Solve the problem by changing it in any way possible…

This is a basic activity. All you have to do is change the nature of the problem given in any way possible, in order to create a new perspective that can lead to other perspectives and ideas. Our objective is to help you generate as many creative ideas as possible.

The problem

Every day you have to cross a heavy traffic road in order to go to work. The city mayor assigns your team to solve the problem!

The procedure

Step one:
Study carefully the problem and the Osborn Question Check List. If you have any question, please use the forum that is created for your group.
Step two:
Each one of you should generate at least one idea of the words on the check list and share your idea with your group.

Step three:
Discus with your group your ideas and create a group proposal
Step four:
Present your group ideas to other groups and discus with them their ideas.

Osborn Question Check List

Alex Osborn was a master at using perspective changes to suggest new ideas. He developed a comprehensive list of simple questions, which can be used either individually or in groups, designed to support creative and divergent thinking. This list is also sometimes referred to as SCAMPER - Substitute, Combine, Adapt, Modify/Magnify/Minify, Put to other uses, Eliminate, Reverse/Rearrange.
You don't have to limit your ideas to those prompted by Osborn's list. The possible changes are limited only by your imagination.

Checklist

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Other uses?	New ways to use as is? Other uses if modified?
Adapt?	What else is like this? What other idea does this suggest? Does past offer parallel? What could I copy? Whom could I emulate?
Modify?	New twist? Change meaning, colour, motion, odour, taste, form, shape? Other changes?
Magnify?	What to add? More time? Greater frequency? Stronger? Higher? Larger? Longer? Thicker? Heavier? Extra value? Plus ingredient? Duplicate? Multiply? Exaggerate?
Minify?	What to subtract? Smaller? Condensed? Miniature? Lower? Shorter? Narrower? Lighter? Omit? Streamline? Split up? Understate? Less frequent?
Substitute?	Who else instead? What else instead? Other ingredient? Other material? Other process? Other power? Other place? Other approach? Other tone of voice? Other time?
Rearrange?	Interchange components? Other pattern? Other layout? Other sequence? Transpose cause and effect? Change place? Change schedule? Earlier? Later?
Reverse?	Transpose positive and negative? How about opposites? Turn it backward, upside down, inside out? Reverse roles? Change shoes? Turn tables? Turn other cheek?
Combine?	How about a blend, an alloy, an assortment, an ensemble? Combine units?

Tips:

- The questions should be taken one at a time, to explore new ways and approaches to the problem.
- In your class, it is useful to write each statement on a card (or on a post-it® note), and randomly select a card when discussing alternative solutions, or paste the questions onto a board and place in the design team's environment. In an online environment use a mind mapping tool.

Tools:

We suggest you to use mind mapping tools in order to create diagrams of relationships between concepts, ideas or other pieces of information. You can alternative use prezi, that can also mind map your ideas.

FreeMind
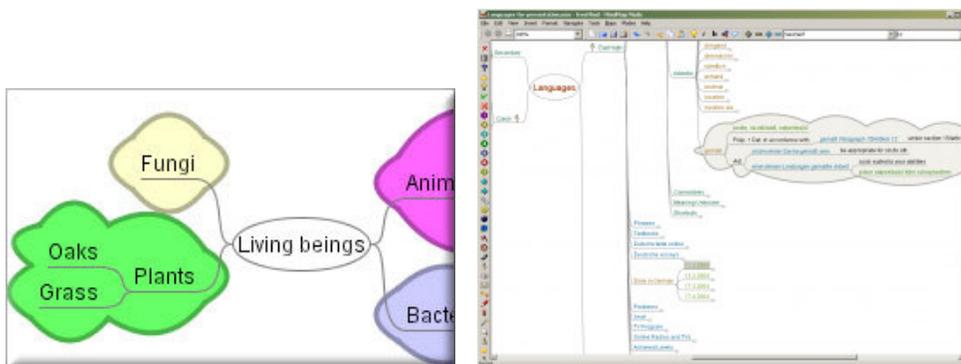
FreeMind is free mind-mapping software written in Java, which allows the user to edit a hierarchical set of ideas around a central concept. The non-linear approach assists in brainstorming new outlines and projects as ideas are added around the mind map.

