The chapter covers a number of topics associated with the nuanced art of sharpening one's innovative eye. For example, it is important to be in touch with customers, but also to recognize that they are not all-knowing visionaries. It helps to keep bug lists, and to ask childish questions which come more easily in unfamiliar arenas. Open-mindedness, observation, and a willingness to break rules are all essential.

The reading definitely affected how I think about design. I tend to get stuck too much in my own areas of expertise. I'm an avid rock climber, for example, so I think about potential innovations in rock climbing because that's what excites me. But I may have more ideas if I actually step away and try something less familiar, or if I pick the brain of someone to whom rock climbing is unfamiliar.

Bugs:

1. My roommate slept through his alarm and missed his first class.

2. My professor had trouble getting the projector to display his lecture slides.

3. When rock climbing, my friend’s chalk bag kept falling over and spilling all over the floor.

4. The person behind me in the long Fly-By line didn’t have time to wait, and decided to skip lunch instead.

5. A hack: A street performer used a glass bottle as a guitar slide.