

# Concept Development



## Building a Beginning Idea into a Concept

Take a beginning idea from Chapter 4. Analyze it. Generate additional ideas spinning off of that first thought, then choose the best options, prioritize them, and then write a more in-depth concept. This is where we separate those of you who are seriously searching for new ideas from those of you who are just out to tire kick.

## Beginning Idea Number 1

1. Write out your leading selection; your *favorite* idea from Chapter 4.

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This may be the fourth or even fifth time you have written or restated this idea. Repetition is one key to making the new familiar. We were told by Victor Di Meo, the psychologist and invention specialist, that the concept that “restating creates familiarity” originates with Piaget, the human development theorist and famous child psychoanalyst.

**Note: Repetition will also make the old really boring!**

2. Do a brief analysis ...  
What would you like to accomplish by looking further at this idea?  
**Example:** Ways to do it, other versions of the same type of thing, I don't know, but if I could come up with an approach that would use this concept it would be really neat.

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3. Make a list. Write the ways and means to make the beginning idea a reality. Begin your list with action verbs.

**Example:** “Design a snack that is clothing until I eat it.”

- Use an edible wrapper
- Make it jewelry, edible pearls
- Sell it to kids
- Make ties for hungry business travelers

Or

“Create a slow quiet robot instead of one that is fast and noisy.”

- Use simple, low efficiency power transmission
- Apply to tasks where speed has less value – washing windows on the outside of buildings.
- Use solar energy or wind power.
- Study what a snail is good for

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Hint: All of the exercises in the exercise and excursion discussion would apply equally well here. Make up your own exercise (read Appendix A).

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As usual, if you should need additional space for ideas please use additional paper.

- Select the leading ideas from this group. There is no right number and you may find that the initial idea has not changed at all – you may just know a lot more about it.

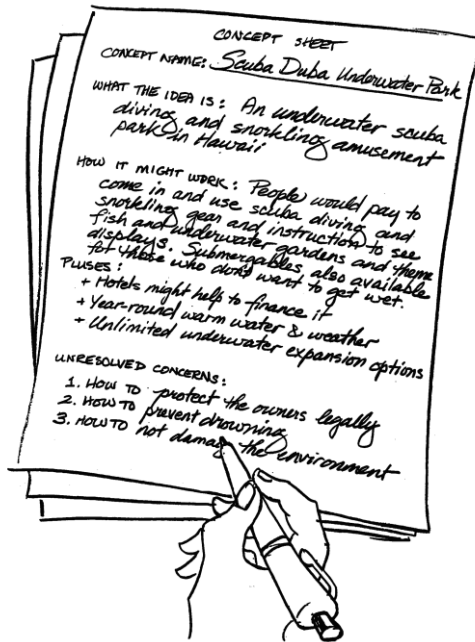
Leading Approaches:

Priority:

_____	_____
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_____	_____
_____	_____

- Choose the highest priority idea, and fill out the attached concept sheet, following the instructions and the example. Repeat concept building with other ideas from above. Or go on to another beginning idea.

**Example Concept Sheet**



# Instructional Concept Sheet

CONCET NAME:

NUMBER

WHAT THE IDEA IS:

HOW IT MIGHT BE EXPECTED TO WORK:

PLUSSES FOR THE KEY PLAYERS (YOUR COMPANY—CUSTOMERS):  
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CONCERNS, WISHES, GAPS FOR FURTHER WORK  
 (SET THESE UP AS PROBLEMS TO BE SOLVED...  
 TASK STATEMENTS, HOW TO...)  
 1. HOW TO  
 2. HOW TO  
 3. HOW TO

The concept name should be just a word.

Each idea is given a number which will stay with it forever, and not be reused.

Just a few key phrases about what the idea is. Add pieces

Draw a picture, a blueprint, or a description in words.

List enough reasons for doing this that you are started on selling the concept to.

List roadblocks to implementation you see now.

