

A Study on Creativity Support in Ideation Software

Andreea Usatenco, 23.06.2014, München

Software Engineering for Business Information Systems (sebis)
Department of Informatics
Technische Universität München, Germany

www.matthes.in.tum.de

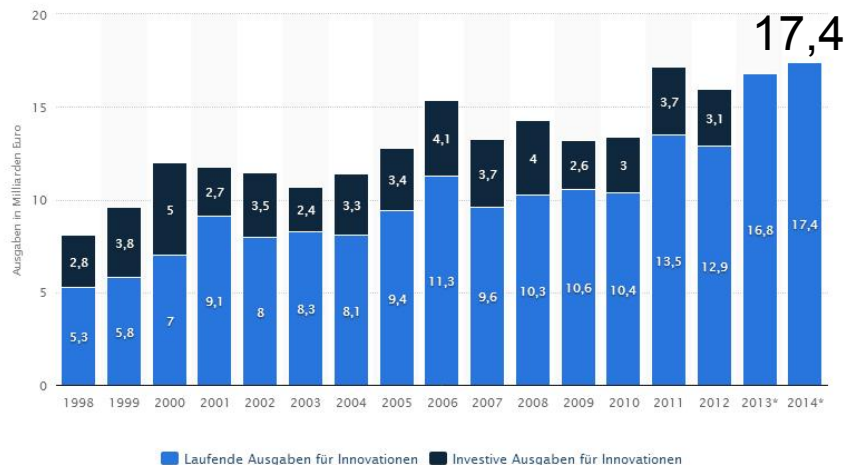
- 1. Motivation**
- 2. Creativity**
- 3. Ideation software**
- 4. Research questions**
- 5. Results and Timeline**

Why bother with creativity?

Creativity is...

- a key factor for innovation
- important for companies:

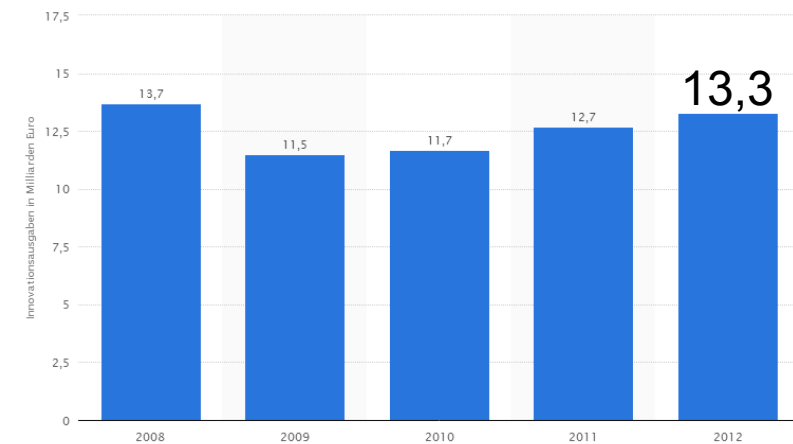
Innovationsausgaben in der Elektroindustrie in Deutschland in den Jahren 1998 bis 2014 (in Milliarden Euro)



Weitere Informationen:
Deutschland; 16.100 Unternehmen**; Unternehmen ab 5 Beschäftigte

Quelle:
BMBF
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Innovationsausgaben des deutschen Maschinenbaus in den Jahren 2008 bis 2012 (in Milliarden Euro)



Weitere Informationen:
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Why bother with creativity?

Ideation tools are...

