

## What if...

you have to make it more **different** from the **competition**?

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## What if...

**control** becomes more **severe**?

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## What if...

it should be more **shareable**?

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## What if...

it's **too slow** and you need to make it **faster**?

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## What if...

it's **too complex** and you have to make it **simpler**?

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## What if...

you're asked to **describe** it in only **three words**?

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## What if...

you're asked to make it more **traditional**?

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## What if...

people demand to make it more **personalized**?

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## What if...

you have to provide a (higher level of) **warranty**?

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## What if...

you would give **free samples** to your (potential) customers?

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## What if...

it is **too expensive** for the market?

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## What if...

your product becomes a **service** or your service becomes a **product**?

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## What if...

you should make a version of it for a target group of **elderly people**?

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## What if...

you should make a version of it for a target group of **youngsters**?

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## What if...

you should make a version of it for a target group of **toddlers**?

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## What if...

you should adapt it for **blind people**?

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## What if...

you should adapt it for **deaf people**?

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## What if...

you should adapt it for **physically disabled people**?

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## What if...

you have to **reduce your staff** by 50% right away?

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## What if...

from now on you can only do business **via the internet**?

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## What if...

**computers** have become **illegal**?

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## What if...

**women** are no longer allowed to work?

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## What if...

**men** are only allowed to work when it's dark outside?

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## What if...

it should be **appealing** to as many **senses** as possible (sight, sound, smell, taste and touch)

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## What if...

none of your employees can **read** or **write**?

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## What if...

none of your clients can **read** or **write**?

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## What if...

you and your employees have to **work remotely** all of the time

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## What if...

it has to be adapted to be used **on the moon**?

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## What if...

it has to be adapted to be used **in the desert**?

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## What if...

it has to be adapted to be used **under water**?

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## What if...

there is a **nuclear threat** and we all have to flee to **shelters**

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## What if...

half of your winnings must be **donated to charity**?

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## What if...

You can't use any **machines/vehicles** for production or logistics

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## What if...

It should be fully **mobile**

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## What if...

It should be able to be controlled **remotely**

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## What if...

it's too big and too heavy, so you have to make it **smaller** and **lighter**

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## What if...

you have to make it  
in at least **3 different  
variations/versions**

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## What if...

you have to make it  
**soft and squeezable**

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## What if...

you have to make it  
**edible and tasty**

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## What if...

it has to be fully  
**future-proof**

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## What if...

you have to sell it to  
people on **another  
planet**

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## What if...

you have to sell it to  
a market of people  
who **can't speak**

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## What if...

it should be suited to  
use on a **festival**

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## What if...

It should be used in  
places where there's  
**no electricity** or any  
other power source

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## What if...

you're asked to make  
a **toy-version** of it

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## What if...

it should be used as an **education tool** in schools

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## What if...

it should help people to **quit smoking or drinking**

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## What if...

you need to create a version of it for **groups** as well as for **individuals**

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## What if...

you need to create a version of it for **animals**

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## What if...

you can only use **animals** to promote it

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## What if...

you should make a **luxury version** of it exclusively for rich people

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## What if...

you should **robotise** everything about it

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## What if...

you should make it hot for **artists and creatives**

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## What if...

you can only use **famous people** to promote it

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## What if...

**love** is the most important feature or quality it should reflect

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## What if...

**safety** is the most important feature or quality it should reflect

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## What if...

**intelligence** is the most important feature or quality it should reflect

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## What if...

**user-friendliness** is the most important feature or quality it should reflect

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## What if...

you have to create positive buzz, so people talk about it **on social media**

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## What if...

you can only use **recycled materials**

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## What if...

it is no longer allowed to produce any **waste**

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## What if...

people are no longer allowed to **leave their homes**

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## What if...

people are no longer allowed to **travel more than 3 kilometers a day**

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## What if...

you cannot use  
**any of the same materials, tools or processes** you've used before to create it

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## What if...

**colors** would not exist anymore

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## What if...

the use of **smartphones** is no longer allowed

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## What if...

**openness** is the most important feature or quality it should reflect

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## What if...

**communication** is the most important feature or quality it should reflect

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## What if...

**change and creativity** is the most important feature or quality it should reflect

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## What if...

you have to add at least two supplementary and useful **functions** to it

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## What if...

people don't have **hands** anymore

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## What if...

you should make a version of it for people who **can't get out of their bed** anymore

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## What if...

you have to make it for the **King** and the **Queen**

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## What if...

people want to **assemble** it all by themselves

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## What if...

**money** doesn't exist anymore

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## What if...

we're not allowed to work more than **two days** per week

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## What if...

it always **rains**, day and night

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## What if...

it's always **+35°C/+95°F**, day and night

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## What if...

you're asked to make a **competition** of it

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## What if...

you need to use your **home country** as an extra quality feature or argument to sell it

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## What if...

you should make a **woman-only** version of it

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## What if...

you should make a **man-only** version of it

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## What if...

people have become **immortal**

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## What if...

you have to create a **superhero** that stands for it

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## What if...

we have to make it work for **'human' robots**

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## What if...

our country is **at war** and so is the rest of the world

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## What if...

**transportation** can only be done by **air** (drones, etc)

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## What if...

we were living in the **Middle Ages**

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## What if...

we were living in a **movie**

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## What if...

all of our **thoughts** would become **visible** on our forehead

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## What if...

we get more or less **privileges** by our **social behaviour**

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## What if...

we would be **recorded** day and night

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## What if...

people don't need **sleep** anymore

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## What if...

people need **20 hours of sleep** per day

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## What if...

asking **money** for a product or service would be a **crime**

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## What if...

**gravity** would be slowly disappearing?

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## What if...

everyone in your organisation becomes a **freelancer**

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## What if...

people can pay public services and taxes by **doing public jobs**

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## What if...

everyone always tells the **truth**

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## What if...

we were living in  
**2065**

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## What if...

you can only ask  
people to **pay** what  
they think it's **worth**

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## What if...

one day per month,  
**time** would pass at  
**50% speed**

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## What if...

**photography** and  
**film** would not exist

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## What if...

we were all **attached**  
to each other,  
forming a long  
**human chain**

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## What if...

**money** would be  
replaced by **fruit and**  
**vegetables**

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## What if...

you could only **earn**  
**money** by **being**  
**nice** to and helping  
other people

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## What if...

the world was just  
**one big country** with  
one government

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## What if...

everyone would  
speak another  
**language**

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