

## Ideation and Design: Generating Innovative Ideas

**Objective:** To help students learn and apply techniques for generating ideas, including Mind mapping, Starbursting, and SCAMPER.

### Instructions:

Identify a new product/service idea and start working on the activity.

- Mind Mapping:
  - Students should think about the following:
    - Central idea: What is the main problem or opportunity that the product or service addresses?
    - Branches: What are the different features, functionalities, or benefits of the product or service?
    - Sub-branches: What are the specific details or attributes of each feature, functionality, or benefit?
  - Finalize your mind maps
  
- Starbursting:
  - Students to think about the following:
    - Central idea: What is the main problem or opportunity that the product or service addresses?
    - Spokes: What are the different features, functionalities, or benefits of the product or service?
    - Rays: What are the specific details or attributes of each feature, functionality, or benefit?
  - Finalize your Starbursting diagrams.

- SCAMPER:
  - Students should think about the following:
    - Substitute: What can be substituted in the product or service to make it better or different?
    - Combine: What can be combined with the product or service to make it better or different?
    - Adapt: What can be adapted from another product or service to make it better or different?
    - Modify: What can be modified in the product or service to make it better or different?
    - Put to Another Use: What else can the product or service be used for?
    - Eliminate: What can be eliminated from the product or service to make it better or different?
    - Rearrange: What can be rearranged in the product or service to make it better or different?
  - Finalize your SCAMPER templates

Please submit a one version PDF file to LMS.