



METHOD: OSBORN'S CHECKLIST

1. ADAPT

What can you change? Other use / form / color / odor / texture / temperature / movement / meaning / angle / ... ? Can you seek inspiration in other products or processes?

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?