

## CROMAS QUESTIONS LIST

### Combination questions

- What parts of the product/service can be combined?
- What diverse functions can be combined?
- What ideas can be combined?
- What steps can be combined?

### Reordering questions

- What, in the physical design, can be changed in order?
- How can we re-order the steps?
- What if we do the opposite?

### Other uses questions

- What other use or function can have this element?
- If we take this element into a different context, do its meaning or utility change?
- Which actual asset can be used in a different way?
- What other uses our product can have?

### Modification questions

- What surprising changes can we do to the actual design?
- Can we change the materials?
- Can we change the shape?
- Can we make this part bigger? Smaller?

### Adaptation questions

- What things can we copy from other contexts?
- Which successful strategies can we "import" to our situation?
- In which similar or "parallel" world do we have a similar situation and what can we learn from it?

### Suppress/Substitute questions

- What if we eliminate this feature or part?
- What if we eliminate this step or group of steps?
- What if we eliminate this product or line of products?