

Trigger Check List for Finding a New Product

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This list is part of the "Routine Miracles" System™ and is shown out of context. However, the list is helpful for idea generation.

Be inquisitive, have a questioning frame of mind.

Notice what is irritating, laborious, or inconvenient.

Fantasize about what is desired, helpful, beautiful, etc.

Look at the work of others and improve their result.

Stop, array & consider alternatives to your decisions.

Force fit seemingly crazy or unusual possibilities.

Imagine new solutions with other technologies.

Combine or separate the existing.

Look to improve.

Predict the next evolution by laying out the history.

Take a design, principle or idea and use it in a new way.

Go to trade shows, shopping centers, meetings, etc.

Watch for emerging trends, markets, and technologies.

Transfer concepts from one environment to another.

Take an idea or design and fantasize the ultimate ideal.

Take both mental and physical random walks.

Find needs.

Talk to customers.

Listen to wishes.

Solve the objections or problems of the existing.

Change the premise or paradigm that frames a solution.

Study magazines, patents, periodicals, books, etc.

Become an expert in a chosen field of endeavor.

Collaborate with another skilled in the technology.

Pretend to be another. Analyze from their viewpoint.

Establish a different frame of reference and reanalyze.

Sketch and doodle with aim and without aim.

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