TOOLS for Idea Generation & Brain-storming

Rearrange (or Review)

- What other arrangement might be better?
- Can I interchange components?
- Are there other patterns, layouts or sequences I can use?
- Can I transpose cause and effect?
- Should I turn it around? Up instead of down? Down instead of up?
- What if I cosider it backwards?
- What if I try doing the exact opposite of what I originally intended,

Reverse or rearrange

- CI interchange components?
- What other arrangement might be better?
- Are there other patterns, layouts or sequences I can use?
- Can I transpose cause and effect?
- Can I change pace or change the schedule of delivery?
- Can I transpose positives an negatives?
- Should I turn around? Up instead of donw? Down instead of up?
- What if I consider it backwards/
- What if I try doing the exzct opposite of what I originally intended?

Eliminate (or Minify)

- How Can I simplify?
- What parts can be removed without altering it function?
- What's non-essental or unnecessary?
- Can the rules be eliminated?
- lWhat if I made this smaller?
- What feature can I understate or omit?
- Should I split it into different parts?
- Can I compact or make it smaller?

Combine

- What ideas or parts can be combined?
- Can I combine or recombine its parts' purpose?
- Can I combine or merge it with other objects?
- What can be combined to maximize the number of uses?
- What material could be combined?
- Can I combine different talents to improve it?

Put to other uses (i.e.. Wine rack holds towels)

- Can this be used by people other than those it was originally intended for?
- What else can this be used for/
- How would a child use this? An older person?
- How would people with different disabilities use this?
- Are there new ways to use this in its current shape or form?
- Are there other possible uses if it's modified?
- If I knew nothing about it, would I figure out the purpose of this idea?
- Can I use this idea in other markets or industries?

Substitute

- Can I replace or change any parts?
- Can the rules be changed?
- Can I use other ingredents or materials?
- Can I use other processes or procedures?
- Can I change its shape?
- Can I change its color, roughness. sound or smell?
- What if I change its name?
- Can I substitute one part for another?
- Can I use this idea in a different place?
- Can I change my feelings or attitude towards it?

Magnify

- What can be magnified or made larger?
- What can be exaggerated or overstated?
- What can be made higher, bigger or stronger?
- Can I increase its frequency?
- What can be duplicated? Can I make multiple copies?
- Can I add extra features or somehow add extra value?

Adapt

- What else is it like?
- Is there something similar to it but in a different context?
- Does the past offer any lessons with similar ideas?
- What other ideas does it suggest?
- What could I copy, borrow or steal?
- Whom could I emulate?
- What Ideas could I incorporate?
- What processes can be adapted?
- What different context can I put my concept in?
- What ideas outside my field can I incorporate?