



THE FRUGALIZOR

The Frugalizor is a technique inspired by the principles of frugal innovation. By analyzing many of the inspiring stories I came across, there were a number of underlying mechanisms that always came back. In this technique, I have carefully selected 12 of those mechanisms which might help you to enhance innovating your personal subject.

Note that - in order to give the concept a unique touch - most of the names I have given to the specific mechanisms are non-existing words. For instance 'DIYING' comes from 'DIY' or 'Do-It-Yourself'. 'USERAIZING' is a combination 'user' and 'raising', meaning that you have to raise the number of users. 'BELTIZING', because the purpose is to investigate how you can make your subject easily adaptable to the user, like a belt. Etc.

Also be aware that when I use the word 'subject' in the description of the mechanisms, I mean it in its broadest sense. In other words, a 'subject' can be a concrete product, a service, a process, a structure as well as an idea, a design, a vision or any other form of innovation issue you are working on.

You can apply this technique all by yourself, but like many other techniques, it's way more fun and much more rewarding to do this in a group. You can download the PDF-file of the graphs free of charge at www.whentheboxisthelimit.com/frugalizor

How it works:

STEP 1

- Print the tools you downloaded previously on www.whentheboxisthelimit.com/frugalizor
- There are two tools:
 - The poster (*The Frugalizor poster.pdf*), which you should print on an A2 size or bigger and hang it on the wall
 - The 12 mechanisms (*The Frugalizor tent cards.pdf*), which you should print on thick paper (at least 200 gr) on A4 size, fold them in two and put them on the table as a tent card
- Let the participants sit around the table. The bigger the group, the better (ideally at least 8 people, but less is also possible). I suggest you work in teams of at least two people.
- Give each team a sufficient number of post-its.
- During five to ten minutes (depending on the number of cards each team has chosen), each team comes up with as many ideas as possible related to the mechanism on the tent card(s).
- All ideas are written on post-its and pasted on the table for the time being
- When the time is up, the teams stop generating ideas.

STEP 3

- Repeat STEP 2, but with new tent cards per team.
- Of course, when some mechanisms / tent cards have not yet been dealt with, they are given priority. In case they have all been treated, they are simply interchanged between the teams.

STEP 4

- You decide how many rounds of idea generating you need and when you're done, all the ideas on the post-its should be attached to the Frugalizor poster.
- The best ideas will be worked out.

STEP 2

- Each team now chooses one or more tent cards to put in front of them on the table.