Phase II: Expansion

1. Identification of alternatives

2. Fluency and flexibility.
   a. Conventional expansion.
   b. Expanding beyond the obvious.

3. Problem statement.
   a. Need
   b. Inherent qualities/attributes.
   c. Interpretation
   d. Configuration
   e. Material
   f. Forming process
   g. Sensuous qualities
   h. Motifiers

Phase III: Convergence

(Selecting alternatives)

1. Morphologically forced connections.

2. Reduction - narrowing on alternatives.

3. Check lists (Alex Osborn)
   a. Other uses? b. Adapt? c. Modify? d. Minify?
   e. Substitute?. f. Rearrange? g.Reverse? h.Combine?

4. Check lists of manipulative verbs (Koberg and Bagnall)

Multiply	Distort	Fluff-up	Extrude
Divide	Rotate	By-pass	Repel
Eliminate	Flatten	Add	Protect
Subdue	Squeeze	Subtract	Segregate
Invert	Complement	Lighten	Integrate
Searate	Submerge	Repeat	Symbolize
Transpose	Freeze	Thicken	Abstract
Unify	Soften	Stretch	Dissect

Phase IV: Development
(Carrying out the plan.)

Phase V: Evaluation
(What were you trying to do? Did you do it? Was it worth doing?)

1. Can you check the result?

2. Can you check the argument?

3. Can you derive at the result differently?

Phase VI: Exploitation
(Can you use the result somewhere else?)

1. Improve on original idea, based on lessons learned.

2. Realize new possibilities from the experience.