

S

SUBSTITUTE

What elements of this product or service can we SUBSTITUTE?
 What can we SUBSTITUTE for a cheaper material?
 How can we SUBSTITUTE the rules we follow?
 Can I SUBSTITUTE the shape for another one?

C

COMBINE

What materials can we COMBINE for a new result?
 What happens if we COMBINE our product with something that already exists?
 What can we COMBINE it with to lower the production costs?
 Why would we COMBINE with something else?

A

ADAPT

How can we ADAPT our product to follow the newest ecology "rules"?
 How do other manufactures ADAPT to the market?
 What processes could we ADAPT for efficiency and speed?
 Can I ADAPT the product to better fit the target group?

M

MAGNIFY / MINIFY

How can we MAGNIFY the positive impact our product can have on society?
 Can we MAGNIFY or MINIFY the buttons, the screen, the message?
 How can we MODIFY the costs to be lower?
 Why would we MODIFY our product to fit the market?

P

PUT TO ANOTHER USE

How can kids/people with disabilities/other cultures PUT our product to ANOTHER USE?
 How can we PUT our product to ANOTHER USE in other fields of business?
 Can our product be PUT TO ANOTHER USE by the same target group?
 Can we PUT only some part of our product TO ANOTHER USE?

E

ELIMINATE

What parts of our products can we ELIMINATE to make it cheaper/smaller/reusable?
 Can we ELIMINATE the time needed to create our product?
 What would happen if we ELIMINATED a component/team completely?
 What can be ELIMINATED without changing the purpose of the product?

R

REARRANGE / REVERSE

Can we REARRANGE the steps within the process to get more efficient/faster?
 Should we REVERSE to the old way of doing things?
 How can we REARRANGE the parts to fit better, make our product smaller?
 Can we REARRANGE how we obtain materials or sum up costs?

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