

EXAMPLE PO-REFINING TABLE

Original Problem Statement:						
Method of generating PO	Resulting PO	Method of Generating Movement				
		Extract a Principle	Focus on the Difference	Moment to Moment	Positive Aspects	Circumstances
PO Just Arose						
Escape						
Reversal						
Distortion						
Exaggeration						
Wishful Thinking						

## EXAMPLE PO-REFINING TABLE

### Definitions Cheat sheet

#### METHODS FOR GENERATING POs

Escape: Pick something we take for granted and drop that

Reversal: Take a normal relationship and reverse it

Distortion: Make a change to the normal sequence or change a relationship

Exaggeration: Exaggerate any one aspect (or dimension) of an initial statement making it somewhat unreasonable

Wishful thinking: Make a statement in the form wouldn't it be nice if "..."

#### METHODS FOR GENERATING MOVEMENT

Extract a principle: Extract a principle, concept, feature, or aspect of the PO, then ignore the rest of the PO and work only with what you've extracted to generate ideas

Focus on the Difference: Compare the provocation with the existing situation, identify the key differences, and pursue them

Moment to Moment: Visualize the PO being put into effect *moment to moment*

Positive Aspects: Look directly for any benefits or positive aspects

Circumstances: Identify the circumstances under which the PO would have a direct value

EXAMPLE PO-REFINING TABLE

Original Problem Statement: Automobile occupants want to be comfortable in their vehicle's seats						
Method of generating PO	Resulting PO	Method of Generating Movement				
		Extract a Principle	Focus on the Difference	Moment to Moment	Positive Aspects	Circumstances
PO Just Arose	Disabled people want to be comfortable in their seats	Designs must be universal.	Difference: Includes disabled people	Could recognize the moment a crippling event occurs	Appeal to a broader potential market	Sales to the disabled population
Escape	Occupants will ride outside the vehicle	External environment may affect interior comfort	Diff: Consider how the exterior affects occupants	What happens during stops, starts, and turns?	Makes more space inside the vehicle for cargo	Appeals to the motorcycle riders
Reversal	Seats sit on the occupants	Ingress-egress is not as important as sitting.	Diff: Draws attention to ease of exit / entrance	How do the seats get into the vehicle?	Don't have to attach the seat to the vehicle	Occupants will sense how light the seats are
Distortion	Occupants get in the vehicle before the seats are put in	Understand the occupant's shape before selling a seat.	Diff: focus shifts to the human body, rather than the vehicle	Is the vehicle optimized for the human or for the seat?	Occupants are not restricted by the seats as they get in/out.	Customers can decide where the seats will be mounted
Exaggeration	Occupants want to instantly fall asleep in the seat	Comfort is the key criteria.	Diff: Considers activities other than driving	How does the seat transform to serve other activities?	Occupants will spend more time in their vehicles	Customers can take a nap while waiting for oil changes
Wishful Thinking	It would be nice if ... the seat recognized me and adjusted	Customers don't want to hassle with adjustment	Diff: Attempts to recognize occupants on the fly	When does it recognize the occupant?	Owners will show off their cool seat feature	Customers would have a user-seating profile recorded

Example Design

Original Problem Statement: Automobile occupants want to be comfortable in their vehicle's seats ***** IDEA CHART *****						
Method of generating PO	Resulting PO	IDEAS AS A RESULTS OF THE MOVEMENTS				
		Extract a Principle	Focus on the Difference	Moment to Moment	Positive Aspects	Circumstances
PO Just Arose	Disabled people want to be comfortable in their seats	Seat adapters to accommodate common disabilities	Marketing campaign includes disabled	Rapid fire the seat into crash position	Offer free custom seat design	Public service good-will is good advertisement
Escape	Occupants will ride outside the vehicle	Seats become more upright during bad weather	Make the seat cover double as a car wash chamois	Put an active suspension on the seat frame	Seats that can be carried on the roof rack	Seat morphs into a minicycle
Reversal	Seats sit on the occupants	High side bolsters to caress the thighs	Make the seat auto lower and slide to help ingress/egress	Make the seats installable through the roof	Seats lock into infinitely adjustable fittings	Make the seat come apart in sections for easy cleaning
Distortion	Occupants get in the vehicle before the seats are put in	Make a 3-D scan of customers and custom form the seat	Use expandable foam to form a seat around the occupant	3D images of the customer in the seat as they place an order	Seat melts away when not needed anymore	Custom configurable interior
Exaggeration	Occupants want to instantly fall asleep in the seat	Copy Lazy-boy recliner features.	Make a video gaming seat, a picnic seat, a fishing seat, etc	Seats that morph into laptop tables.	Seats become camping cots	Include alarm which doubles as doze-prevention
Wishful Thinking	It would be nice if ... the seat recognized me and adjusted	Use facial recognition to recall seat settings	Adjust the seat based on the "his or her" key fob	Seat in car #2 knows you from car #1	Owners get their own free blog page with seat ads.	Store seat preferences and send targeted market ads