

37 ways for new product ideas

37 ways of innovating

37 ways is a set of checklists and inspiration sources for product ideas or product development. Based on successful innovations, we extracted important trends, principles or evolutions.

37 ways is useful in individual or group brainstorming. You can browse systematic or let you inspire at random.

Looking for new products, look and imagine if one of the 37 ways is possible for your challenge.

01

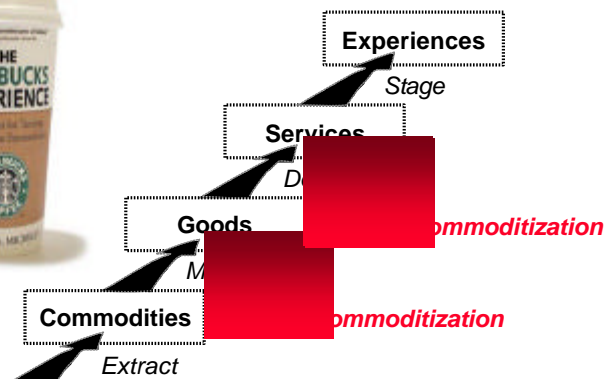
Simplify



www.newshoes.today.com

02

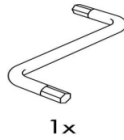
Add experience



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03

Do it like Ikea



community, distribution ...

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04

Make money of the replacement parts



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05

How could Virgin innovate?


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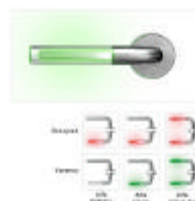
06

Is co-branding an option?


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07

Use other colors


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08

Give same value for less

easyGroup
 (other people looking for easy that means
 easy money & easy the easy group)
 easyJet.com
 easyInternetcafé
 easyCar.com
 easyValue.com
 easyMoney.com
 easyCinema.com
 easyBus.co.uk
 easyHotel.com
 easy4men.com
 easyJobs.com
 easyPizza.com
 easyMusic.com
 easyCruise.com
 easyMobile.com
 easyWatch.com
 easyVan.com
 easyOffice.co.uk


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09

Do it the Apple way



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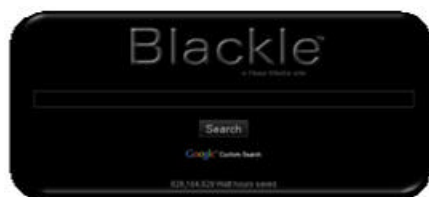
10

Make products more communicative



www.newshoesloday.com

introducing the **UK's first**
eco-friendly car insurance



Birdhouse recycling concept by Michael Sholk



13

Explore other cultures



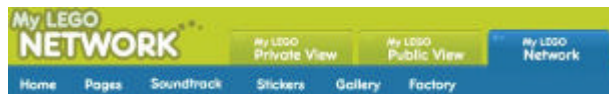
www.newshoesloday.com

14

Build a community



THE CULT OF MAC



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15

Go back to history



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16

Mini-size me



Goodbye long form. Hello short form.

Long is good, but short is better.

Long takes too long.

Long is out.

Short is in.



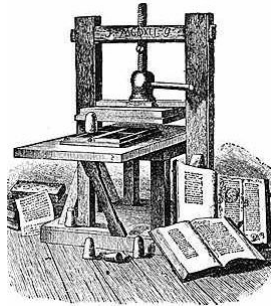
twitter



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17

Combine different categories



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18

Do you have a story?



www.newshoestoday.com

19

Search for more uses



50 Fun Things
To Do With Your iPod
(Searches based on music with think-while-you-work)

➤ 20 More Ways to Use Vinegar



Welcome to the Post-it® Picture Paper
1000 WAYS to stick together website!

Come on in and look around. This is where I am keeping all of the

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20

Is a kids version possible?



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21

Imagine product extensions


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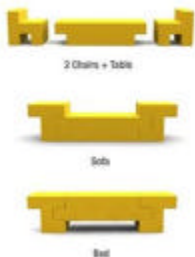
22

Find new target groups


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23

Make more combinations



www.newshoesloday.com

24

Reduce time



Royco
Minute Soup



?

www.newshoesloday.com

25

Add extra functions



www.newshoesloday.com

26

Listen to customers feedback



<http://www.dellideastorm.com/>

www.newshoesloday.com

27

Add some fun



www.newshoesloday.com

28

How to make your product unique?



My TOYOTA

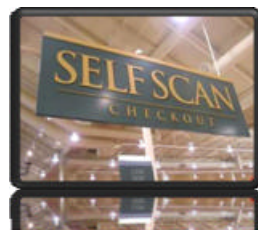
MY YAHOO!



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29

Do it yourself



selfhelpbooks.com *empowering your journey to LIFE*

www.newshoestoday.com

30

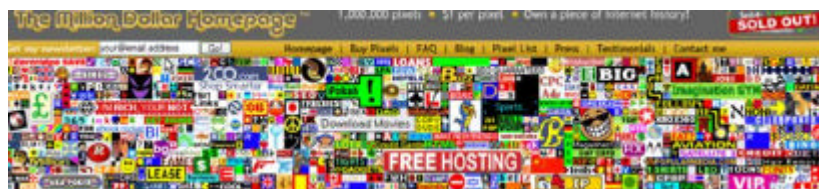
Can you make a free product?



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31

Make impossible things possible



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32

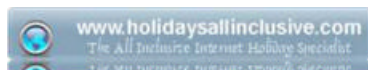
Give packaging an extra function



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33

Make an all in one package



IKEA START-BOX 1

Kitchen start-up set, 60 pieces

\$89.99


www.newshoesloday.com

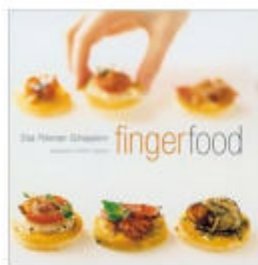
34

Forget 90°

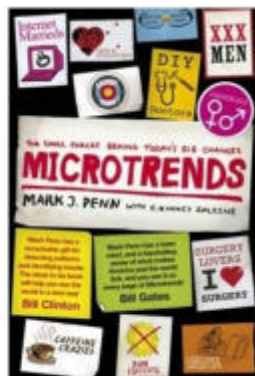

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35

Make a micro version



iPod nano
1,000 songs. Impossibly small.



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36

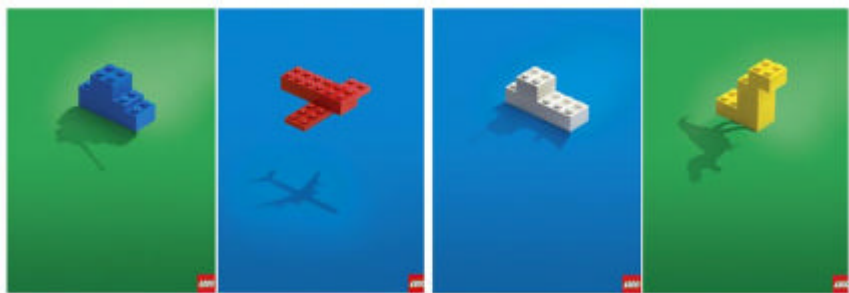
Can you combine people – profit – planet?



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37

Imagine



Imagination is more important than knowledge