

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, time, materials or people?

What materials, features, processes, people, products or components can I combine? Where can I build synergy?

What part of the product could I change? And in exchange for what? What if I were to change the characteristics of a component?

What happens if I warp or exaggerate a feature or component? What will happen if I modify the process in some way?

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 the normal way of doing it?

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?

S

Substitute

C

Combine

A

Adapt

M

Modify

or distort...

P

Purpose?

Change use...

E

Eliminate

R

Rearrange

