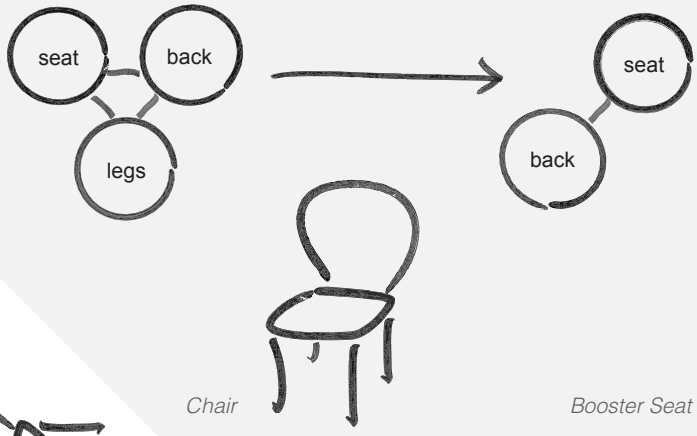
Original article at:
http://www.creativedistraction.com/systematic-creativity-templates-for-new-product-ideation-innovation-and-invention

CREATIVITY CHEATSHEET: Templates for New Product Ideation, Innovation and Invention*

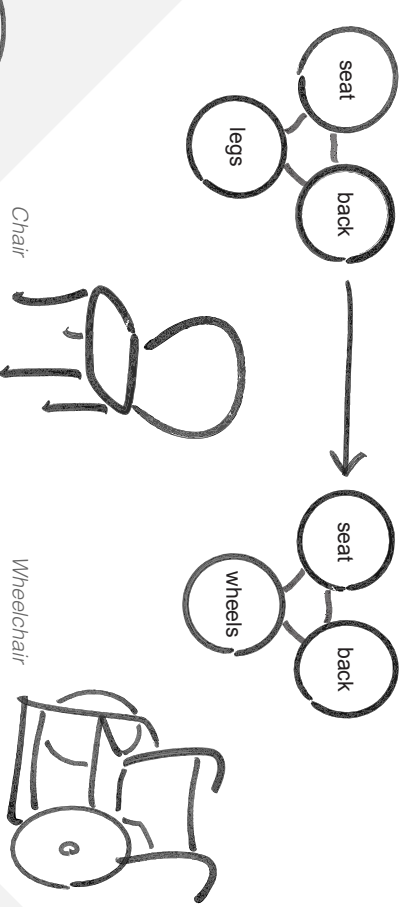
The Removal Template

Remove one component or feature from an existing product.



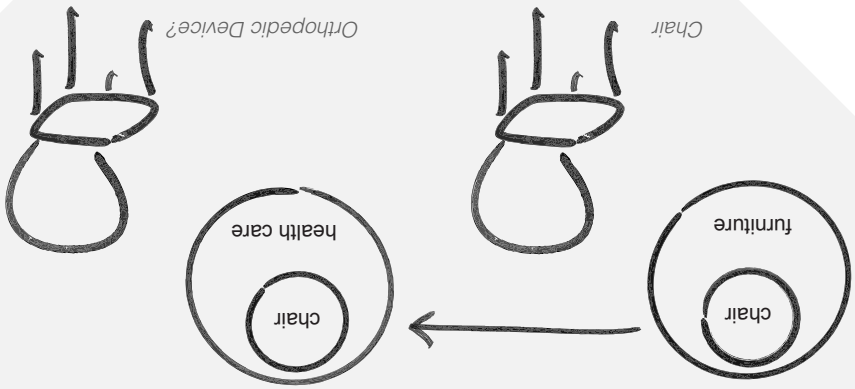
The Replacement Template

Replace one component from an existing product with (a) a different component; or (b) a resource from the immediate environment.



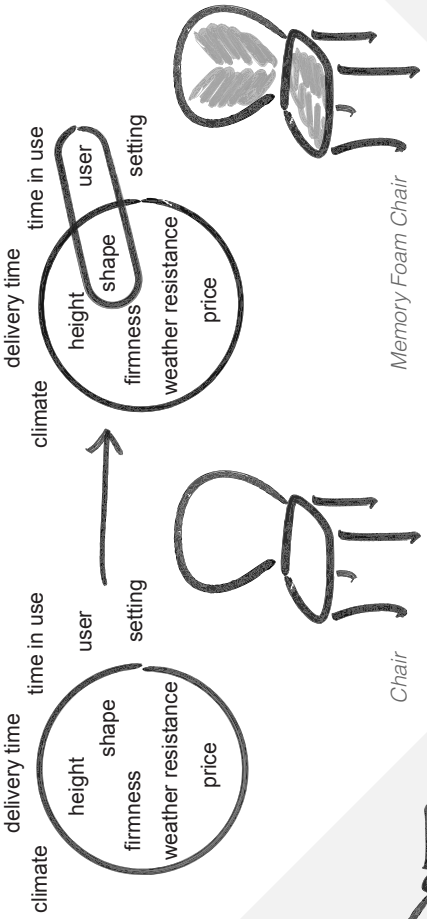
The Redefinition Template

Redefine how some aspect of the product relates to its use or environment, then alter the product to fit its new definition (if necessary).



The Relationship Template

Create a new relationship between two previously unrelated dimensions of the product and/or its environment.



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* Adapted by Jonathan C. Hall for *Creative Distraction* (http://www.creativedistraction.com) from Jacob Goldenberg and David Mazursky's *Creativity in Product Innovation* (2002), published by Cambridge University Press.