



METHOD: OSBORN'S CHECKLIST

1. MODIFY

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

2. MAGNIFY

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

3. MINIMIZE

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

4. SUBSTITUTE

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

5. REARRANGE

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

6. COMBINE

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