

Idea Creation Method Based on Memory

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Abstract. The purpose of this study is to discover an idea creation method for designers based on memory. This poster focuses on how to use memories to produce new ideas. The author did the workshops based on two previous design works. Then, she proposes the approach that uses memories for designer to produce the idea. There are two different backgrounds in this study. The one is the state that the user enjoys using the tool. Secondly, there is a reason why designers tend to use the memory to produce new ideas. Brown, R., & Kulik, J. indicated on the paper "Flashbulb memories" the event that strong emotional feelings continue to keep the memory. The author believes idea creative method based on memory helps designers to create various ideas. This research refers to the result of the research that two professors previously did. One is "Photo diary and photo essay" which is a methodology created by the Professor of the first author. Another one is "Changing Personal Memories to Group Memories: Study of a Workshop on the Expression of Personal Memories" that Prof. Nojima at Seijo University is researching. "Photo diary and photo essay" is the methodology for the designer and the developer to be the approach to obtain user information, and to conceive the idea. The photograph is used for this approach. Prof. Nojima's research is based on a study about the method of managing memories by a technological approach. The author is starting this research from the experience of the workshop done by these two previous works to visualize memories.

Keywords: memory, workshop, method for designer, idea creation.

1 Introduction

The purpose of this study is to discover an idea creation method for designers based on memory. This poster focuses on how to use memories to produce new ideas. The author did the workshops based on two previous design works. Then, she proposes the approach that uses memories for designer to produce the idea.

2 Background

There are two different backgrounds in this study. The one is the state that the user enjoys using the tool. Secondly, there is a reason why designers tend to use the

memory to produce new ideas. Brown, R., & Kulik, J. indicated in the paper "Flashbulb memories" that strong emotional feelings continue to keep the memory. The author believes idea creative method based on memory helps designers to create various ideas.

3 Previous Work

This research refers to the results of the research that two professors previously did. One is "Photo diary and photo essay" which is a methodology created by the Professor of the first author. Another one is "Changing Personal Memories to Group Memories: Study of a Workshop on the Expression of Personal Memories" that Prof. Nojima at Seijo University is researching. "Photo diary and photo essay" is a user requirements collection and analysis methodology, which can assist designers and developers conceive new idea. Photograph is used for this approach.

Prof. Nojima's research is based on a study about the method of managing memories through a technological approach. The author is starting this research from the experience of the workshop done by these two previous works to visualize memories.

4 Workshop (1)

The purpose of the 1st workshop is to make memories visible. First of all, the participant prepares a slip of paper according to age. Then the participant writes the music that remains in memories, a piece for each year as shown in Fig. 1, arranges the notes chronologically (Fig. 2), and present them (Fig. 3).

The following two opinions were obtained in this workshop:

- The participants cannot recall memories if there is no stimulus to recall.
- The participants had been doing an interesting conversation when they worked than the announced time

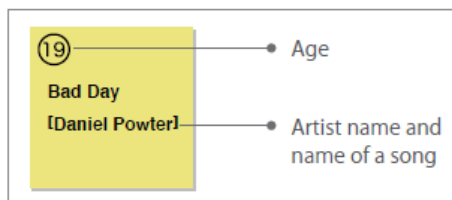


Fig. 1. He writes the age when he listened that song, the song name and the artist name

	'99	'00	'01	'02	'03	'04
A						
B						
C						



Fig. 2. The slip of paper that arranged as a chronology



Fig. 3. Their presentation

5 Workshop (2)

The 2nd workshop was planned and held based on the first. Some improvements were included in the workshop:

- The chance that the participants recall memories is increased.
- The time of which the participants take notes is increased.

This workshop followed the process below.

The participants write on a card the games they were playing when they were children (Fig. 4). Next, the speaker announces the content of which they took notes. The participant should write the following thing on the card.

1. Name of play.
2. Place where it was played.
3. With whom did you play?
4. Illustration of how to play.
5. Explanation of how to play.

Some opinions were obtained even in the workshop of the second times.

- It is easy for the participant to recall as the stimulus to recall is provided to the participant through questions.
- The participant doesn't talk so much because they are busy drawing the illustration.
- When the content of the card is announced, the participant explains aiming at the chairperson.



Fig. 4. Card to write how they were playing when they are children



Fig. 5. Their appearances when writing it on card

6 Important Aspects of the Workshop

Based on the result of the workshop, the author proposed necessary improvements for the workshop to make memories more visible.

1. The participants should talk mutually and actively.
2. The participants should write the memo the thing noticed while recalling memories.
3. The participants and the facilitator should dig the opinion down with an interesting opinion.

After this proposal, the author designed the third workshop.

7 Workshop (3)

The 3rd workshop not only recalled memories but also showed the idea by using the recalled event in this workshop. The participant is a member of the project team that

designs concerning music. The member recalled memories concerning each theme to be designed, and conceived the idea in this workshop. The feature of this workshop is a thing of not using the format that becomes complete. The form that the participant referred to one of the memories was adopted for the question that the chairperson had prepared beforehand.

The chairperson is preparing a different question for each participant. The respondent answers the question that the chairperson did in oral. The idea is shown there, and all participants including the respondent take notes for the respondent. The participant announces putting the memo together at the end.

They present the respondent the memo.

The respondent conceives the idea based on the memo.

The author thought in this workshop as follows.

- The form that the chairperson questions the participant according to the theme is a method good to recall memories as understood from the appearance where the participant's conversation increases.
- It is necessary to make establish rules regarding the questions that the chairperson makes to a participant. This result shows that effects proposed design approach based on memory was evaluated.

8 Summary

The author wants to improve the workshop based on the results that have been obtained from each workshop. Moreover, she plans to evaluate this method.