Are you creative?  

people who believe they are creative, **are**  
people who don’t, **aren’t**
if you think you can do a thing or think you can’t do a thing, either way you’re right.

Henry Ford, 1863-1947
founder of Ford Motor Company, father of modern mass production
best way to have a good idea is to have lots of ideas

Linus Pauling
Chemist, Nobel prize winner, Nobel peace prize
1901-1994

The nature of chemical bonds
timesheets!
<table>
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<th>INFORMATION</th>
<th>SCHEDULE</th>
<th>TEAMS</th>
<th>TEAM MANUAL</th>
<th>PROJECT INFO</th>
<th>RESOURCES</th>
<th>GALLERY</th>
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<td>Key dates</td>
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<td>Team roles</td>
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</table>

And the theme is... **HELLO**! See the reveal and dance mix. Please review the project brief and Hello! association map.

Lecture 3 slides, Slack tutorial slides and updated sketching tutorials page

- **team meetings**

Before your team meeting: Please prepare your ideation deliverable, and review the team meeting notes and team roles.

A (Shockingly) Short History of ‘Hello’

A climate change rap
Time Entry

Start Date
09/14/2021

Start Time
06:30 PM

End Time
07:15 PM

Time Elapsed
00h 45m

Description of what you did

Observed users in the park

Tap all tags that describe what you did

identifying design problems

Current Time: 9:17 pm
Click to start timer
team!
team!

a group that is interdependent!
shared values

- clear performance goals
- complementary skills
- communication
- mutual accountability
- meaningful purpose
- well-defined work approach
setting you team up for success

tutorial Thursday 7-8 PM

communication
shared values

- clear performance goals
- complementary skills
- communication
- mutual accountability
- meaningful purpose
- well-defined work approach
running meetings primer

meeting ≠ chillaxin in a room around a big table
shared values

- clear performance goals
- complementary skills
- communication
- mutual accountability
- meaningful purpose
- well-defined work approach
mutual accountability
shared values

- clear performance goals
- complementary skills
- communication
- mutual accountability
- meaningful purpose
- well-defined work approach
team

challenge #1

idea fair
challenge #2

teamwork role playing and problem solving
challenge #3

secondary research
it’s a mini quiz!

write your name on the top of your index card

list 2 factors **positively** correlated with successful product development teams

list 2 factors **negatively** correlated with successful product development teams
it’s a mini quiz!

list 4 individual creativity strategies
list 4 individual creativity strategies

- Sarah Hoffman
- Sophia Cheung
- Lila Wine
- Amber Bick
- Kevin Lu
- Collin Renae
- Chibuzor Eduzor
- Suchang Chen
list 4 individual creativity strategies

- look for the next right answer
- look from multiple viewpoints
- defer all judgements
- challenge assumptions
- other sensible strategies
- less sensible strategies

Sarah Hoffman
Sophia Cheung
Lila Wine
Amber Bick
Kevin Lu
Collin Renae
Chibuzor Eduzor
Suchang Chen
challenge #3

secondary research
secondary research

treasure hunt!
problem statement

where will we find the answers?

how should we submit the answers?

when is this due?

who can I ask for help?
Problem statement

You need good information to identify, choose and develop your product.

Information on products or devices associated with "Hello"

Market information (trends, competition, customers, etc.)

The "hidden" web, not...
where will we find answers?
the 2.009 libraries course page resource
where will we find answers?

the 2.009 libraries course page resource
where will we find answers?

the 2.009 libraries course page resource

http://libraries.mit.edu/2.009

you may use other resources, but teams using the library-recommended resources will score higher
where will we find answers?

the 2.009 libraries course page resource

http://libraries.mit.edu/2.009

you may use other resources, but teams using the library-recommended resources will score higher
how should we submit our answers?

one answer sheet per section, word or pdf
include your section name on the sheet
include the question with your answers
citations are required

guidelines are in the instruction packet
how should we submit our answers?

*dropbox on website*
when is this due?

noon Thursday
who can I ask for help?

4 librarians in class today!
who can I ask for help?
4 librarians in class today!
who can I ask for help?

4 librarians in class today!

ask us! (librarians via email, http://libraries/ask)

staff at any library

Nicholas Albaugh
(Barker today only, nalbaugh@mit.edu)

Elizabeth Soergel
(Barker today only, esoergel@mit.edu)
getting started!

distribute your instruction packets
read the instructions
delegate tasks and decide how to coordinate
(slack, team mail list e.g. 2009blueA)
use the help!
there will be prizes

good luck!