



Creatin

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CREATIN Manual for the System

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EXECUTIVE SUMMARY

This document contains a wide explanation of how the training tool works and how it was design. There is a explanation of its arquitecture and a summary of the training tools included. In short, it's a handbook of the on line diagnosis tool.

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1 INTRODUCTION

We access directly to the On Line diagnosis tool from the Creatin – Project front page, where a link is accessible in orange colour at the left side of the screen. The representation of a Scrabble composition shows the word *diagnosis tool* and it's a link to the web page described in the part two.

Down you can find a picture the front page of the Creatin - Project webpage where the link to the diagnosis tool is shown.



2 ON LINE DIAGNOSIS TOOL

The idea behind the online platform of the Creatin project is quite simple: given the creativity techniques, create a tool that will guide even an inexperienced user to the most usable technique by answering a simple set of questions. Guidance should be made as such, that it is not possible to progress to the next level unless every aspect on current level is covered. Controlled workflow, allowing no mistakes, then leads to the results.

According to this "requirement", we've abstracted the idea and made a customizable solution that is capable of the following:

- use a sequence of sheets,
- a sheet represents a concept and also a barrier for the next sheet,
- a concept on a sheet might be a set of questions, selection or list of results,
- the content of the sheet is not determined in advanced.

Zend framework was chosen as a building block. It provides the needed flexibility as well as ease of development and prototyping, allowing us to focus on the problem and user interaction instead of dealing with technology.

The following images describe the workflow of the online tool:

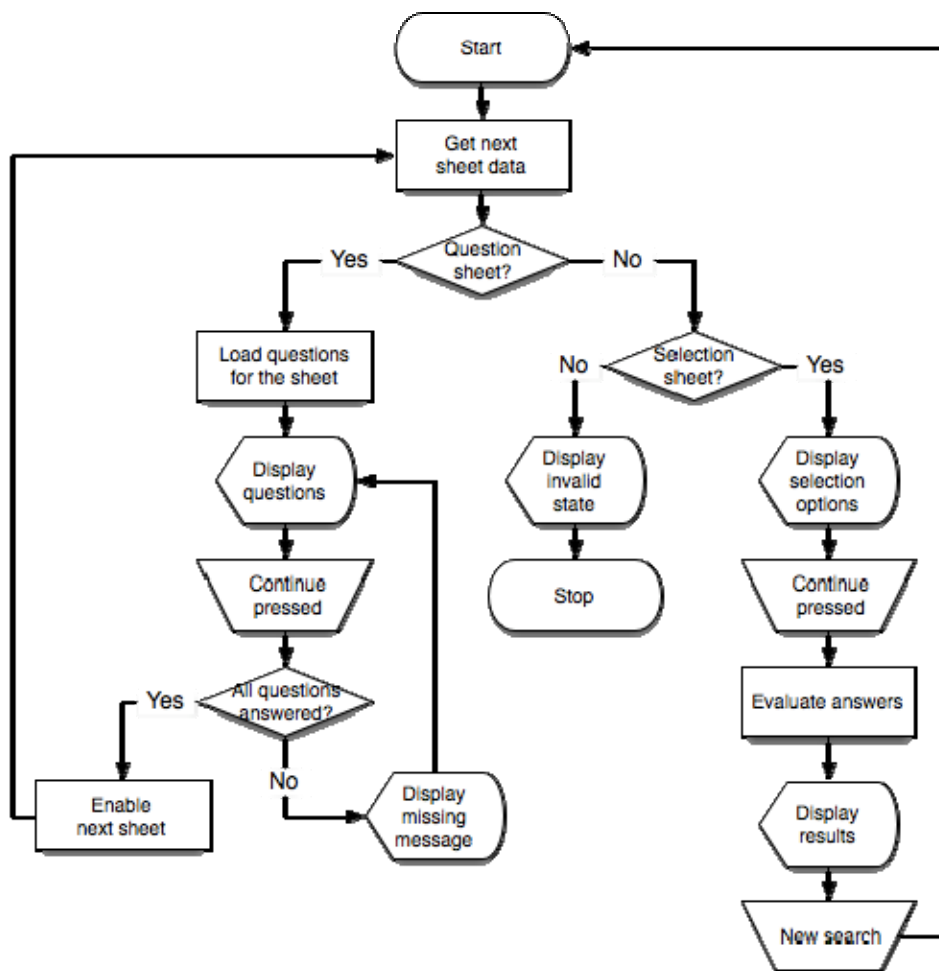


Figure 1: Description of the workflow of the processes in the online tool.

As seen from the workflow image, two navigational UI components are needed (as seen in the images below):

- sheet selection toolbar,



Figure 2: Locked sheets in the navigational toolbar.

- next button.

The next button holds the checking/unlocking functionality, new sheet is not unlocked until this button is pressed and all the constraints attached to it are met.