... meant to promote creativity



!deacLOUDS

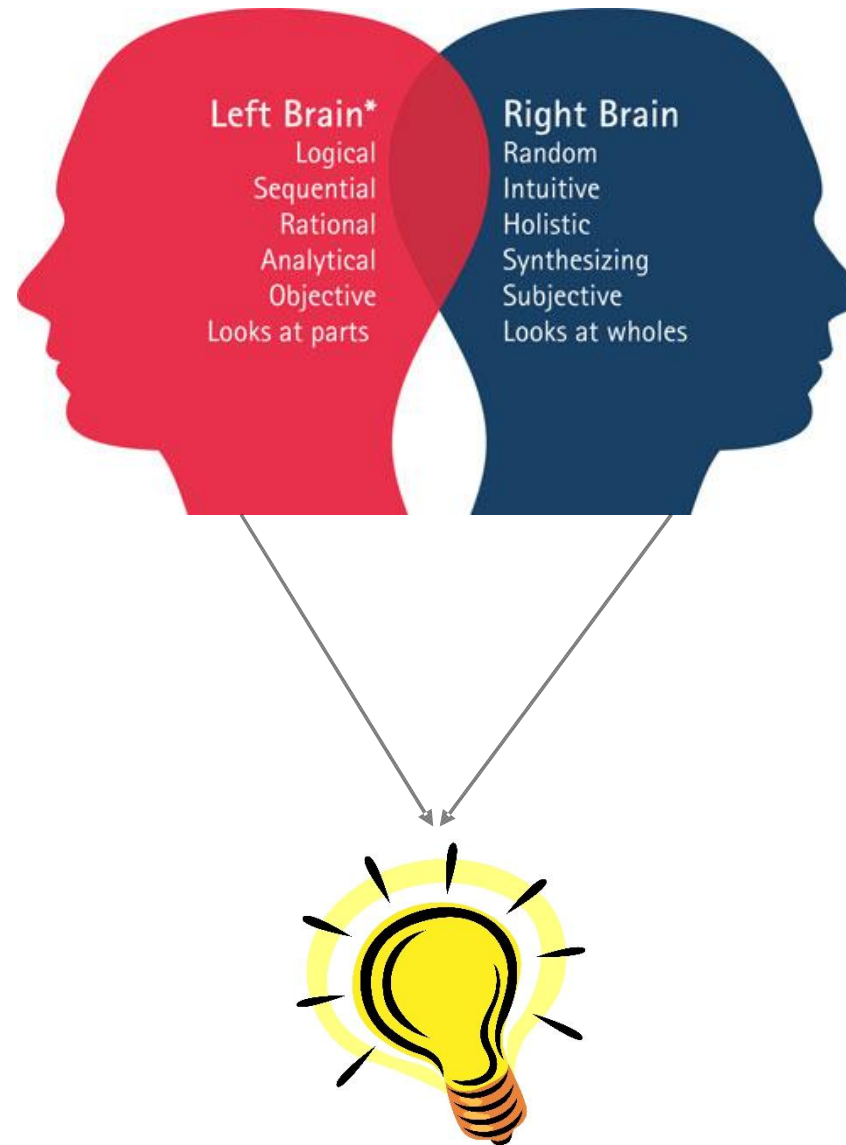


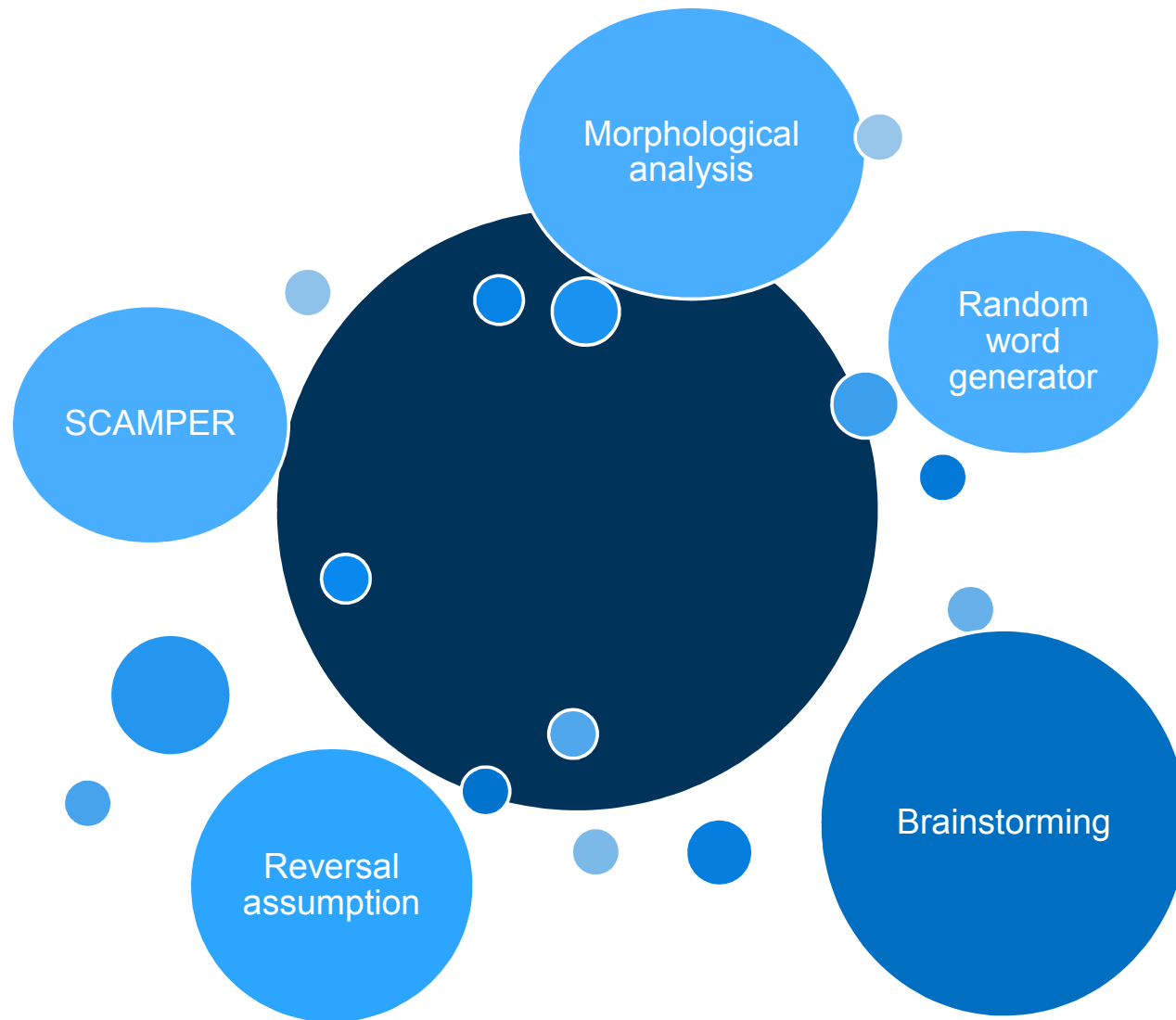
Do those tools offer support for distributed teams?

