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Obsorn-systematic „Osborn-Checklist“

Innovation Management

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Who is Alex Osborn ?



Who is Alex Osborn ?

- Alex Faickney Osborn (1888-1966) author and founder of brainstorming
- *Education:* 1909 , Bachelor in philosophy, 1921 Master, University Hamilton, USA
- *Professional Career:* lecturer at several institutes, working in the field of Advertisement and Marketing, 1919 founder of BDO (advertising firm), Head of BBDO till 1946, 1954 founder of „Creative Education Foundation“ at the University of Buffalo

His beliefs and systematic innovational thinking

- **THINK UP** = early theory of Brainstorming
- *„a conference technique by which a group attempts to find a solution for a specific problem by assuming all the ideas spontaneously by its members“*
- He manifested his beliefs in the following rules:
 - => No criticism of ideas
 - => Go for large quantities of ideas
 - => Build on each other's ideas
 - => Encourage wild and exaggerated ideas

The Osborn Checklist

- With the increasing refinement of the process and the introduction of creative thinking techniques, his theory was revolutionary... To put it in a FRAMEWORK,

he wrote the **OSBORN Checklist:**

- Osborn Checklist consists of 62 questions and is the Basis of the Osborn Method
- the method is used to gain creativity in a team/or by yourself

Osborn Checklist

- *Divergent Thinking*: Generating a lots of options
- *Convergent Thinking*: Making Decisions
- Aim:
 1. make something new out of something old
 2. personal problem solving
 3. using existing solutions or proposed concept to design a problem

In Business: Design a new product by analysing the old one

62 Questions

- 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?
- Can I change pace or change the schedule of delivery?
- Can I transpose positives and negatives?
- Should I turn it around? Up instead of down?
- Down instead of up?
- What if I consider it backwards?
- What if I try doing the exact opposite of what I originally intended?



Rearrange (or Reverse)

- How can I simplify this?
- What parts can be removed without altering its function?
- What's non-essential or unnecessary?
- Can the rules be eliminated?
- What 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?



Eliminate (or Minify)

What else can this be used for?

- Can this be used by people other than those it was originally intended 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?



Put to Other Uses



Substitute

- Can I replace or change any parts?
- Can I replace someone involved?
- Can the rules be changed?
- Can I use other ingredients 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?



Combine

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



Adapt

- What else is like it?
- 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 contexts can I put my concept in?
- What ideas outside my field can I incorporate?



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?

Osborn Checklist in 9 Steps:

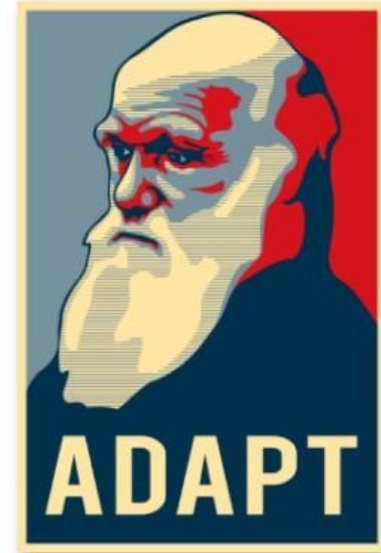
1st Step: Other uses?

- New ways
- Different usage
- Other uses if modified



2nd Step: Adapt?

- What else is like this?
- Does past offer a parallel?
- What could I copy?
- Can I clone it? Reproduce it?



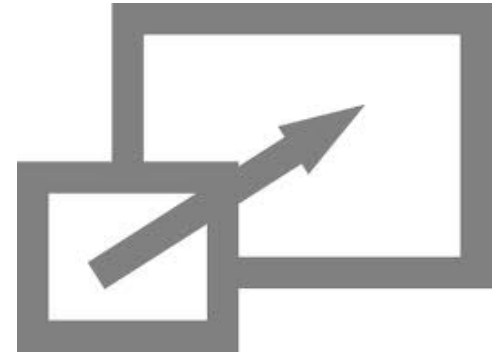
3rd Step: Modify?



- New outcome?
- New twist?
- Change meaning, colour, taste, form, shape?

