

Develop original ideas// You need to try out different combinations of ideas.

Idea development

1. Present the ideas that you have so far in a sort of **'brain dump'** in which to deliver a great quantity of ideas.
2. Use the **SCAMPER method** to generate different ideas: Substitute, Combine, Adapt, Modify, Put to other uses, Eliminate, Rearrange. For example, **combine 2 ideas** to create a third one (hybrid) and so on.



Substitute:

Replace a thing, or concept with something else.



Combine:

Unite. What? Who? Ideas? Materials?



Adapt:

Adjust to a new purpose. Re-shape? Tune-up?



Modify:

Change the color, sound, motion form, size. Make it larger, stronger, thicker, higher, longer. Make it smaller, lighter, slower, less frequent, reduce.



Put to another use:

Change when, where, location, time, or how to use it.



Eliminate:

Omit, get rid of, cut out, simplify, weed out...



Reverse:

Change the order, sequence, pattern, layout, plan, scheme, regroup, redistribute