

Lesson 5

Techniques in Generating Ideas

CS 411
Thesis 1



Good ideas come out of inspiration, perspiration and techniques.



Some of the commonly used techniques in generating ideas are the following:

- ☐ Attribute listing
- ☐ Forced relationship
- ☐ Morphological analysis
- ☐ Need/problem identification
- ☐ Brainstorming
- ☐ Synectic



1. Attribute Listing

Attribute Listing is an analytical approach to recognize new forms of a system or product by identifying/recognizing areas of improvement.

2. Force Relationship

Force Relationship is an easy technique involving the joining of totally different ideas to come up with a fresh idea.



3. Need/problem Identification

The characteristics and features are already existing, but we are still looking for something. *Need and problem* can be identified through observation, survey, interview, customer complaints, among others.

4. Morphological Analysis

Morphological Analysis has to do with recognizing the structural aspects of a problem and studying the relationships among them.

5. Brainstorming

Brainstorming is a process that involves engendering a huge number of solutions for a specific problem (idea) with emphasis being on the number of ideas. In the course of brainstorming, there is no assessment of ideas. So, people can speak out their ideas freely without fear of criticism.



6. Synectic

Synectic is a creative idea generation and problem-solving technique that arouses thought processes that the subject may not be aware of. It is a manner of approaching problem-solving and creativity in a rational manner.