

IDEA DEVELOPMENT

FORCES DRIVING CREATIVITY

These are six of the primary forcers that drive new product creativity.

NEEDS

The quest to satisfy the necessities and requirements of life.

PROBLEMS

To solve pressing problems and efforts to avoid pain.

DESIRES

To satisfy desires and in the pursuit of pleasure & happiness.

CIRCUMSTANCES

Stuff happens, new outcomes from life occurrences, unique circumstance, our interactions & encounters with others.

QUESTIONING

When we challenge accepted assumptions with a desire to know why?

DISSATISFACTION

Dissatisfaction with when things are not good enough and the wanting for something better.