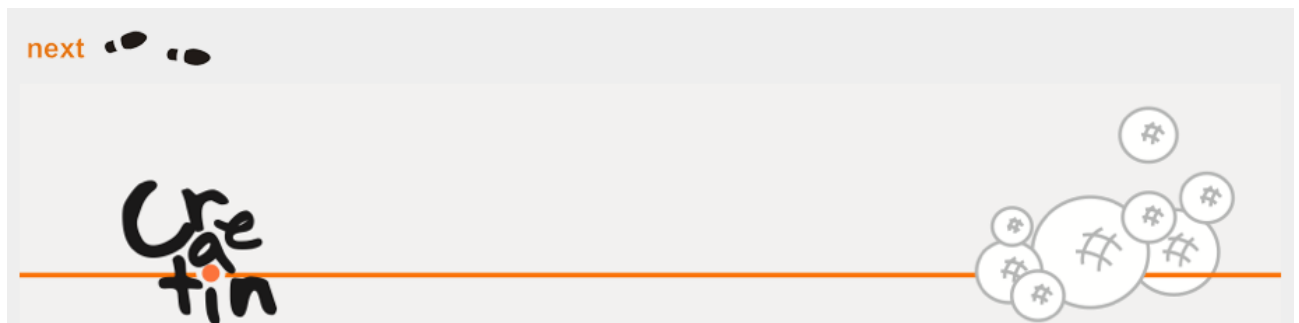


Figure 3: To continue to next sheet, press "next" link ...

There are two sets of questions, one concerning the organizational structure and resources that are available for creativity within the company, and the second one concerning what techniques are used in the process already.

Number of employees

0-5

6-15

16-25

26-50

51-250

Number of employees dedicated to creativity and innovation processes

None

One

Very few

A good amount

A large part of the company

All the teams are involved in the creativity process in your organization

Fully disagree

Partially disagree

Neither agree nor disagree

Figure 4: An example of the questions that need to be answered.

When questions are answered, selection sheet comes to play. In this section, the desired types of techniques are selected. The types of techniques range from idea generation to