URL: http://freemind.sourceforge.net/wiki/index.php/Main_Page

iMindMap
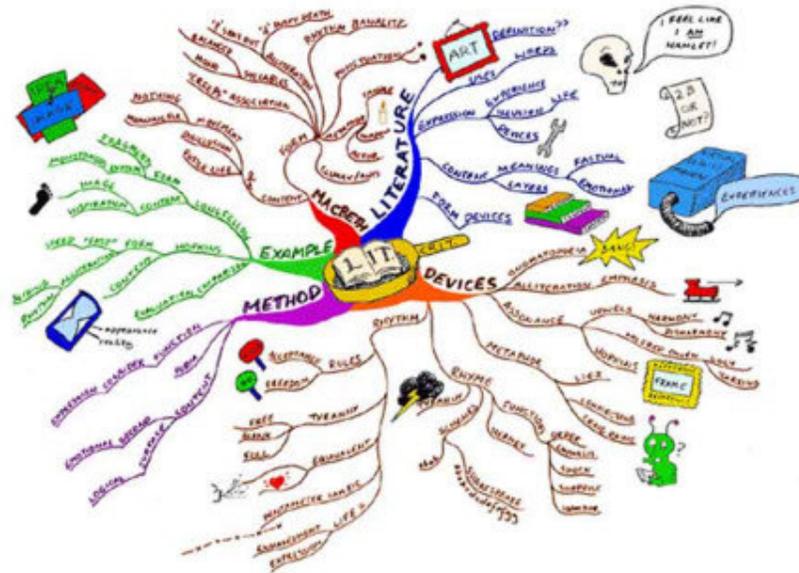
iMindMap is the Mind Mapping software from Tony Buzan. The desktop application uses Mind Mapping methods to create maps for brainstorming, organizing, creative thinking, project management and planning. It is a simple Mind Mapping desktop tool that can be downloaded for free. It is also an online tool with collaboration and cloud storage.

URL: http://www.thinkbuzan.com/intl/
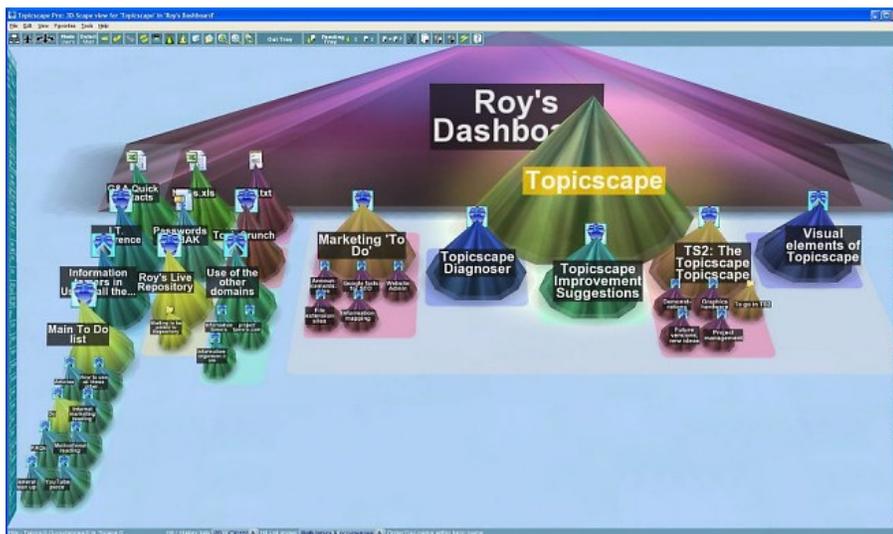
3D Topicscape

3D Topicscape, a software application that provides a template loosely based on mind-mapping or concept mapping. It presents the mind map as a 3D scene where each node is a cone (or pyramid, or variation on such a shape). Nodes are arranged in a way that indicates how they are related in much the same way as a mind map. In addition to its use for information management it is claimed to be suitable as a task manager, and for use in project management.

