



# IDEAShub

TOOLS FOR CREATIVE IDEAS

## Lesson 4: Incredible Ideas



## By the end of this lesson:

By the end of the lesson, pupils should be able to:

- Overcome challenges with idea generation
- Understand the importance of natural idea generation
- Show an awareness to fixation
- Understand how to develop multiple ideas.

# Challenges with idea generation



Many methods can be very general, or very specific.

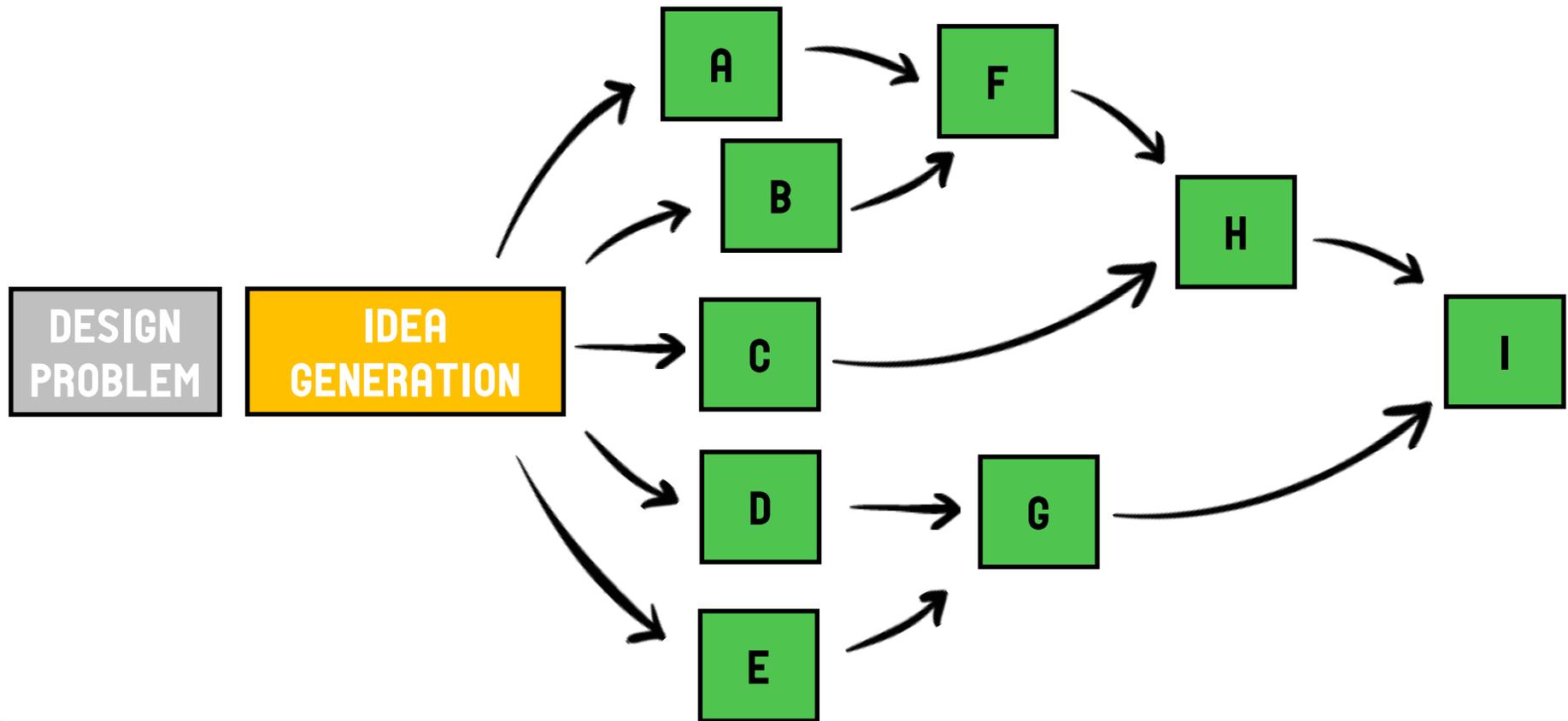
Existing strategies include:

- *Brainstorming*
- *Brainwriting*
- *SCAMPER*
- *Morphological Analysis*
- *Lateral Thinking*
- *TRIZ*
- *Analogical Thinking*
- *Synectics*

# The ideal situation in idea generation



The goal is to have multiple ideas; Joining and improving ideas, working toward a solution to the problem.