Creativity – “novel useful products” (Mumford,2003)



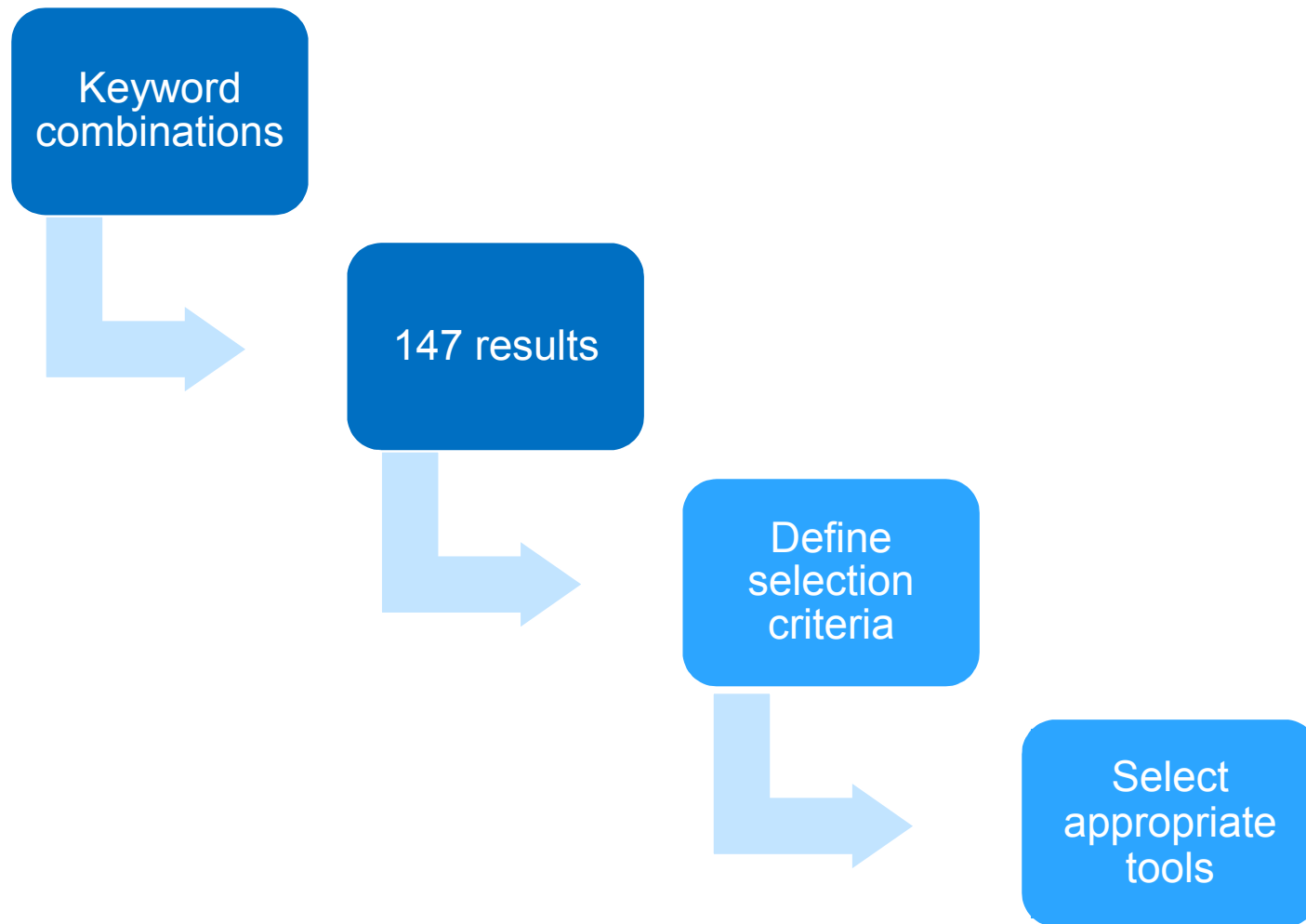
Creativity – how to get there?