URL: http://www.topicscape.com/

PersonalBrain

PersonalBrain applies visualization to your information, creating a digital map similar to paper-based mind maps you may be familiar with. PersonalBrain can be used as a new mind mapping and brainstorming application when your current mind map runs out of space. You can import your mind map into PersonalBrain and keep growing it. Also, you can also use PersonalBrain to store existing mind maps, interrelate them, and launch them from your Brain.
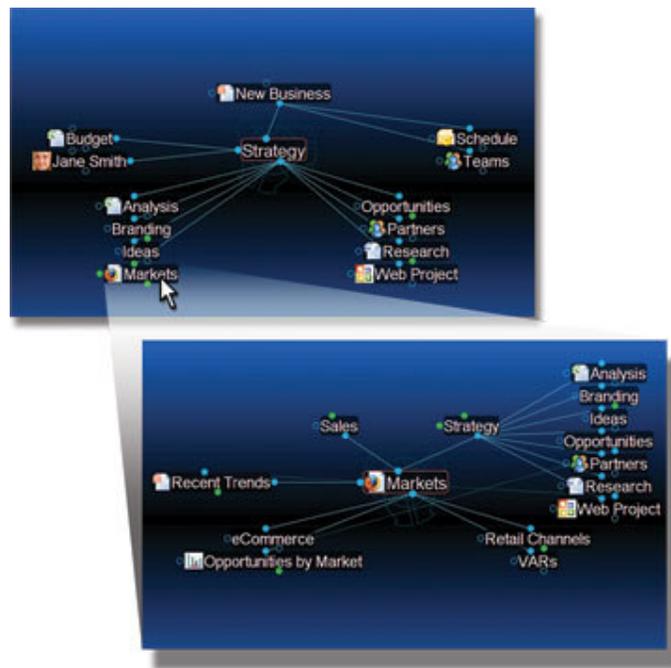
Prezi
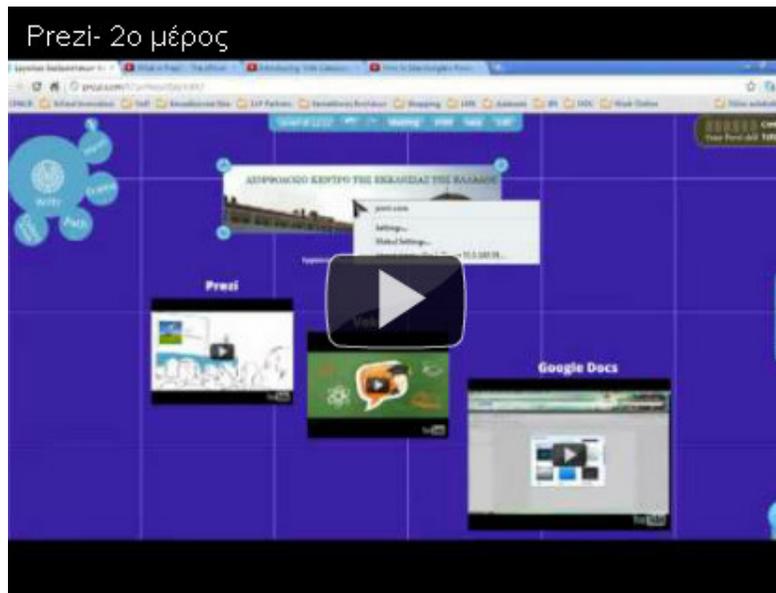
Prezi is a cloud-based (SaaS) presentation software and storytelling tool for exploring and sharing ideas upon a virtual canvas. Prezi is used as platform for bridging linear and non-linear information, and as a tool for both for free-form brainstorming and structured presentation. Text, images, videos and other presentation media are placed upon the canvas, and can be grouped together in frames.

URL: http://prezi.com/