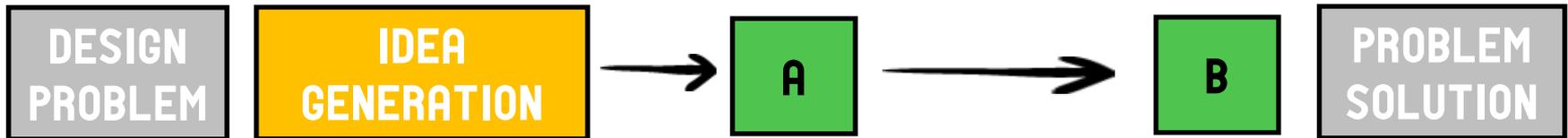


# What often happens in idea generation



We have one idea, and cannot move past this one idea.

Can this one idea be the only solution to the problem?



When you cannot move past your first idea, this is known as **fixation**.

# Fixation



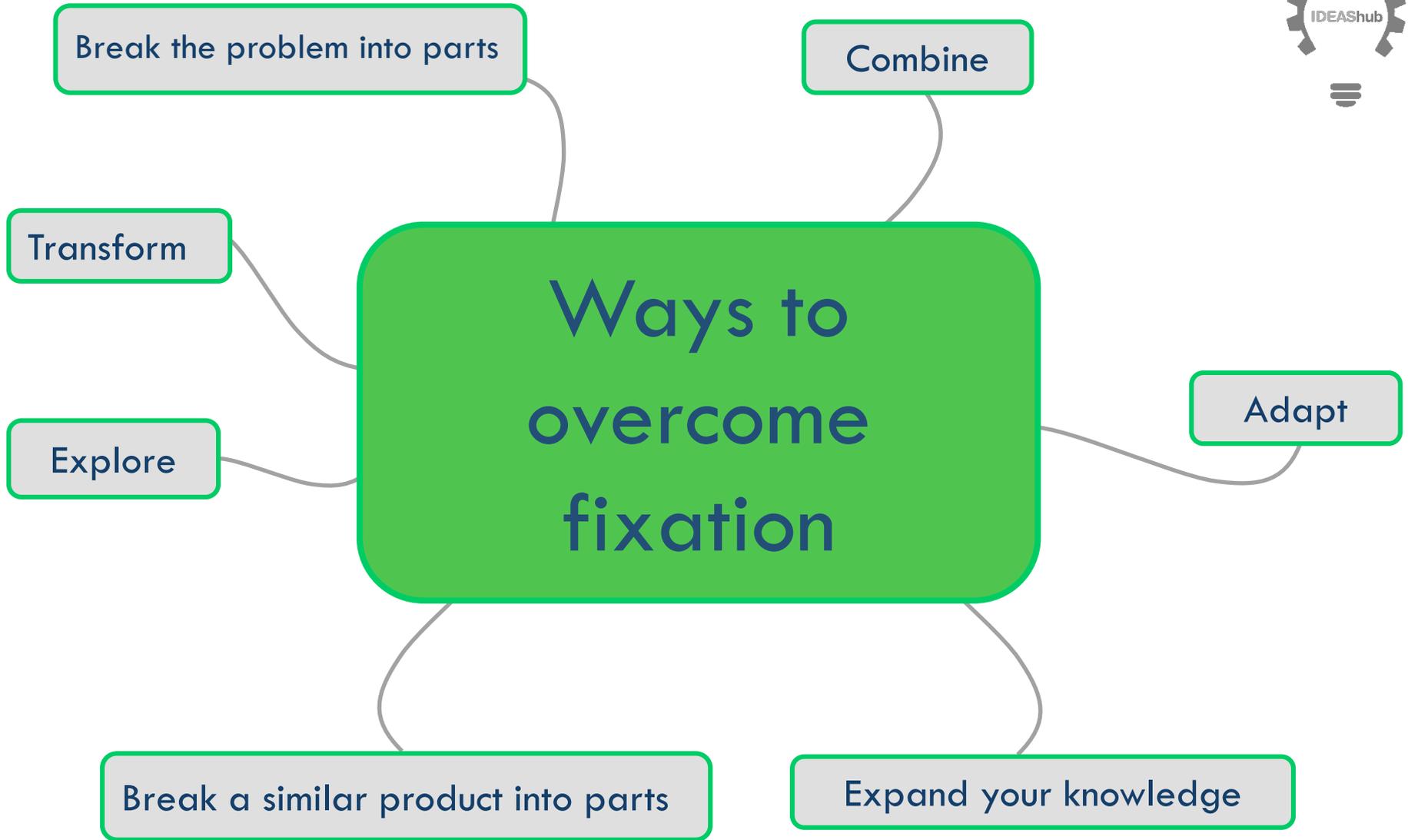
- Fixation is the action or process of *being obsessed with an idea (or person)*.
- You could fixate on:
  - *existing products*
  - *previous experiences*
  - *first idea*
- Fixation limits your ability to come up with many, original, creative or alternative ideas.
- Fixation reduces the chance of a better solution to the problem.



