What can I substitute to make an improvement? What if I swap ‘this’ for ‘that’ and see what happens? How can I substitute the place, position, materials or components? What materials, features, processes, products or components can I combine to improve the idea? Where can I use interesting or attractive combinations? What part of the product could I change? And change for what? What if I were to change the position or function of a component? What will happen if I warp or exaggerate a feature or component? What if I modify the manufacturing process in some way? What other purpose could I use this product for? What other market could I use this product in? Who or what else might be able to use it? What would happen if I removed a component or part of it? How else would I achieve the solution without that component or part? What if I did it the other way round? What if I reverse the order it is done or the way it is used? How would I achieve the opposite effect?

M McLain, 2009