

Lesson 3: Generating Ideas

Purpose: Use these techniques to come up with many ideas for your problem statements.

Four Guidelines for Generating Ideas:

Defer Judgement
Strive for Quantity
Seek Combinations
Freewheel

Activity 1: Brainstorm with Post-Its

Provide each person with a stack of Post-It notes.

(Post-Its make it easy to rearrange and group ideas)

Ask participants to record one idea per Post-It.

Collect the notes and stick them on a wall or board where everyone can see them.

(It helps to have someone leading the brainstorming session to throw out duplicates)

Give everyone time to view the ideas on the wall or board and contribute new ideas that come to mind.

Discuss ideas with your group.

Activity 2: SCAMPER

Prompts the user to play with the features that comprise the problem.

Begin with a problem statement. For example: "How might I make this process paperless?"

Now we SCAMPER!

S = What can I Substitute?

C = What can I Combine?

A = What can we Adapt?

M = What can be Modified, Minimized, Maximized?

P = (Put to Other Uses) How can this be used differently?

E = What can be Eliminated?

R = What can be Rearranged or Reversed?

Did these activities help you think of more ideas?