

59 Killer Questions

1. What is the largest hassle about using or buying our product / service that customers do not know they are putting up with?
2. What new product could be created or derived by offering one half of the features of the market leader?
3. What do people not like about the process of purchasing my product or service?
4. What are the unshakeable beliefs in my industry about what customers want? What if the opposite were true for each one of them?
5. Who do I not expect to use my product or service when an analogous group uses it heavily?
6. What activity done in conjunction with my product could be combined?
7. Could I standardise a custom product enabling me to offer it to the masses?
8. Could I customise a mass product?
9. Can I produce a product in real time or in-house?
10. Who uses my product or service because of some benefit I did not foresee?

11. What is inconvenient about assembling my product? What can I do to make it more convenient?
12. Who complains about the limits of my product or service? What segment do they belong to? A certain age group? A certain socio-economic? Geography? Affinity to technology? Then...Why do they complain?
13. Can I reduce by half, or double, my distribution costs? What market opportunity does this open?
14. Which of my customers' hassles could I by-pass or reduce?
15. Who does not use my product because it is inaccessible at certain times or places?
16. What unanticipated user need needs the functionality of my product?
17. Who uses my product or services in ways I had not anticipated?
18. Could I offer my product at five times the cost if it had greater features or function? And what would be those features or functions?
19. What would it take to make my product at half the cost that it is today without sacrificing the quality?
20. Can I substitute someone else's perspective for mine? And how would they improve my product or service?
21. Who's adapting or disassembling my product or service to use a key component?

22. What external jolts have the potential to significantly impact my industry?
What are all the possible outcomes and what are all the ideas get generated that I could leverage to my advantage?
23. Am I designing the core processes to accommodate the exceptions?
24. Can I increase my capacity by cutting the transaction time?
25. What in the product or service could I slow down to create a new experience for the customer?
26. How would the absence of gravity change the way your product or service works?
27. What technology could I use to remove a previously required step?
28. Why are existing products limited to specialist or niche segments?
29. Do existing solutions never solve the whole problem even if combined?
Or what gaps exist in the solution even if combined?
30. What would be necessary to appeal to those who would use my product or service in enormous quantities or to the exclusion of other normal life activities eg. School, work, eating, relaxation?
31. What service level could I offer if I controlled the entire value chain?
32. Am I designing the core processes to accommodate the exceptions?
33. What regularly used makeshifts can I capture in a product design?

34. Based on a specific trend what products will be needed or desired by each social group?
35. What would it take to make my product at half the cost? Or how can I produce production costs by 50%?
36. Could I double my products depth or cut the breadth in half?
37. What products would I design differently if the constraints of manufacturing (such as assembly, casting, moulding etc) were removed?
38. Random association - Pick two or three items and ask what they all have in common? Or flipside is to ask what do they not have in common?
39. What one innovation could make my job obsolete?
40. Who does not understand how to use my product or service? Or who does not understand how to use my competitor's product or service?
41. What new job category will exist in the future that doesn't exist today?
42. What jobs are people trying to get done but can't with current technologies and services?
43. What regions or countries are predictive of an emerging world-wide trend?
44. What other products or services are used with mine that cost at least as much as mine?

45. What ideas can I adapt from other worlds or fields?
46. What customer attitude exists about the purchasing of my product or service? How do I minimise or maximise these attitudes?
47. What new geography (parts of a country) or region can you go and create unique value in?
48. What opportunities exist for new products and services within the current social and market trends?
49. How do you improve your innovation process?
50. What do you hate about this idea, product or service?
51. What are the physical and technical contradictions of the current product or service?
52. What historical events or trends have similar characteristics to my idea or invention?
53. For a given problem, product or service what is impossible to do today but if it were possible would change the nature of the problem, product or service forever? What would you do if you had all the resources in the world to solve this problem or create this new product or service? What immediate action could I take today against this idea?
54. Pick a generation. What products or services will be needed or desired by them that we could provide?

55. What if you had to launch it within 24-hours?
56. What can we do to our product to make it attractive for a group we're currently not selling to?
57. How would we design the packaging differently if the constraints of manufacturing were removed?
58. What if we lived underwater?
59. How would a Formula 1 Racing Team approach the task?