Problem definition

Idea selection

Idea Generation

Idea implementation


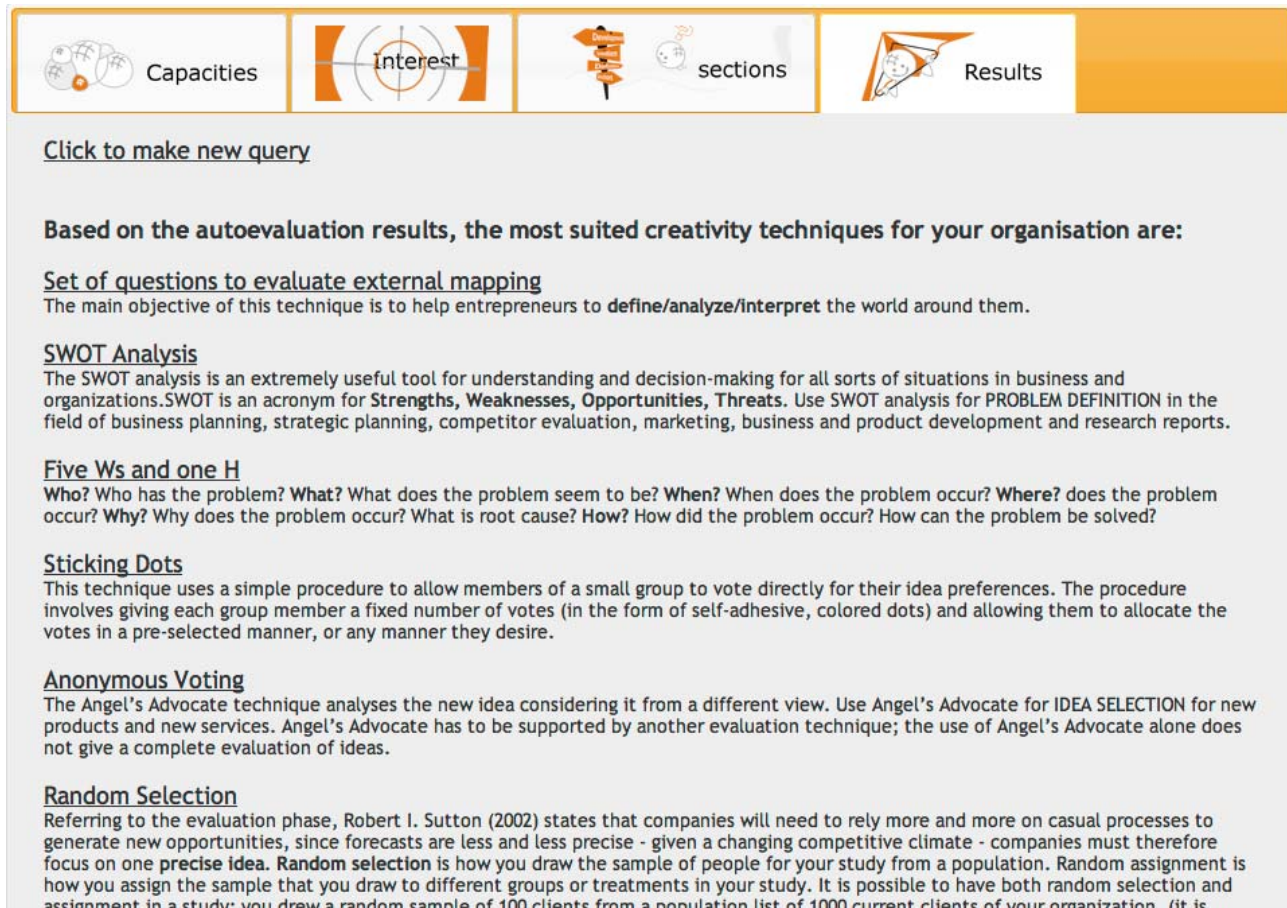
next 

Figure 5: Selection of different types of techniques.

idea implementation.

At last, the results are shown. Each result has two parts:

- a link to the PDF which holds the detailed description and implementation plan of the technique,
- a short description of the technique.



[Click to make new query](#)

Based on the autoevaluation results, the most suited creativity techniques for your organisation are:

Set of questions to evaluate external mapping
The main objective of this technique is to help entrepreneurs to **define/analyze/interpret** the world around them.

SWOT Analysis
The SWOT analysis is an extremely useful tool for understanding and decision-making for all sorts of situations in business and organizations. SWOT is an acronym for **Strengths, Weaknesses, Opportunities, Threats**. Use SWOT analysis for **PROBLEM DEFINITION** in the field of business planning, strategic planning, competitor evaluation, marketing, business and product development and research reports.

Five Ws and one H
Who? Who has the problem? **What?** What does the problem seem to be? **When?** When does the problem occur? **Where?** does the problem occur? **Why?** Why does the problem occur? What is root cause? **How?** How did the problem occur? How can the problem be solved?

Sticking Dots
This technique uses a simple procedure to allow members of a small group to vote directly for their idea preferences. The procedure involves giving each group member a fixed number of votes (in the form of self-adhesive, colored dots) and allowing them to allocate the votes in a pre-selected manner, or any manner they desire.

Anonymous Voting
The Angel's Advocate technique analyses the new idea considering it from a different view. Use Angel's Advocate for **IDEA SELECTION** for new products and new services. Angel's Advocate has to be supported by another evaluation technique; the use of Angel's Advocate alone does not give a complete evaluation of ideas.

Random Selection
Referring to the evaluation phase, Robert I. Sutton (2002) states that companies will need to rely more and more on casual processes to generate new opportunities, since forecasts are less and less precise - given a changing competitive climate - companies must therefore focus on one **precise idea**. **Random selection** is how you draw the sample of people for your study from a population. Random assignment is how you assign the sample that you draw to different groups or treatments in your study. It is possible to have both random selection and assignment in a study: you drew a random sample of 100 clients from a population list of 1000 current clients of your organization. (it is

Figure 6: An example of proposed techniques after the evaluation of the given answers.

New selection can be made either by using navigational sheet toolbar or by clicking on the "Click to make new query" link. When changing the answers and selections, after using the "Results" tab in the toolbar, new evaluation is done and the content of the results list adopted accordingly.

APPENDIX A – CODIFICATION OF DELIVERABLES

Note: You have to number the appendix manually: Appendix A, Appendix B, Appendix C, etc.

<i>Workpackage</i>	<i>Deliverable number</i>	<i>Deliverable name</i>
<i>Workpackage 1</i>	R1	Management and Procedure Manual Anex: Project Template
	R2	Project Management Tool
<i>Workpackage 2</i>	R3	Methodological Framework
<i>Workpackage 3</i>	R4	Analysis Report
<i>Workpackage 4</i>	R5	Creativity Techniques Map
	R6	Information Representation Standard
<i>Workpackage 5</i>	R7	Set of Materials
	R8	Training Materials
<i>Workpackage 6</i>	R9	Creating Self Learning System
	R10	Manual for the system
<i>Workpackage 7</i>	R11	Methodology for validation
	R12	Validation Report
<i>Workpackage 8</i>	R13	Methodology for the creation of awareness raising seminars & seminars
<i>Workpackage 9</i>	R14	Dissemination Plan
	R15	Newsletter
	R16	Leaflet
	R17	Website of the project
	R18	Exploitation Plan
	R19	Press Folder