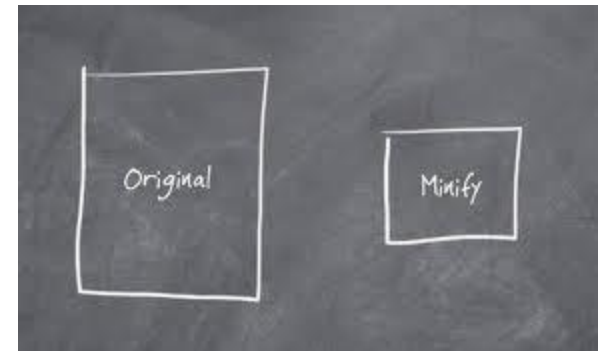
4th Step: Magnify

- What to add?
- More time?
- Greater frequency?
- Stronger? Higher? Larger? Longer? Etc.



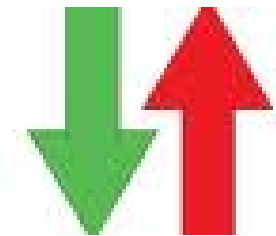
5th Step: Minify?

- What to subtract?
- Make something smaller?
- Does something need to get condensed?
- To become miniature? Lower? Shorter? Narrower? Lighter?



6th Step: Substitute?

- Who else instead?
- What else instead?
- Other ingredient? Other material? Other process? Etc.



7th Step: Rearrange?

- Interchange components?
- Other pattern? Other layout? Other sequence?
- Transpose cause and effect?
- Change place? Change schedule? Earlier? Later?



8th Step: Reverse?

- Transpose positive and negative?
- How about opposites?
- Turn it backwards, upside down, inside out?
Reverse things?

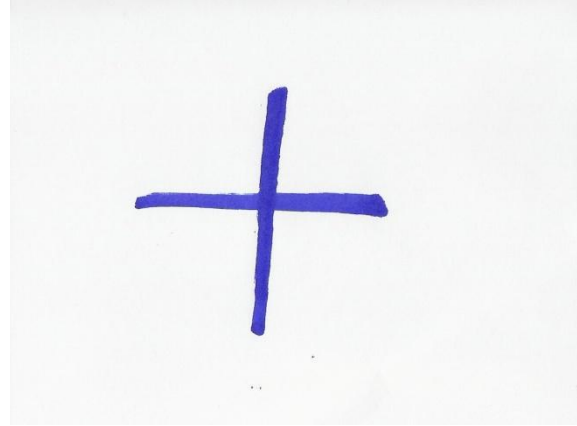


9th Step: Combine?

- How about a blend, an alloy, an assortment, an ensemble?
- Combine units?
- Blend ideas?

Pros

- Easy to use in a group setting
- Cheap to use
- Gives suggestions for different types and possible directions of changes
- Best for finding new ideas on products



Cons

- Useful in cases of improvement rather than creating a new invention.
- Deals with outward changes mainly (misses engineering questions like “how will all this be implemented”, “how will the changes we make affect other changes and the system?”).

Possible Procedure

- Define a product idea into detail, including material features such as shape, dimensions etc.
- Use more than one checklist
- Systematically work through the checklist by answering the questions on the checklist. Note: this is a trial and error process; apply the question to the product idea and verify whether the product idea is improved. If not, try something else

Possible Procedure

- improve your idea by answering the questions on the checklist over and over again
- Present your developed idea in a explanatory sketch

Example: From a cellphone to the IPHONE

Other uses ?

Adapt ?

Modify ?

Magnify ?

Minify ?

Substitute ?

Rearrange ?

Reverse ?

Combine ?



The collection of ideas for the Iphone

Other Uses	Camera, remote, Game console
Adapt	Copy existing shapes, multi , using computer software, copy Ipod functions, small laptopd with the function to call
Modify	new design, better material, touchpad, better graphics
Magnify	More functions internet, bigger screen
Minify	Thinner, lighter, no antenna, no keyboard,
Substitute	Ipod (mp3), camera, videos, timer (organizer), new sounds,
Rearrange	Bigger memory capacity, moving screen, individual menu,
Reverse	Possibility to download always the new software,
Combine	Navigation system, applications, plug in station for stereos and cars

Don't forget to use the checklist again, there is always room for improvement...



Stone (40,000 B.C.)



iPhone 3G (2008)

MMS	X	X
Video recording	X	X
Videocall	X	X
Changeable memory cards	X	X
Touchscreen	X	✓

Your turn, can you create a better Product?

- Other uses ?
- Adapt ?
- Modify ?
- Magnify ?
- Minify ?
- Substitute ?
- Rearrange ?
- Reverse ?
- Combine ?



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Thank You For Your Attention!