

Morphological Matrix:

This tool is useful in finding new combinations of various parameters or characteristics of an item or a situation.

Uses:

- ✚ When a large number of options are needed quickly
- ✚ When a change or an improvement is desired
- ✚ To explore new combinations of the characteristics of an existing item or situation
- ✚ To improve an existing product by enhancing or changing its individual features

Possible Applications:

- ✚ Combine unique features for a prop or a device
- ✚ Develop novel scenarios for our story
- ✚ Combine various elements of costuming to create an unusual costume
- ✚ Develop unique purposes for an everyday device

Steps:

1. State what it is you want to change
2. List the different parameters or characteristics across the top of the columns on the worksheet.
3. Identify elements of each parameter (i.e. for hair – curly, straight, wind-blown)
4. Select one element from each column
5. Combine the selected elements to create a new item or situation.
6. Select several combinations and continue to create new items or situations.
7. Write down the new item or situation for each combination selected.

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Sample Worksheet

Statement: How to develop a Unique Story

1. Using the headings at the top of each column, fill in each column with variables.
2. When the grid is completely filled in, randomly select four numbers between zero and nine.
3. Use those numbers to choose one item from each column. Example: If 9, 5, 6, 1 were selected, your Unique Story would include: Bicycle, Hat, In a Doctor's Office, Missing the Airplane.
4. Combine the items to create a Unique Story.

	Character	Prop	Setting	Situation
	Parameter 1	Parameter 2	Parameter 3	Parameter 4
0	Store Clerk	Baseball Bat	In a House	Grocery Store
1	Horse	Coin	At a Baseball Game	Missing the Flight
2	Young Woman	Plate	On a Boat	Going Camping
3	Football Player	Cane	In a Store	Going to the Movies
4	Mayor	Bed	In a Car	Attending a Wedding
5	Toy Doll	Hat	On a TV Show	Speeding in a Car
6	Journalist	Stove	In a Doctor's Office	Going out on a first date
7	Mother	Chair	On a Super Highway	Going on Vacation
8	Door	Lamp	In a Restaurant	Scrubbing the Floor
9	Bicycle	Shoe	At the Beach	Washing the Car

Your story might be:

A *Bicycle* was feeling kind of flat because he lost his *Hat*. He spent so long looking for his *Hat*, he *missed his flight* to Toronto. He went to his *Doctor's Office* for help, and his doctor told him he was just two tired!