



the iBox™

USER'S GUIDE

STEP 1

define

Clearly define the challenge you wish to resolve.

STEP 2

look

Take a look inside the i-box.
Does anything catch your eye?

STEP 3

select

Select the eye-catching object and describe what comes to mind.

What are your very first thoughts when looking at it?

Don't try to analyze your impressions. Jot down a word or phrase based on those thoughts. Maybe draw a picture to fully engage your whole mind.

STEP 4**think**

What are all the characteristics of the object? Use descriptive words such as smooth, angular, rubbery, etc. List the parts, the pieces, the way it works alone or with something else.

What does the object do?

What is the essence of the object?

What else could the object be used for?

STEP 5

examine

Now, examine all the characteristics you came up with in Step 4... all the descriptive words... and all your thoughts about this object.

Use this as a stimulus for forcing connections between the object, the descriptions, the ideas and the challenge you described in Step 1.

STEP 6

isolate

Take it one characteristic or descriptor at a time, through your list.

STEP 7

connect

What are the ways to connect the characteristics of the object to your challenge?

STEP 8

select

Pick the next object from the box that strikes your fancy and repeat Steps 2-6.

STEP 9

stand-outs

Does anything stand out that could be used for further discussion or analysis? Are there any potential solutions from this activity for your challenge?

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WARNING: THE iBOX IS NOT A TOY!

Keep your iBox out of the reach of
young children, ages 6 and younger.
iBox contains small items which
could present a choking hazard.