# General

## Dimensions

Changing the dimentions of the product (e.g. length, colour etc) or the environment (e.g. humidity, temperature) and combining them (tooth brush with two different types of hairs at different locations)

- define all the dimations of the products (size, colour etc)

- define all the dimentions of the environment (quiet, loud, movement etc)

- choose couples of dimentions and see is you can create a dependency between them or change the type of dependancy between them.

## Devision

Dividing components of the product into smaller units (e.g. tooth brush handle in two parts for travelling) or in angle/flexible connection (flexible toothbrush handle)

## Multiplication

\* Multiplication - multiplying components of the product (e.g. toothbrush with hairs on the front and back at the same time)

## Reduction

\* Reduction - remove part of a component or the whole component (e.g. a hole in a toothbruch handle to hang it, toothbrush with fewer hairs to clean between the teeth)

## Uniting

Uniting - remove one component of the product and use somethine else from the prodcut/close environment to replace it (e.g. finger toothbrush - remove the handle and use a finger holder to hold it instead).

## environment

\* Compatibility to the Environment - think of all the componenets of the product's environment and think of ways to improve the product's compatibility with them (e.g. toothbrush hairs with corse sides to clean on the sides as well as on the front).