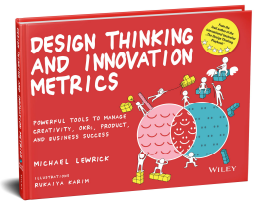
Project:
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Version & Date:

5Ps CREATIVITY CANVAS



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Quick guide: The canvas addresses important aspects for measuring creativity. Best applied by asking the appropriate questions for reflection activities related to the diverging and converging design phases. The objective is to document all elements at a glance for measuring and shaping the creative innovation engine. The results might be used for the development of capability-building programs.

More tips & tricks on book page: 209

Persuasion

Networks & Communities
Who are the people who can support the creative pursuit?

Social Environment
What social environment is needed for creative work?

Collaboration
What does the collaboration look like?

Process

Problem
Is there a problem worth solving, and if so, what exactly is the problem? Why should it be solved?

Insights
How is the emergence of insights supported and shared? How are interruptions and re-framing applied?

Ideation
Which thinking tools are applied to develop new approaches? Which techniques are appropriate, and how can they be trained?

Exploration
How radical should a potential solution be, and what influence should it have on a domain?
To what extent do questions, thoughts, and design activities influence the domain?

Person/Team

Curiosity
What is the basis of curiosity and why? How can teams be curious more often and/or increase the chances of unforeseen situations?

Purpose
What are the real drivers and motivators, and why? What is the inner core that is being expressed?

Knowledge
What knowledge and skills are needed to achieve a particular creative goal? How can certain skills and abilities be built up?

Reflection
How can creative action be reflected upon and learned from? How can parts of the creative process be planned?

Product

Success
What does success look like at the project, team, and behavioral-change level? What outcome is good enough to achieve?

Quality/Quantity
How is the quality of creative performance evaluated? How many functions and experiences from the requirements have been implemented?

Usefulness
How useful is the service, product, or experience from the perspective of the customer/reviewers? How close is the emotional bond of the customer/user?

Novelty
How new is the product to the customer and the market? How radically different is the solution from existing solutions?

Place

Mindset
What are the characteristics and perspectives that promote or hinder creativity?

Resources
Which resources are needed, and which are available?

Room
What does the physical, hybrid or virtual work environment look like to accomplish the tasks?

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