



Power-On

Osborn Checklist

When you are exploring the development of a new product or service

This Checklist (developed by Alex Osborn) is mainly a product improvement technique. It involves applying a series of words contained in a checklist or a table to an existing product or service or their attributes.

When brainstorming ways to improve a product, the checklist invites you to use questions (like the ones below).

PRODUCT		
Put to Other Uses?	New ways to use as is? Other uses if modified?	
Adapt?	What else is like this? What other idea does this suggest? Does past offer parallel? What could we copy? Whom could we emulate/	
Modify?	New Twist? Change meaning, color, motion, sound, odor, form, shape? Other changes?	
Magnify?	What to add? More time? Greater frequency? Stronger? Higher? Longer? Thicker? Extra value? Plus ingredient? Duplicate? Multiply? Exaggerate?	
Minimize?	What to subtract? Smaller? Condensed? Miniature? Lower? Shorter? Lighter? Omit? Streamline? Split up? Understate?	
Substitute?	Who else instead? What else instead? Other ingredient? Other material? Other process? Other power? Other approach? Other tone of voice?	
Rearrange?	Interchange components? Other pattern? Other layout? Other sequence? Transpose cause and effect? Change pace? Change schedule?	
Reverse?	Transpose positive and negative? How about opposites? Turn it backward? Turn it upside down? Reverse role? Change shoes? Turn tables? Turn other cheek?	
Combine?	How about a blend, an alloy, an assortment, an ensemble? Combine units? Combine purposes? Combine appeals? Combine ideas?	



The checklist can be converted to a table with headings that relate to the primary elements of marketing:

	PRODUCT	PROMOTION	PRICE	PLACE	RESEARCH
Adapt					
Modify					
Magnify					
Minimize					
Substitute					
Re-arrange					
Reverse					
Combine					