♻ Eliminate

Think of what might happen if you eliminated or parts of your idea. Simplify, reduce or eliminate components. Through repeated trimming of ideas, objects, and processes, you can gradually narrow your challenge down to that part or function that is most important.

How can I simplify it?
What parts can be removed without altering its function?
What's non-essential or unnecessary?
Can the rules be eliminated?
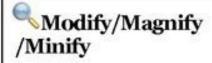What feature can I omit?

↩ Rearrange (or Reverse)

Think of what you would do if part of your problem, product or process worked in reverse or were done in a different order.

Can I interchange components?
Are there other patterns, layouts or sequences I can use?
Should I turn it around? Up instead of down? Down instead of up?
What if I consider it backwards?
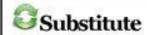What if I try doing the exact opposite of what I originally intended?

♻ Substitute

Think about replacing part of the problem, product or process with something else. By looking for replacements you can often come up with new ideas. You can change things, places, procedures, people, ideas, and even emotions.

Can I replace or change any parts?
Can I replace someone involved?
Can the rules be changed?
Can I use other ingredients or materials?
Can I use other processes or procedures?
Can I change its color, roughness, sound or smell?
Can I substitute one part for another?
Can I change my feelings or attitude towards it?

⫻ Put to Other Uses

Think of how you might be able to put your current idea to other uses, or think of what you could reuse from somewhere else in order to solve your problem. Many times, an idea only becomes great when applied differently than first imagined.
What else can it be used for?

Can it be used by people other than those it was originally intended for?
Are there other possible uses if it's modified?

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Combine

Think about combining two or more parts of your problem to create a different product or process or to enhance their synergy. A great deal of creative thinking involves combining previously unrelated ideas, goods, or services to create something new.

What ideas or parts can be combined?
Can I combine or merge it with other objects?
What can be combined to maximize the number of uses?
What materials could be combined?
Can I combine different talents to improve it?

🔌 Adapt

Think about adapting an existing idea to solve your problem. Bear in mind that many new ideas or inventions are borrowed to some degree.

Which parts of the product/ processes could be changed to suit a special condition or purpose?
Does the past offer any lessons with similar ideas?
What could I copy, borrow or steal?
Whom could I emulate?
What ideas could I incorporate?
What processes can be adapted?
What different contexts can I put my concept in?
What ideas outside my field can I incorporate?

🔍 Modify/Magnify /Minify

Think about changing part or all of the current situation, or to distort it in an unusual way.

How could it be made larger, stronger, thicker, smaller, lighter or shorter?
Can I change the shape or give it a new twist?
What can be exaggerated or overstated?
Can I increase its frequency?

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