Steps:

1. State your problem, issue, or challenge.
2. List your assumptions and presuppositions - aim for at least 5.
3. Write down the most extreme opposite of your assumptions.
4. Transform the opposites into ‘how’ or ‘what if’ questions.
5. Write at least 3 answers to each question.

Example:

1. In what ways can I make a better pest trap?
2. Assumptions:
   a. It has to kill the pest
   b. It has to attract the pest to it
   c. It is not safe around children or pets
   d. You have to continually monitor it for effectiveness
   e. The pests need to be dealt with at all
3. Opposites:
   a. It has to sustain the pest
   b. It has to repel the pest
   c. It can double as a toy for kids and pets
   d. You set it and forget it forever
   e. Pests need to be left alone to do their thing
4. Questions:
   a. How can the trap sustain the pest?
   b. How can the trap repel the pest?
   c. How could the toy be used as a toy for kids or pets?
Brainstorming: Opposite Questions

5. How could you continually monitor the trap for effectiveness?
   i. Remote monitoring system tied into home cable / internet
   ii. Make it spring-able and resettable after a set amount of “cool-off” time
   iii. Design to trap, wrap, and scrap pest on a set schedule / events

5. How could you totally leave the pests alone to do their things?
   i. Seal the house off from pests from the outside
   ii. Designate certain areas of the house as “pest-safe-havens” to come and go
   iii. Incorporate ‘opposite’ or predator pests to deal with main pests

5. Answers:

   a. How can the trap sustain the pest?
      i. Completely contained ‘pest biodome’ with *entry only* path
      ii. Provides soothing music to calm the pest into submission
      iii. Incorporates pest’s usefulness into normal house functions

   b. How can the trap repel the pest?
      i. Use smell, shape, light, or sound to scare the pest away
      ii. Automated robot repellant system (Roomba + anti-pest module)
      iii. Sucks pest up and delivers outside through tubing system

   c. How could the toy be used as a toy for kids or pets?
      i. Use non-toxic items with trapping mechanisms only accessible by pests
      ii. Blend the trap into the home / decorations
      iii. Make it touch sensitive to sound / light alarm when disturbed

   d. How could you continually monitor the trap for effectiveness?
      i. Remote monitoring system tied into home cable / internet
      ii. Make it spring-able and resettable after a set amount of “cool-off” time
      iii. Design to trap, wrap, and scrap pest on a set schedule / events

   e. How could you totally leave the pests alone to do their things?
      i. Seal the house off from pests from the outside
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