Practicing creativity

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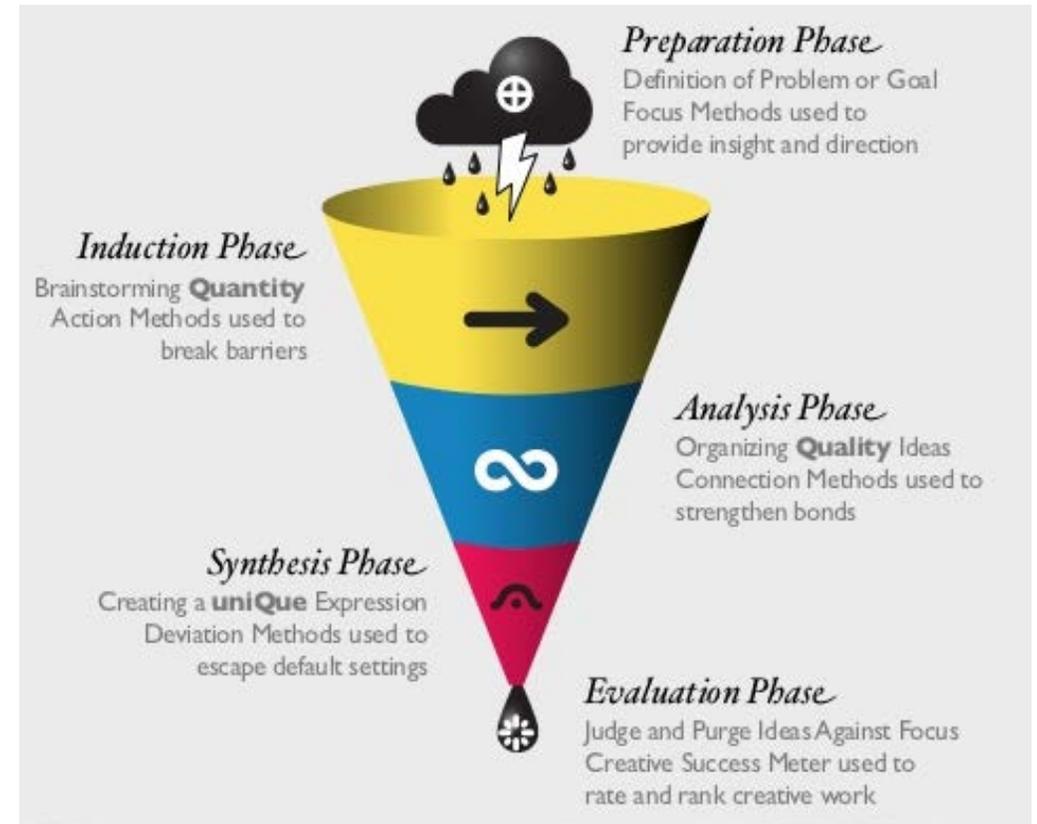
**Program**

**IIT Kanpur, India.**

# Introduction

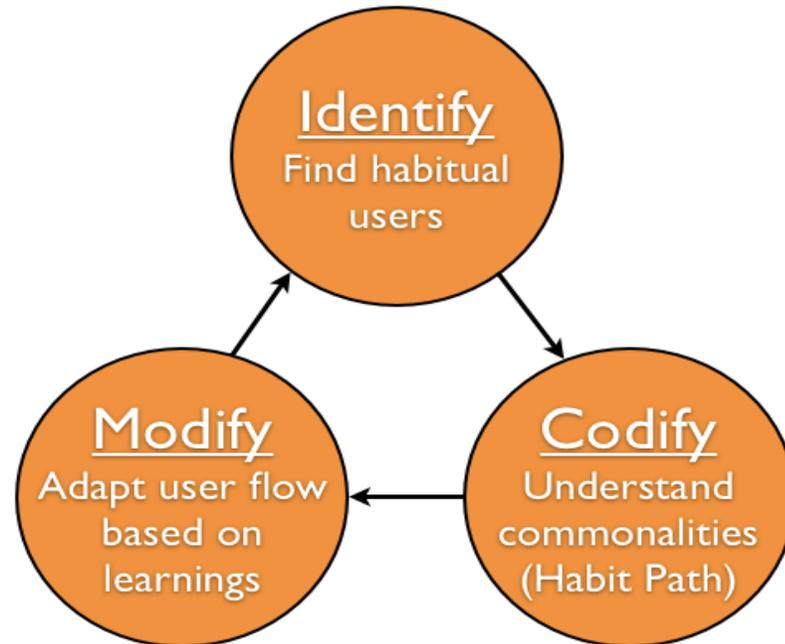
Creative process is a combination and recombination of previous experiences that forms a new combination thus satisfying the needs.

The development of ideas that are **new** to a person, leading to the **discovery of different or alternative designs**, methods, systems or processes that will accomplish the basic function **at minimum cost** can be defined as **Creativity**.



