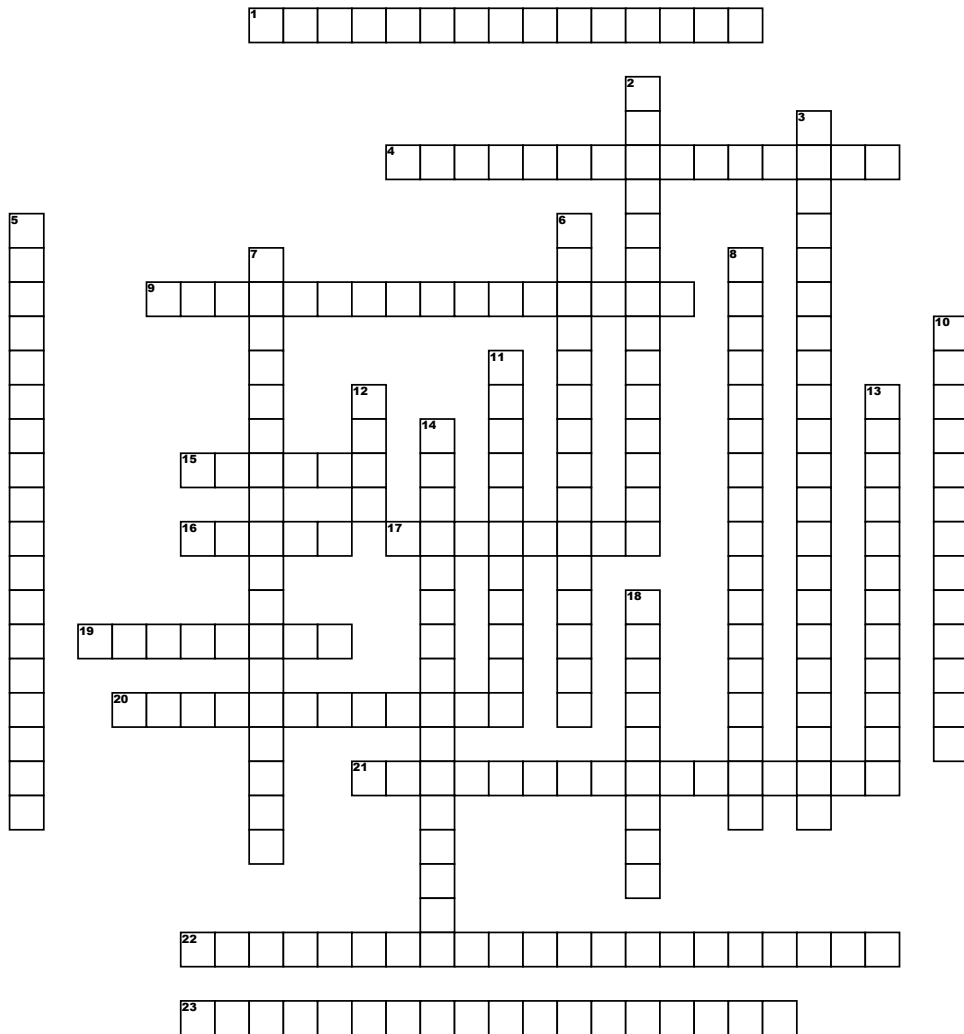


Unleash Your Oh Zone



Across

- 1. A creative-thinking technique that involves reacting to random words or pictures to generate a flow of ideas; each idea is used to trigger others; the process is repeated until connections are made with a given issue or situation
- 4. A creative-thinking technique that involves connecting two items or ideas that seem completely unrelated to find new practical combinations and products
- 9. What is a A creative-thinking method that involves listing the characteristics or attributes of something and then finding ways to improve these attributes
- 15. A figure of speech in which two unlike things are compared using the words "like" or "as"
- 16. The general direction in which people or events are moving
- 17. The process of generating and developing new ideas
- 19. A figure of speech in which one idea, concept, or entity is compared to or used in place of another
- 20. What is A brainstorming technique that involves developing random sketches and doodles and then relating the drawings to an issue or problem?

- 21. A mental process involving the development of unique ideas, approaches, and solutions

- 22. Goods and/or services that are used together (e.g. skirts and blouses, ski boots and skis, software and computers)

- 23. Goods and/or services that can be used in place of others; items that satisfy the same needs/wants

Down

- 2. The conscious or unconscious process of thought formulation
- 3. A creative-thinking method to generate ideas by focusing on the details of a situation; involves combining some or all of a product's attributes in different ways to create new things
- 5. A synectics creative-thinking technique involving forcing random words into associations or connections with a given issue or idea
- 6. A process used to solve problems and generate ideas in purposely illogical ways
- 7. A process used to solve problems and generate ideas in logical, analytical, organized ways

- 8. A creative-thinking technique using basic questions starters to develop original questions to ask (and answer) about an issue or idea; these question starters include who, what, why, where, when, how, did, will, might, would, could, should, etc.

- 10. A synectics creative-thinking method involving the use of metaphors and similes to create connections where none currently exists

- 11. A form of brainstorming that organizes ideas and information graphically, using shapes, pictures, and words; a creative-thinking technique that involves the generation of ideas by associations

- 12. A formulated thought resulting from a representation of a concept within the mind

- 13. A brainstorming technique that involves using a star-shaped diagram to ask and answer basic questions about an issue or situation

- 14. The stages through which goods and services move from the time they are introduced on the market until they are taken off the market

- 18. A creative-thinking technique that involves making connections through the use of forced relations

Word Bank

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|---------------------|------------------------|------------------------|---------------------|
| Starbursting | Lateral thinking | Morphological analysis | Free association |
| Forced analogy | Complementary Products | Metaphor | Forced associations |
| Simile | Product life cycle | Creative thinking | Forced questioning |
| Attribute Listing | Braindrawing | Idea | Programmed thinking |
| Ideation | Idea generation | Forced relations | Synectics |
| Substitute products | Trend | Mind mapping | |