

DISCOVERY—DESIGNING FOR THE FUTURE

Student Activity

New product ideas often come about by combining features and benefits from existing products into entirely new ways. An example of this is the new trend in refrigerators that have LCD television screens so that you can watch television while preparing meals.

As an exercise in thinking in new ways about existing products, look at the list of products and brainstorm as many ways as possible to incorporate features/benefits from one product into another. Be creative and “think outside the box.” Supposedly “crazy” ideas often become reality.

You can draw from any of the products to create a new product idea. And, you don’t necessarily need to limit yourself to combining features. You can create something totally new and unique. The key is to think about creating new and unique products.

- Car
- Cell phone
- Coffeemaker
- Lawnmower
- MP3 Player
- Printer/Fax/Copier
- Scooter
- Skates



DISCOVERY—DESIGNING FOR THE FUTURE

Existing Product	Features/Benefits	New Product	Features/Benefits
<p>Car</p> 			
<p>Cell phone</p> 			
<p>Coffeemaker</p> 			
<p>Lawnmower</p> 			
<p>MP3 Player</p> 			
<p>Printer/Fax/Copier</p> 			
<p>Scooter</p> 			
<p>Skates</p> 			