

Creative Problem Solving Technique

Part4. Exploring Your Many Alternatives



Following **Multiple** Ideas

다양한 아이디어를 추구하라



Following Multiple Ideas

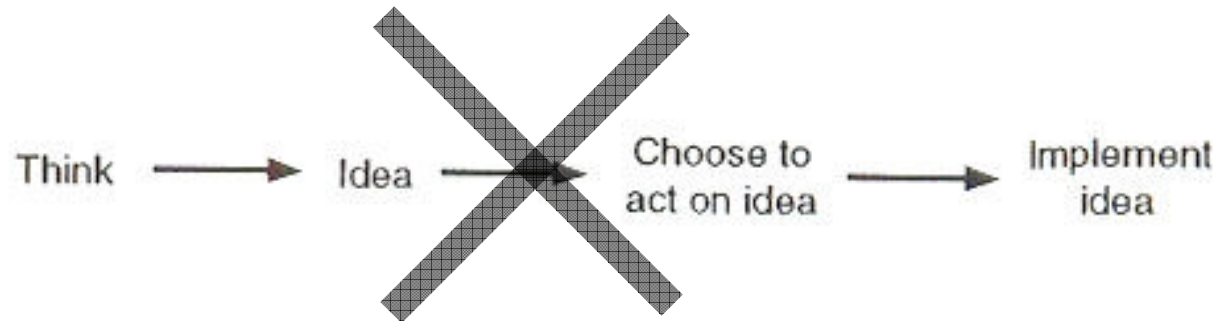
“How many ideas should I write down?”

- The limiting factor is time. How much time do you want to spend looking for a solution you really like?
- The more ideas you’ve written down, the longer it usually takes to come up with each new idea.
- The most creative ideas usually appear in the middle or end of a list.

It’s important that you write down all your ideas.



Following Multiple Ideas



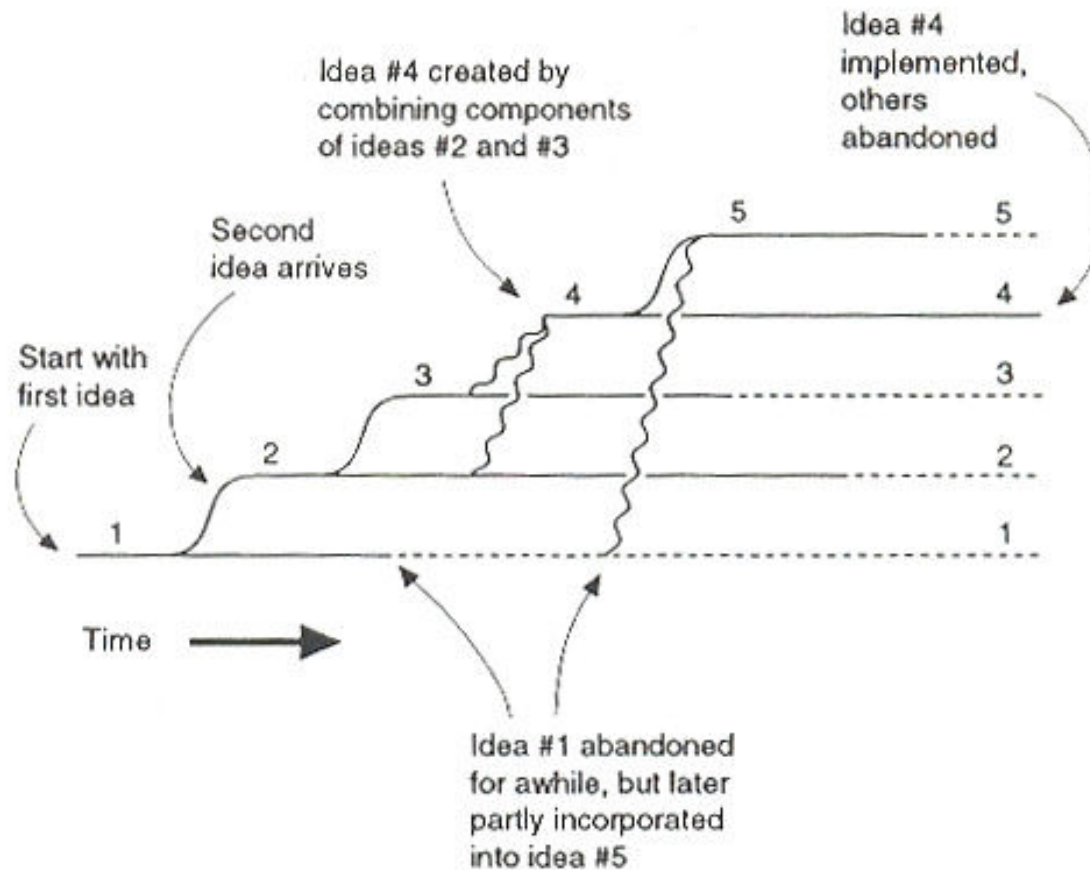
This linear path is misleading because it implies that only the **right** idea should be pursued and all the **wrong** ideas should be ignored. This leads to an attempt to figure out, “Which idea is the **right** one and which ideas are the **wrong** ones?” But this question isn’t appropriate.



Following Multiple Ideas

Creative problem solving is actually a branching.

