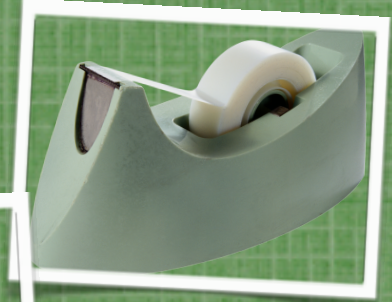
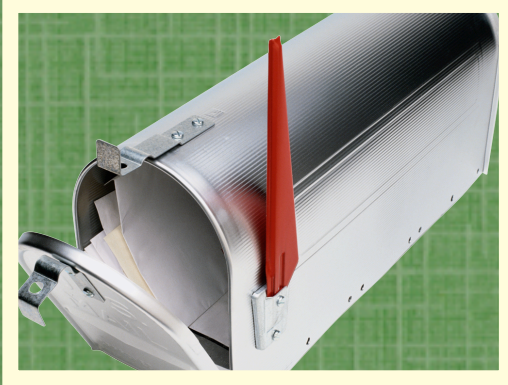


W.O.W.

WOW #3

WORDS OF WISDOM FOR WISCONSIN FPS STUDENTS & COACHES

2012-13



What are the attributes of each of these items, and how might they be modified/combined to form something new?

Morphological Analysis

This involves identifying specific attributes of an object, thinking of variations for those attributes, then mixing and matching for new combinations. **For example, let's think about the attributes of a student desk.**



It has a seat, legs, top, and storage rack. What are some possible variations on the seat? Make it rock, spin, swing, recline; add wheels, padding, cushions, a foot rest. The top could be modified by putting sides on it for privacy, painting it wild colors, turning it into a compartment with a lid (top), adding a built-in calculator, computer, clock or pencil sharpener. How might we change the legs? Add

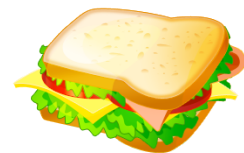
wheels, carpet them, make them wider with storage compartments or mini shelves, make them adjustable. As for the storage rack, we might make it solid so nothing falls through, add walls, enclose it, or eliminate it.

Now mix and match for new combinations. One possibility could include a padded seat on wheels that reclines, wider legs with mini compartments, a top with an inside storage area that has dividers and bookshelves, and a storage rack under the seat that is solid with walls.

Morphological Analysis can be a fun way to come up with all kinds of new and unusual possibilities. Choose any common object, list its attributes,

brainstorm variations on those attributes, and mix and match for new combinations!

How might you invent a new sandwich? Brainstorm new possibilities for each of these attributes: holder, filler, additives, spreads & sauces. Then mix and match for new, unusual possibilities!



Morphological analysis can be a valuable key to unlocking new ideas!