**The Design of Everyday Things: Study guide for Ch 7**

1. The two forms of product innovation, include \_\_\_\_\_\_\_\_ innovation and \_\_\_\_\_\_\_\_ innovation.
2. Basic competitive dimensions (by real-world importance), include \_\_\_\_\_\_, \_\_\_\_\_\_\_, and \_\_\_\_\_\_.
3. Please define **Featuritis**:
4. What are the factors that contribute to feature creep and how?
5. “New products are invariably more \_\_\_\_\_\_, more \_\_\_\_\_, and different in \_\_\_\_\_ than the first release of a product.”
6. True \_\_\_\_\_\_\_ and \_\_\_\_\_\_\_ companies can avoid feature creep.
7. \_\_\_\_\_\_\_\_\_ change rapidly, but \_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_ change slowly.
8. What is Stigler’s law?
9. \_\_\_\_\_\_\_\_ changes paradigms, lives, and industries, while \_\_\_\_\_\_\_\_ make things better.
10. \_\_\_\_\_\_\_\_\_\_ starts with existing products and makes them better. \_\_\_\_\_\_\_\_\_\_starts with fresh, often driven by new technologies that make possible new capabilities.