



Below is a test closely modeled on J.P. Guilford's original creativity test framework. The test consists of 15 tasks that measure creativity across four key dimensions: **novelty**, **appropriateness**, **idea frequency**, and **idea fluency**. These tasks require participants to generate ideas or solutions and are designed to be administered individually.

Guilford-Style Creativity Test

Instructions:

You will be presented with a series of tasks designed to assess your creative thinking abilities. Each task is timed. You are encouraged to generate as many ideas as possible, focusing on originality (novelty), practical value (appropriateness), and variety (fluency and frequency). Each task should be completed within the designated time limit.

Task 1: Unusual Uses for a Common Object

Time: 5 minutes

Objective: List as many unusual uses as you can for a **brick**. Try to think of as many different, novel, and practical uses as possible.

- This task measures **idea fluency** (number of responses) and **idea novelty** (how unique the responses are).

Task 2: Product Improvement

Time: 5 minutes

Objective: You are given the task of improving a **toothbrush**. List as many innovative ways as possible to enhance or redesign the toothbrush for better functionality.

- This task measures **novelty** (new ideas for the design) and **appropriateness** (how practical or feasible the improvements are).
-

Task 3: Consequences Task

Time: 4 minutes

Objective: Imagine that **humans could fly**. List as many possible consequences of this as you can. Consider social, environmental, and economic impacts.

- This task evaluates **idea fluency** and **idea appropriateness** (logical and reasonable outcomes).
-

Task 4: Alternative Uses for a Paperclip

Time: 4 minutes

Objective: Think of as many different uses for a **paperclip** as you can. The more creative and unusual, the better.

- This task focuses on **idea fluency** and **novelty**.
-

Task 5: Design a New Product

Time: 6 minutes

Objective: Design a **new household tool** that solves a problem or makes an everyday task easier. Describe the tool and its function in as much detail as possible.

- This task measures **novelty** (the uniqueness of the tool) and **appropriateness** (how practical and functional the idea is).
-

Task 6: Incomplete Figure Task

Time: 6 minutes

Objective: You will be presented with several incomplete shapes (e.g., a half-circle, a jagged line, etc.). Using each shape, draw a complete image and describe what it represents.

- This task tests **idea novelty** (how creatively the incomplete figure is transformed) and **idea elaboration** (how detailed the final product is).
-

Task 7: Business Problem Solving

Time: 6 minutes

Objective: Imagine that your business is facing a major issue with **employee motivation**. Generate as many creative strategies as possible to solve this problem, focusing on non-traditional approaches.

- This task measures **novelty** (new strategies) and **appropriateness** (how practical the solutions are).
-

Task 8: Word Association for New Products

Time: 3 minutes

Objective: List as many new products as you can think of that combine the words "**smart**" and "**home**". For example, "smart refrigerator."

- This task measures **idea frequency** (how many new products can be generated) and **novelty** (how original the product ideas are).
-

Task 9: Problem Redefinition

Time: 5 minutes

Objective: You are given a vague problem: "**Traffic is a growing issue in large cities.**" Redefine the problem in as many different ways as you can, each leading to potential solutions (e.g., "Traffic is caused by inefficient public transportation systems" or "The issue is not traffic, but parking.").

- This task focuses on **flexibility** (redefining problems in varied ways) and **fluency** (number of different perspectives).
-

Task 10: New Uses for Technology

Time: 5 minutes

Objective: Imagine that you've been asked to develop a new use for **artificial intelligence** in the medical field. Brainstorm as many applications as possible, with a focus on both creative and practical solutions.

- This task evaluates **novelty** and **appropriateness**.
-

Task 11: Brainstorm New Company Names

Time: 4 minutes

Objective: Create as many unique and catchy names as you can for a new company that sells **eco-friendly products**. Focus on originality and how well the name communicates the company's purpose.

- This task measures **fluency** (how many names are generated) and **novelty** (how creative the names are).

Task 12: Metaphor Generation

Time: 4 minutes

Objective: Create as many metaphors as you can for the following scenario: "**Running a business is like...**" The metaphors should be creative and describe business processes in new ways.

- This task assesses **novelty** and **idea flexibility** (variety of comparisons).

Task 13: Create a New Use for a Basic Shape

Time: 5 minutes

Objective: Given a basic shape, such as a **circle** or **triangle**, list as many innovative and unconventional uses for it in product design as possible.

- This task evaluates **novelty** and **idea frequency**.

Task 14: Scenario-Based Innovation

Time: 6 minutes

Objective: Imagine that you need to create a new product in the **food industry** that helps reduce waste. List as many creative solutions as you can that tackle this problem.

- This task focuses on **novelty** and **appropriateness**.

Task 15: Elaboration Task

Time: 7 minutes

Objective: You are given a simple concept for a new **smartphone app** that connects local businesses with potential customers. Build on this concept, adding details and features that make the app more functional, attractive, and unique.

- This task measures **elaboration** (how well-developed the ideas are) and **appropriateness** (feasibility of the features).
-

Scoring Guidelines:

- **Fluency:** Number of ideas generated per task.
- **Novelty:** Uniqueness and originality of the ideas. Compare responses to common or typical answers to gauge originality.
- **Appropriateness:** Practicality and feasibility of the ideas in a real-world context.
- **Elaboration:** Degree to which ideas are developed in detail.

For each task, you can measure **fluency** by counting the number of ideas, and **novelty** by assessing how unique they are compared to common responses. **Appropriateness** can be judged based on the practicality or feasibility of the ideas in context, and **elaboration** looks at how well ideas are fleshed out in detail.

This test simulates Guilford's creativity model while being relevant to modern business and entrepreneurial contexts, providing a robust measure of individual creative intelligence.

