

W.O.W. FACTOR

Words Of Wisdom for FPS Coaches & Students

Finding Solutions – Morphological Matrix

The morphological matrix tool can help you find solutions. The steps to using this tool are:

1. List the attributes of an object or concept
2. Brainstorm variations on those attributes
3. Mix and match for new possibilities

For example, one group of students wanted to create a new sandwich.

1. First they listed the attributes of a sandwich: holders, fillers, add-ons, and spreads/sauces.
2. Then they brainstormed variations on those holders:

Holders	Fillers	Add-ons	Spreads/Sauces
pita bread	peanut butter	olives	horseradish
whole wheat roll	tuna	radishes	Dijon mustard
English muffin	baloney	marshmallows	mayo
rye bread	roast beef	Fritos	honey
onion bagel	meatballs	potato chips	yogurt
banana bread	turkey	chocolate bar	tabasco sauce
zucchini bread	hot dog	popcorn	chocolate syrup
waffles	Italian sausage	apple slices	marshmallow creme
pancakes	bacon	peas	cream cheese
graham crackers	Canadian bacon	candy bar	caramel
big chocolate chip cookie	avocado	ice cream	salsa
lefsa	shrimp	bananas	guacamole
saltines	crab	cole slaw	cranberry sauce
Rice Krispie Bar	pastrami	mushrooms	hollandaise sauce
pizza crust	sloppy Joe	sesame seeds	steak sauce
cranberry bread	egg salad	anchovies	catsup
hamburger bun	scallops	Spaghetti noodles	soy sauce

3. Then they mixed and matched different possibilities:

- Bacon, apple slices and honey on two waffles
- Peanut butter, ice cream and a chocolate bar with caramel between 2 Rice Krispie bars
- Turkey, cole slaw and cranberry sauce on cranberry bread

Thinking of the topic of sleep patterns, suppose you are trying to find solutions to the KVP “help people achieve a better night’s sleep?” Let’s focus on the bed in sleep environment and identify these attributes:

- Frame
- Mattress
- Sheets/Covers
- Pillows

On the worksheet that follows, complete the matrix. Use ideas from your research AND those you create on your own. Remember . . . anything goes! Then mix and match for new possibilities.

Follow-up: List the attributes of a person who has insomnia. How can you vary each of those attributes in a matrix to promote better sleep?

