Creativity
NPD Module
Marketing Management

Methods from MindTools
- Reversal
- SCAMPER
- Attribute listing
- Brainstorming
- Reframing matrix
- Concept fan
- Provocation
- Do It
- Simplex

SCAMPER
- S - Substitute - components, materials, people
- C - Combine - mix, combine with other assemblies or services, integrate
- A - Adapt - alter, change function, use part of another element
- M - Modify - increase or reduce in scale, change shape, modify attributes (e.g. colour)
- P - Put to another use
- E - Eliminate - remove elements, simplify, reduce to core functionality
- R - Reverse - turn inside out or upside down

Attribute listing
- Toy airplane example
- ID the attributes
- ID variations
- Find interesting combinations
Reframing Matrix
Pick unique perspectives to explore, e.g.
- Product perspective
- Planning perspective
- Potential perspective
- People perspective

Provocation
- Make a stupid provocative statement related to the problem
- Examine the implications as if the statement were true
- Po: Houses should not have roofs

Do It
- D - Define problem
- O - Open mind and apply creative techniques
- I - Identify best solution
- T - Transform

Figure 1: Ishikawa diagram
Concept Fan

- Step back
- Fan out
- Use diagram