

Using creativity thinking theories for visualization of information outcomes

"Practical Innovation" company

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The purpose of this work is to find innovative theories for creativity and apply them using various visualization tools, that will facilitate the strategic planning and thinking team to perform brainstorming, while working on a new product and presenting the extensive amounts of information collected in the initial work phase on the one, hand and focus and decision making, on the other. Additionally, I was asked to find tools for organization of the information collected in the first phase (mostly PowerPoint presentations) for easy retrieval. Finding the suitable tool/s will assist the team to receive all aspects in order to proceed to the following development phase. The work was done remotely and meetings were held at the company's offices, in which the stages of progress and the outcomes that were found were presented, as well as guidelines for continued work. The final outcomes include: creativity thinking theories, Brainstorming and Dashboard tools that apply these theories according to the features set together and suggestions, for tools to organize presentations and other file types in the initial stage, before the team convenes. Finding the appropriate tools will contribute in maximizing the organization creativity. The contribution to the department of information and knowledge management is by better understanding the connections between thinking theories to visualization tools and the psychological and physiological aspects that affect the way we receive, process and interpret information in complex projects. I recommend the design of a centralize tool for collecting and presenting information that other innovative product development companies can benefit from.