The Relationship Template
Create a new relationship between two previously unrelated dimensions of the product and/or its 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 Replacement Template
Replace one component from an existing product with (a) a different component; or (b) a resource from the immediate environment.

The Removal Template
Remove one component or feature from an existing product.

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Templates for New Product Ideation, Innovation, and Invention


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