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1. Take the product or service you selected in Week 1 and apply the Subtraction Technique.

The product I have chosen in Week 1 is **Lawn Mower**

Step 1: The internal components in the product are:

- Mower Pan
- Handlebar
- Combustion Engine
- Blades
- Power Cord

Step 2: The component or feature that I would like to remove using Subtraction Technique is Power Cord

Step 3: The virtual product after applying the subtraction technique is a lawn mower does not run on electrical power but on battery power

Step 4: The potential need for the user is to be able to mow a big lawn without being limited by the size of the power cord

Step 5: According to the closed world proximity method, instead of using a corded lawn mower a powerful battery that is enough to mow even the largest of lawns can be provided

Step 6: The new product can be equipped with a rechargeable battery along with an extra battery. A fast charger that charges the battery quickly can be provided

2. Look around your home or at work and find products or services that could have been developed using the Subtraction Technique.

I found the notch-less and bezel-less mobile phones that could have been developed using the subtraction technique. The old generation mobile phones used to have a notch and thick bezels on them.

