

MIX AND MATCH - GENERATING TOOL

The Mix and Match tool, sometimes called “morphological analysis,” is a generating tool. It links ideas or attributes together in a random manner to generate numerous and original options. Using this tool, different attributes are generated in a number of columns. By randomly selecting one idea from each column, the team can create hundreds of combinations that may inspire many varied new ideas to research and explore.

To start, get ten slips of paper and number them sequentially from 1 to 10. To use the tool, draw a graph with five columns. The first column lists numbers from 1 to 10. The heading for each of the remaining four columns should be labeled with different categories for which the team wants to generate possibilities.

You can use this tool to help the team generate ideas for the gifts, for example. Use the categories provided. Generate enough ideas to fill the column under each category. Afterward, randomly choose one number for each category by using the number slips. By combining these four choices, your team will have created many new combinations that may help them think if interesting new toys.

Try to revisit this tool as your team faces different problems. Adjust the columns, in number and category.

Colors	Shapes	Ways to Move	Noises	Fun Things it Can Do
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				