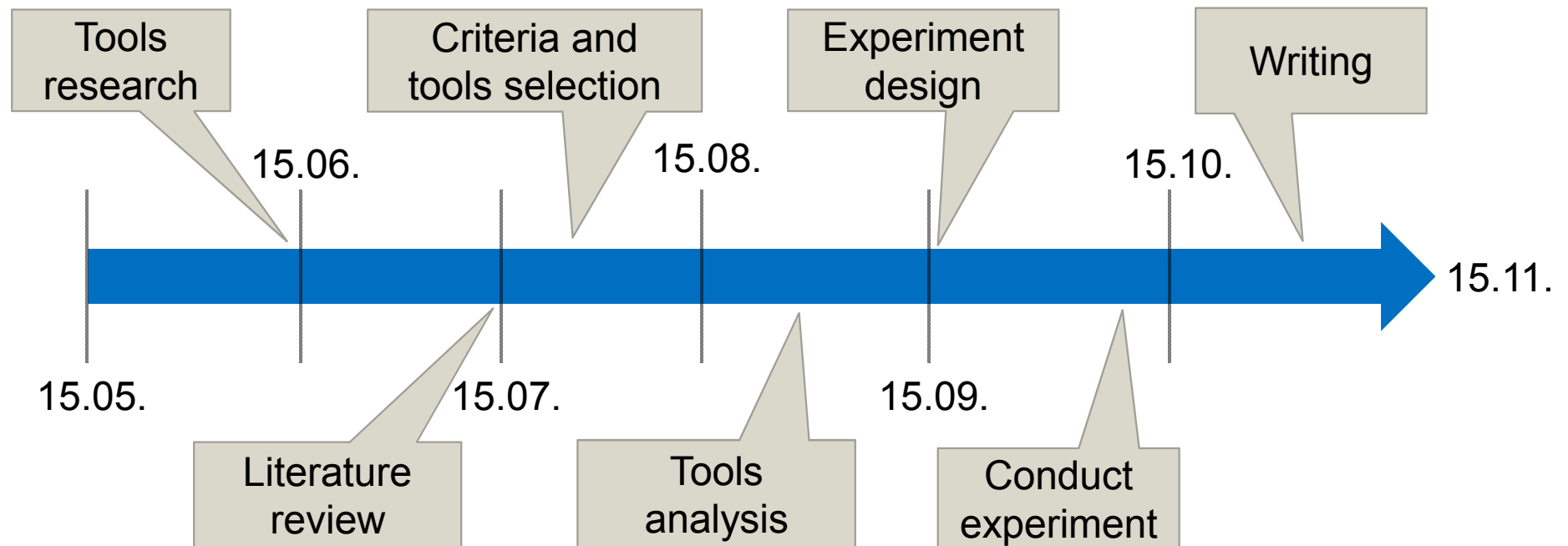




Research Questions

- Which categories of ideation tools are available on the market?
- Which principles from psychology influenced the design of those tools?
- How does ideation software impact the idea generation within teams (in terms of quality and quantity)?
(Experiment: guided workshop vs. ideation software)





Thank you for your attention



Any questions?