

OSBORN'S CHECKLIST



MODIFY

What can you change?
Other use / form / color / odor /
texture / temperature /
movement / meaning /
angle / ... ?

OSBORN'S CHECKLIST



MAGNIFY

Make it bigger / stronger/ larger /
heavier / thicker? Add something?
Value / time / distance / ...?
Multiply? Exaggerate?
Intensify?

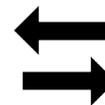
OSBORN'S CHECKLIST



MINIMIZE

Make it smaller / shorter /
lower / lighter / thinner / ...?
Leave out something?
Concentrate? Divide?
Create miniature?

OSBORN'S CHECKLIST



SUBSTITUTE

Substitute component /
material / ingredient /
method / process / person?
Other places / times?

OSBORN'S CHECKLIST



REARRANGE

Opposite / backward / inverted?
Deconstruct & reconstruct?
Change positive & negative?
Change cause and effect?

OSBORN'S CHECKLIST



COMBINE

What can you combine?
Ideas / units /
benefits / purposes / ...?
Mix / assemble?
Make modular?