More Realistic Branching Sequence



Expending A Radial Outline Of Alternatives

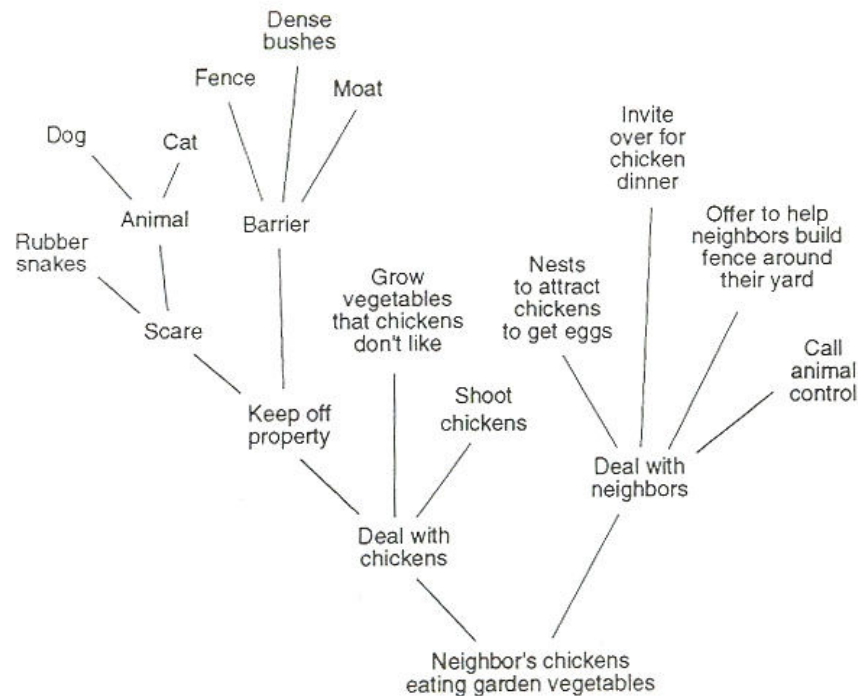
대안들의 **방사상 아웃라인**을 확장하라



Expending A Radial Outline Of Alternatives

A powerful way to expend your awareness of possible solutions is to create and expend a **radial outline** of possible solutions.

- Identify specific possible solutions – one of which might be Chosen as the final preferred solution.
- Identify new categories – one of which might contain the final preferred solution.



Identifying Categories Before Specific Alternatives

특정한 대안을 생각하기 전에 범주를 **올바르게 인식하라**



Identifying Categories Before Specific Alternatives

The following three-step process is extremely useful for recognizing new alternatives that are especially creative.

1. Identify the categories that contain your identified alternatives.
2. Think of a different category.
3. Think of alternatives that fit within the new category.



Sketching Matrixes To See Overlooked Combinations

간과된 조합이 무엇인지 알아보려면 **매트릭스를 그려보라**



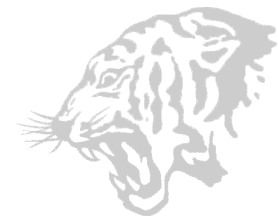
Sketching Matrices To See Overlooked Combinations

A matrix is a table in which the **columns** are labeled according to the alternatives for one characteristics and the **rows** are labeled according to the alternatives for the other characteristic.

← Type of carrier →

	Wire basket	Fabric bag	Book rack
Front handlebars	✓	✓	
Beside front wheel		✓	
Beside rear wheel	✓	✓	
Over rear wheel			✓

Great option, but not commercially manufactured



1905

Combining Ideas

아이디어를 결합시켜라



Combining Ideas

Combining existing ideas into new combinations can result in new and useful solutions and innovations.

A simple version of this technique is to combine two or more objects that offers advantages that the separate objects don't offer.

The key to efficiently discovering useful combinations is to learn how to recognize which ideas are worth combining.



Choosing By **Elimination** With Extraction

추출과 함께 **제거하면서** 선택해라



Choosing By Elimination With Extraction

As you eliminate alternatives you can sometimes create a new, Better alternative by extracting desirable features from the alternatives you eliminate.

Start the process of elimination with extraction by identifying the least desirable solution. Then, before choosing not to pursue this idea, ask your self, "Does this idea have any useful features I can extract and incorporate into another idea?"
If so, incorporate these useful features into your remaining ideas.



Following **Strategies**, Not Steps Or Rules

일정한 단계나 규칙이 아닌 **전략을 따르라**



Following Strategies, Not Steps Or Rules

Leonardo da Vinci wisely said,
"If you were to use rules in creating,
you would never get to the beginning of anything."

Resist the temptation to think that the order in which the tools are explained in this book is the order in which they should be unused. There is no special sequence in which to use the creative thinking.

Situation	Appropriate creative problem solving tool
A new idea pops into your head.	Look for its merit.
You get an idea you like, but you have to attend to something else.	Write down the idea.
You want to come up with more ideas.	Sketch or visualize a radial outline and expand it.



Starting **Anywhere**

어디서든지 시작하라



Starting Anywhere

For maximum creativity, the best answer is,
"Starting anywhere you want."

In the meantime, If you need a suggestion for where to start, Start by thinking of at least one possible solution. If that isn't enough to prompt you to use any of the tools in this book, consider using that one idea to create, and then expand, a radial outline of alternatives.