# How to overcome Fixation

- Be aware of fixation
- Taking off the blinkers; look around you for ideas.
- Push yourself to have more than one idea.
- Consider possible ideas from different perspectives.







# Break the problem into parts

## Analysis of the problem via mind map

### Lesson 4: Incredible Ideas



#### Activity 1 – Break the problem into parts - Mind-map analysis

LEGO wants you to design a new toy for children aged between 7 and 12 years of age.  
The toy should be for use by both male and females and should be fun.  
Consider key factors like materials, use and the appearance of the toy.

Shown below are the keywords from the problem statement above. Create a mind map for each of the keywords below. You have approximately 10 minutes.



# Natural Idea Generation Brainstorming



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### Activity 2 – Natural Idea Generation - Brainstorm

LEGO wants you to design a new toy for children aged between 7 and 12 years of age.

The toy should be for use by both male and females and should be fun.

Consider key factors like materials, use and the appearance of the toy.

Using the LEGO problem and the mind-map of keywords you created; Brainstorm ideas. In the space provided, sketch and write about ideas that pop into your head.

It is important to capture the ideas you have in your head, before you look for inspiration elsewhere.

Otherwise you may fixate on existing ideas, rather than your own ideas.

**Strive for quantity**

# Idea Generation with SCAMPER



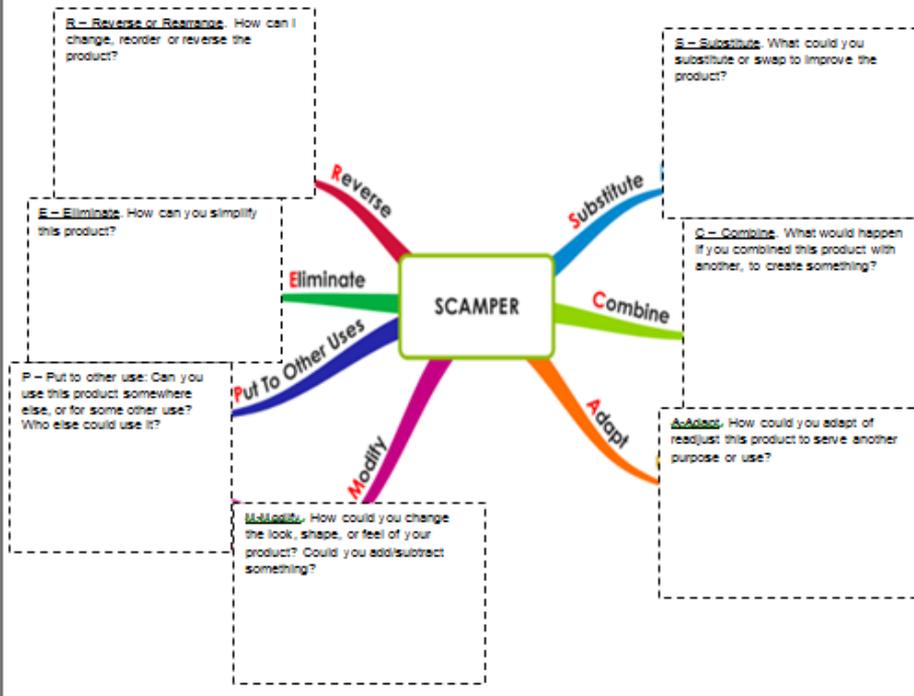
## Lesson 4: Incredible Ideas



### Activity 3 – SCAMPER

LEGO wants you to design a new toy for children aged between 7 and 12 years of age.  
The toy should be for use by both male and females and should be fun.  
Consider key factors like materials, use and the appearance of the toy.

Using the LEGO problem, generate ideas using SCAMPER in the spaces provided.



We all find it difficult to think of multiple ideas.

SCAMPER will help you push your thinking further using simple prompts.

# Recap



- What is fixation?
- How do you overcome fixation?
- What is SCAMPER?