# Blocks to Creativity

**Habitual blocks** : Always try to use **tried and tested** solutions

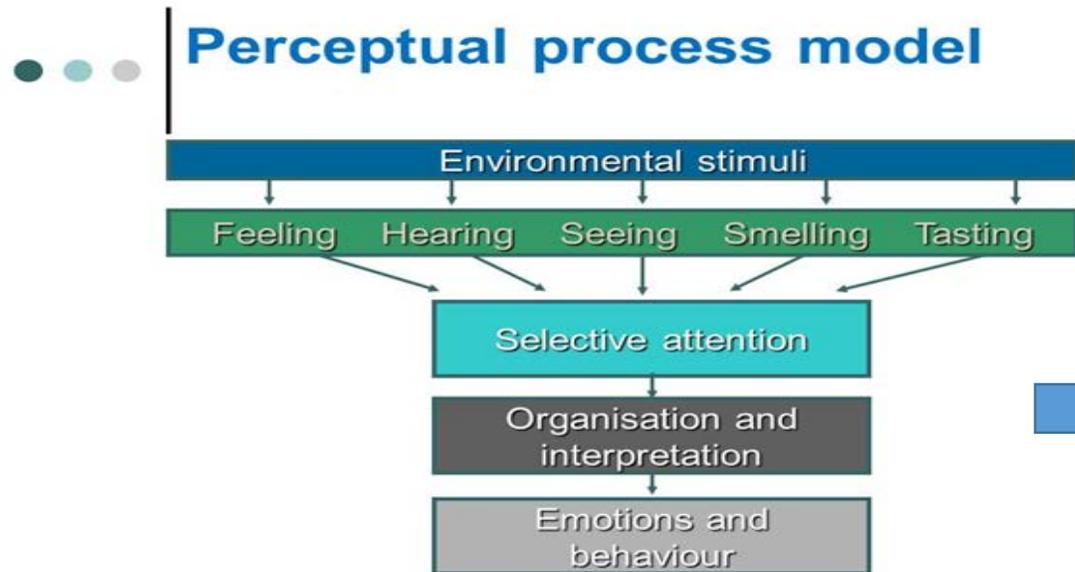


<https://www.nirandfar.com/2016/08/habit-testing.html>

<https://www.devonalliancechurch.ca/podcasts/media/2019-09-01-what-are-you-thinking-about>

# Blocks to Creativity

**Perceptual block:** These are the obstacles that **prevent the problem solver from clearly perceiving** either the problem itself or the information needed to solve it.

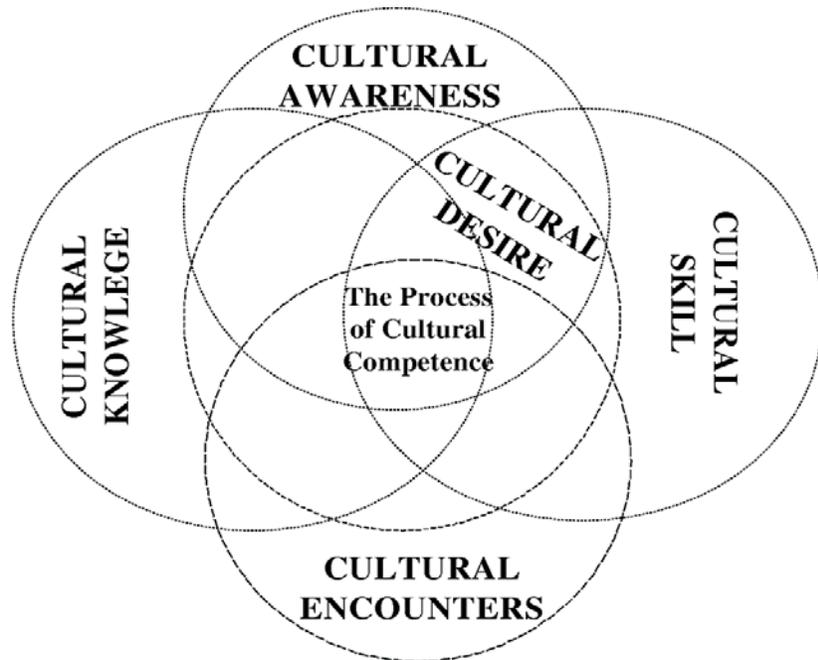


- **Stereotyping**
- **Limiting the problem unnecessarily**
- **Saturation or information overload**

# Blocks to Creativity

## Cultural blocks

- Desire to use the “proper” patterns, customs or methods.
- The thinking that indulging in **fantasy is a waste of time**.
- Having faith and confidence, only in reason and logic.



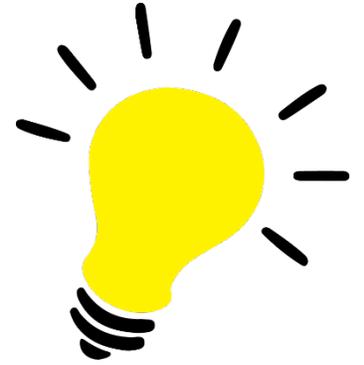
# Blocks to Creativity

## Emotional blocks

- Fear of appearing foolish or of making a mistake.
- Fear of distrust from supervisors or colleagues and subordinate's .
- Over motivating oneself to succeed quickly.
- In achieving an objective, refusal to take any reroute.
- Failure to reject choices which are satisfactory, yet which are clearly sub-ideal.

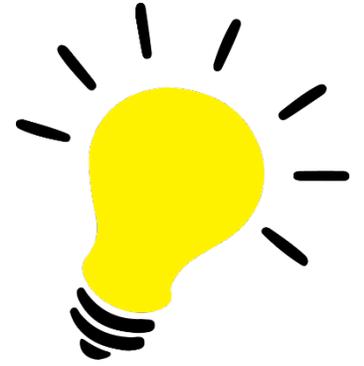


# Factors Supportive to Creativity



- **Orientation:** Development of an attitude that is best suitable for imagination.
- **Motivation:** An essential vitality is summoned to work towards an objective and accomplishing it.
- **Permissive atmosphere:** An environment in which new thoughts are motivated.

# Summary



- Creative process is combination and re-combination of previous experiences
- There are some inherent blocks to creativity in human mind
  - Habitual block
  - Perceptual block
  - Cultural block
  - Emotional block
- Permissive atmosphere is an environment in which new thoughts are motivated.

Thank You