

Exercise 1: Creativity Techniques

Creativity techniques are methods used to spark innovative thinking and generate fresh, unconventional ideas, especially at the start of a project. They're essential because they help teams explore diverse solutions, overcome initial challenges, and set a proactive tone for the project. To kickstart our course project, we will begin the first exercise with brainstorming and ideation exercises. They will help you to understand and visualize your initial ideas through sketching and expand upon them using brainstorming techniques.

**Feel free to use any medium (hand or digitally drawn) but ensure that your work is legible and easy to understand.
Remember, your drawing skills will not be part of the evaluation!**

Objectives:

1. Group Work:

- Create a shared online Whiteboard and copy the template shared during the lecture.
- Discuss the Verplank's sketching exercise. This technique will help you visualize and communicate your initial ideas.
- Engage in the SCAMPER Brainstorming exercises to further refine and expand upon the ideas.

2. Individual Work:

- Reflect individually on the discussions in your group sessions.
- On the basis of your own understanding and perspective, individually submit the deliverables of Exercise 1.

Exercise Description:

1. Verplank's sketch (4 points):

Create clear, labeled, and easy-to-understand sketches for all 8 keywords. Premade icons or images are not allowed for this exercise. Document and submit your individual sketches.

2. SCAMPER (4 points):

As a group, fill in the provided SCAMPER Brainstorming template and use it as a base to create a SCAMPER Brainstorming map. Each category should include 2-3 ideas. Document your group's results, but submit them individually.

3. Generative AI (1 point):

Individually find a generative image model and prompt it on the idea that you have chosen for SCAMPER and Verplank's. Document your sources (i.e., the website) and results (i.e., the images generated).

4. Reflection (1 point):

Write a brief account of your experience with each of the exercises (Verplank's Sketching, SCAMPER Brainstorming, and generative AI). Cover your gained knowledge, insights, and identified topics where you need further clarification or faced challenges. This reflection should not exceed a page.

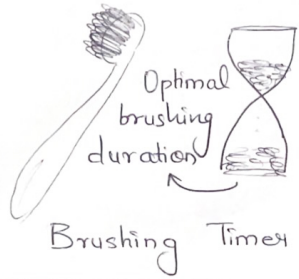
Deliverables:

Deadline: Tuesday, 22.10.2024, 23:59h

Individual submission of a *.zip archive named "[family name]_exercise1.zip" to TUWEL, containing the following files:

- A *.pdf or photo of your Verplank's sketch
- A *.pdf or photo of your group's SCAMPER Brainstorming map and the filled-out 'SCAMPER_Template.pdf'
- A *.pdf of your prompt, used model, and the AI-generated image(s)
- A *.pdf of your reflection

IDEA



METAPHOR

POACHED EGG



DISPLAY

Set of LED indicators

● → GUM CARE

● → Whitening

● → Standard brushing

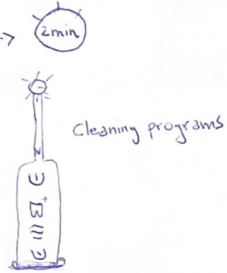


MODEL

Built-in-timer.

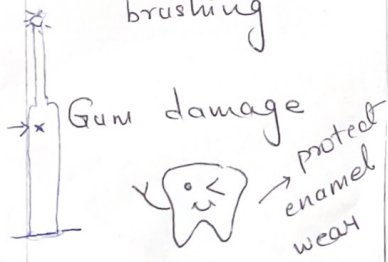
↳ Sensors → track active brushing.

Timer pause
↳ inactive toothbrush.



ERROR

Prevent over / under brushing



SCENARIO

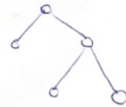
☺ → Sarah
↓
morning routine

↳ Distracted by notifications on phone

↳ Toothbrush blinks when brushed right amount of time

TASK

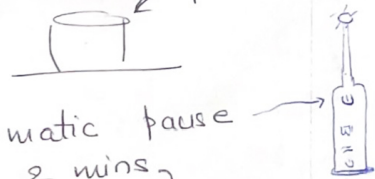
1. Dentist recommended 2-minutes
2. Prevent potential damage.



CONTROL

Control button.
press.

Automatic pause after 2 mins
Overridden by users



SCAMPER

