



An Accredited Institution of the University of Westminster (UK)

Seminar 8
Ideating
(SCAMPER and Morphological
Analysis)

Learning Outcomes:

By the end of the session, students will be able to:

- Use SCAMPER and Morphological Analysis to generate ideas
- Apply SCAMPER to improve a potential solution for a real problem

Group work

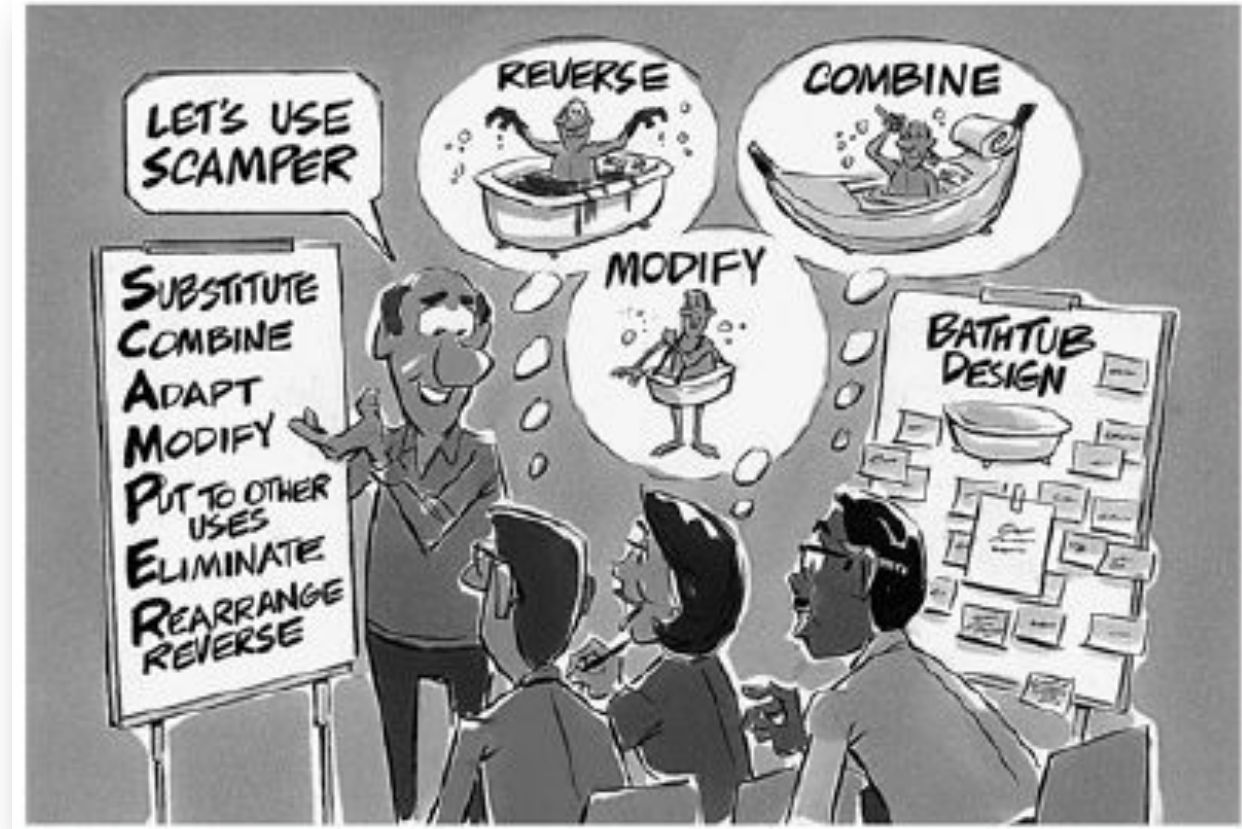
- Work in groups and share your problem statements with each other.
- Choose one problem statement and brainstorm possible solutions using one of the brainstorming methods we learned last session.
- Choose a solution you think will be effective

Answer the questions in groups about the solution you have chosen.

- Who is going to experience the solution?
- Will the solution provided meet the users' needs, in your opinion?
- What improvements can be made to improve your solution?

SCAMPER

SUBSTITUTE
COMBINE
ADAPT
MODIFY
PUT TO OTHER USES
ELIMINATE
REARRANGE/REVERSE



Activity 1

Use SCAMPER technique to generate ideas for one of the problem statements below:

Option 1: How can the WIUT administration organize a place where students can store their belongings and feel satisfied?

Option 2:: How can the managers of WIUT canteen improve its service to satisfy students and staff?

Task: Use SCAMPER to improve the solution you provided in the beginning of the seminar.

Note: You do not have to use all strategies of SCAMPER. You can, for example, use only eliminate and combine.

:
https://www.youtube.com/watch?v=i3njT_ujDuE&t=271s

MORPHOLOGICAL ANALYSIS

‘Educational Toy for Toddlers’

MATERIAL

felt
rubber
plastic
wood
transparent perspex
wool
metal
inflatable plastic
luminescent

WHERE USED

cot
pram
play pen
beach
car
bath
garden
holidays

PURPOSE

alphabet
numbers
shapes
sounds
colours
textures
co-ordination
smell
construction

Group work

A trip for WIUT students

- Look at handout 2.
- Come up with 3-4 parameters and brainstorm ideas as a group.
- Choose one combination and be ready to present your choice.

Discuss

- What are the benefits of using SCAMPER and Morphological analysis in problem solving?

Thank you!