Product creativity assessment of innovations: considering the creative process
(20/02/2019)

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Creativity is a critical component that feeds into all stages of innovation and design processes by promoting inspiration, ideation, and implementation of ideas, revealing the need for thorough research to support design creativity. Assessment of product creativity is a reoccurring topic in creativity research, while the role of consumer’s knowledge of the creative process behind the product is fairly unexplored. In this paper, we present an empirical study investigating whether providing information about a complex development process could amplify consumer’s perception of product creativity. Does storytelling about the process contribute to amplifying creativity ratings? What form of storytelling is needed to make an impact? Results from 134 respondents showed a small but not significant amplifying effect from the additional process information; however, an important learning can be drawn about the form of storytelling needed. An absolute minimal form was chosen here, displaying the need for investigating other, more elaborate forms. Additionally, the analysis showed that creativity was an important driver for the assessment of other product attributes such as purchasability, portraying the importance of design creativity and underlining the importance of further investigating the role of creative process information in amplifying consumer’s perception of creativity in products.

General information
State: Published
Organisations: Department of Management Engineering, Technology and Innovation Management, Copenhagen Business School
Contributors: Valgeirsdóttir, D., Onarheim, B., Gabrielsen, G.
Pages: 95–106
Publication date: 2015
Peer-reviewed: Yes

Publication information
Journal: International Journal of Design Creativity and Innovation
Volume: 3
Issue number: 2
ISSN (Print): 2165-0349
Ratings:
Web of Science (2019): Indexed yes
Web of Science (2018): Indexed yes
Scopus rating (2017): CiteScore 1 SJR 0.213 SNIP 1.128
Web of Science (2017): Indexed yes
Scopus rating (2016): SJR 0.509 SNIP 0.875
Scopus rating (2015): SJR 0.468 SNIP 0.999
Scopus rating (2014): SJR 0.433 SNIP 0.432
Original language: English
Keywords: Creativity, Creative process, Creative assessment, Innovation process, Design Process, Innovation , Storytelling
DOIs:
10.1080/21650349.2014.954626
Source: PublicationPreSubmission
Source-ID: 114416443
Research output: Research - peer-review › Journal article – Annual report year: 2015