

Chapter 13

Creativity Processes Applied to the Innovation Management of a Digital Showroom for Cars

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ABSTRACT

The COVID-19 pandemic has profoundly impacted the Brazilian service sector. With the health crisis, challenges and changes in the business models of car dealerships are also intensified. Creativity is discussed by several conceptual approaches. From the point of view of neuroscience, it is a response to the human need of solving problems. It is within this premise that the present work aims to enhance value proposition for a business model centered on automobile e-commerce. This purpose unfolds in an exploratory research on approaches, methodologies, and tools of creativity, as well as the application of Cristiano Alves's creative framework in this business model. The analysis of the results signals improvements in solutions for car e-commerce. With this, it is concluded that collective creativity is efficient in the discovery of potentially innovative ideas.

INTRODUCTION

The advent of the health crisis of the new coronavirus has impacted world economy. Even the historically resilient Brazilian service sector showed an unprecedented 11.7% decline in income generation,

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compared to the Covid-19 pandemic, which make up the country's GDP of 11.9% in the first two quarters of 2020 (Brazilian Institute of Economics [IBRE], 2020). In this direction, Brazilian vehicle sales in the first quarter recorded a 27% decline (Infomoney, 2020). The prospects for recovery from this crisis are dominated by uncertainty and heterogeneity in sectoral performance (IBRE, 2020), bequeathing the certainty of the demand for the development of solutions.

In fact, the most basic need to be a modern knowledge-producing society are educated individuals equipped with critical and creative thinking skills who make new inventions and discoveries and would like to initiate social change (Durnalı, Orakcı, & Aktan, 2019; Orakcı, Durnalı and Aktan, 2019; Orakcı, 2020). In this context, creativity is discussed by several conceptual approaches. From the point of view of neuroscience, it is a response to the human need of solving problems. (Kandel et al., 2014). In this direction, in the creation of new ideas in business projects for the development of mobile applications, the collective through framework enables the diversity of opinions and customization, according to the needs of the projects. According to Lévy (2003), Collective Intelligence is disseminated, valued, supervised in real time, which derives effective association of its know-how.

Searching before purchasing a car has always been common among consumers. According to the National Confederation of Shopkeepers (2019), 97% of internet users search for information online before buying in physical stores. With the measures of social isolation and other consequences resulting from the Covid-19 pandemic, consumers not only research, but also buy virtually (National Federation of Motor Vehicle Distribution [FENABRAVE], 2019).

It is believed that the main reason a buyer visits a store is the search for information and experiences that contribute to decision-making. Solomon (2016) states that every purchase decision is an attempt to solve a problem, but being different needs, they require different efforts as well. It is difficult to apply a standard analysis to the complex consumer behavior.

Within this premise, how could creativity help the development of innovative solutions for car e-commerce? This question will be used to prove the following hypotheses regarding the benefits of generating ideas by creative processes in collectivity: (i) collective creativity can generate more diverse and achievable ideas; (ii) scientifically undertaking an application for automotive e-commerce will contribute to more assertive decisions; (iii) the purchase research would become more comfortable and faster optimizing the time of consumers, since the application can also identify other technological deficiencies in this field.

Thus, this study aims to investigate how collective creativity can be a conductor of new ideas, using the Creative Framework developed by designer Cristiano Alves of the Federal University of Santa Catarina, an element of interaction to increase creativity and new ideas, from its application to a business model aimed at the car sales sector.

BACKGROUND

Creativity, Creation of Ideas and Innovation

Concept of Creativity

In the conceptual search, the difficulty to establish an exact definition of the term 'creativity' is evident due to its multifaceted nature that distances itself from the idea of being only remarkable or defined

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