

ABOUT US

Morflets® evolved from a logic section of my daughter Claire's math book which presented traditional "word ladders" evolved from the game Lewis Carroll invented for his daughter Alice. Start with one word, change one letter to make a new word—and so on, until you reach another predetermined "finish" word.

When I suggested that the solution presented in her textbook wasn't the best, she asked me what did I mean, and I wrote a "shorter" series. She was energized, and couldn't wait to show her teacher the "new" possibility. Her teacher was unimpressed. For the teacher, "shorter" didn't mean "better," it only meant "different" because the exercise was one in logical-linear thinking. But when she got home she asked me to "do it again." So I made up another couplet, and she worked at it. "Is this the best?" she asked. I said, I thought so. I did my best to try to come up with a shorter one, and she exploded with pride. "Let's do another one!" she cried.

Before you know it, we had created and "solved" a hundred "morflets." Then two hundred. We played in the car, at night in bed, at the kitchen table, in restaurants waiting for food—we scribbled on napkins, paper tablecloths, notepaper and Kleenex. She was fiercely competitive, but didn't care if she "won" or "lost." She just wanted to see how she could do.

One of the fun aspects we always sought out, and which was a driving force in gearing the game towards classrooms at the outset, was to create couplets of words that had a relationship that would intrigue players of all ages and make them smile and want to play. Changing "pick" to "nose" makes you smile even before you begin! So too with "eyes" to "brow." And "cook" to "boil" gets a different reaction than "cook" to "book."

In 2002 I made the first prototype of what I then called "WordMorph" and several years later we launched this site under another name. In 2008, the game was renamed "Morflets®" and the site became www.morflets.com. In between, I developed hundreds and hundreds more couplets with the idea of this being an educational game, which I then proceeded to take into classrooms of 4th graders and up to 10th graders. I developed boxed versions for teachers to use, and table-top versions to play at home, the same way families played Boggle or Crosswords or Jumbles.

People who loved word games "got it." And they played and played.

Turns out looking for the "shortest" solution was rewarding on many levels!