**SAMPLE CONCEPT SHEET****CONCEPT NAME:** *Robo-Slow***NUMBER:** 17**WHAT THE IDEA IS:***A slow, low-powered robot for tasks not requiring speed.*

- *Cleaning building exteriors*
- *Floors at night*

**HOW IT MIGHT BE EXPECTED TO WORK:***Holds self onto the outside of the building with suction systems.**Looks like a snail. Lightweight. Uses solar and wind power; rain / water / air moisture. Washes windows, etc.***PLUSES FOR THE KEY PLAYERS (YOUR COMPANY -- CUSTOMERS):**

- + *Replaces people on a dangerous task.*
- + *Positive use of both solar and wind power.*
- + *Slow vs. fast.*
- + *Passive technology.*
- + *Low cost.*
- + *Could apply to office floors / factories / ship hulls.*

**CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED ... TASK STATEMENTS, HOW TO ...)**

1. **HOW TO** *be sure it won't fall off.*
2. **HOW TO** *program for variations ... birds nests.*
3. **HOW TO** *load with detergent / cleaning agent.*

**NOW IT'S YOUR TURN**



## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

1. How to

2. How to

3. How to

## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

4. How to

5. How to

6. How to

## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

7. How to

8. How to

9. How to

- When you have created a sufficient number of concepts around your selected ways to do the beginning idea, stop. Again, there is no right number, and we are not recommending that you implement them all.

**List the concept names and numbers in the Concept Cabaret list in chapter 6, Decision Making.**



## Beginning Idea Number 2

1. Write out your second selection.

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2. Do a brief analysis

What would you like to accomplish by looking further at this idea?

**Example:** Ways to do it, other versions of the same type of thing. I don't know, but if I could come up with an approach that would use this concept it would be really neat.

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3. Make a list. Write the ways and means to make the beginning idea a reality.

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As usual, if you should need additional space for ideas please use additional paper. Remember to try an exercise to help the idea take a surprising twist.

4. Select the leading ideas from this group. There is no right number and you may find that the initial idea has not changed at all – you may just know a lot more about it.

Leading Approaches:

Priority:

_____	_____
_____	_____
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5. Choose the highest priority idea, and fill out the attached concept sheet, following the instructions and the example. Repeat concept building with other ideas from above. Or go on to another beginning idea. Begin with the next concept number in sequence. (If you did two concepts in the previous chapter, you should start numbering the next concept at number three.)





## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

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9. How to

## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

10. How to

11. How to

12. How to

## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

13. How to

14. How to

15. How to

6. When you have created a sufficient number of concepts around your selected ways to do the beginning idea, stop. Again, there is no right number, and we are not recommending that you implement them all.

**List the concept names and numbers in the Concept Cabaret list in chapter 6, Decision Making.**



### Beginning Idea Number 3

*\*\* This is the last development section provided. You may wish to make a copy for developing more beginning ideas before continuing on. \*\**

1. Write out your second selection.

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2. Do a brief analysis

What would you like to accomplish by looking further at this idea?

**Example:** Ways to do it, other versions of the same type of thing. I don't know, but if I could come up with an approach that would use this concept it would be really neat.

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3. Make a list. Write the ways and means to make the beginning idea a reality.

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As usual, if you should need additional space for ideas please use additional paper.

- 4. Select the leading ideas from this group. There is no right number and you may find that the initial idea has not changed at all – you may just know a lot more about it.

Leading Approaches:

Priority:


- 5. Choose the highest priority idea, and fill out the attached concept sheet, following the instructions and the example. Repeat concept building with other ideas from above. Or go on to another beginning idea. Begin with the next concept number in sequence.





## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

16. How to

17. How to

18. How to

## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

19. How to

20. How to

21. How to

## Concept Sheet

CONCEPT NAME:

NUMBER:

WHAT THE IDEA IS:

HOW IT MIGHT WORK:

PLUSES FOR THE KEY PLAYERS (YOUR COMPANY – CUSTOMERS):

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CONCERNS, WISHES, GAPS FOR FURTHER WORK (SET THESE UP AS PROBLEMS TO BE SOLVED. TASK STATEMENTS, HOW TO...)

22. How to

23. How to

24. How to

- 6. When you have created a sufficient number of concepts around your selected ways to do the beginning idea, stop. Again, there is no right number, and we are not recommending that you implement them all.

**List the concept names and numbers in the Concept Cabaret list in chapter 6, Decision Making.**



### Notes

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