



DEFEATURING

What should I do?

- Make a list of all the features and elements of your subject.
- Start by eliminating the less substantial ones and ask yourself with each elimination whether the subject still 'works'.
- Continue doing this until you get to a subject stripped to its absolute minimal viability.



DIYNG

What should I do?

- Make a list of the steps that make up your subject, the materials, and/or actions involved.
- Ask yourself which of the steps, materials or actions the users themselves can take care of.



MULTIPURPOSING

What should I do?

- From the top of your head, make a random list of as many other industries and markets different from your target industry or market.
- Check them one by one and ask yourself if your subject could be used in one of these other industries/markets and for which purpose.
- Or you can do it the other way around: start with thinking for which other purposes your subject could also be suitable and then link them to their specific industries or markets.



USERAIZING

What should I do?

- Define the initial target audience of your subject and describe specifically why this audience uses your subject.
- Now make your target audience more inclusive incrementally and with each increment, see how you have to adapt your subject.
- *Note: When adapting your subject, try to avoid adding features or elements to it.*



BELTIZING

What should I do?

- Think up ideas how you can make your subject 'one size fits all' for all your users.

and/or

- Think up ideas how you can make your subject easily adaptable for each user's specific requirements (like a belt).



LOCALIZING

What should I do?

- Make a list of all the materials your subject is composed of.
- Make a list of all the services that come with your subject.
- Make a list of all the steps of the production process of your subject.
- Check all items on the three lists one by one and ask yourself which of these could be taken care of locally with resources that are at hand.



ECOLOGIZING

What should I do?

- Ask yourself how you can proof your subject to become more ecologically safe throughout its entire life cycle.
- To make it easier, you could use a waste hierarchy pyramid. For instance:
 - **Level 1:** reduce and conserve materials
 - **Level 2:** encourage recurrent use of resources and employ incentives to stop waste
 - **Level 3:** design for sustainability and reclamation
 - **Level 4:** reuse
 - **Level 5:** recycle
 - **Level 6:** regulate disposal



ECONOMIZING

What should I do?

- Make a list of all consumption and running costs of your subject on the user's side
- Ask yourself which of these costs can be lowered or eliminated



ROBUSTING

What should I do?

- Ask yourself how you can make your subject more robust, durable, and reliable



What should I do?

- Ask yourself how you can maximize the input of the (local) crowd to design, develop, and/or enhance your subject

CROWDSOURCERING



UNLINKING

What should I do?

- Make separate lists for all the production, action, process, administration, and/or distribution steps/links of your subject
- For each step/link on each list, ask yourself whether it can be skipped and eliminated



DECOSTING

What should I do?

- Ask yourself randomly in which (other) ways you can lower production, process or service cost of your subject to decrease the price for the end-user
- *Note: chances are that you come up with ideas that will also be driven by one of the other mechanisms, but we won't let any chance for a great new idea pass, now will we?*