

Searching for New Product Ideas checklist

If you want to create a new product and you search for inspiration in order to find the new idea this checklist is right for you. **Searching for new product ideas checklist** offers a number of sources where new ideas can be found. This checklist will help you to overview variety of possible sources, so you can find those which suit your situation.

- ☐ Search solutions for existing problems.

Just look around - there are thousands of big and small problems in the world, perhaps at least one of them is "waiting" for your inventiveness to be solved. Create a product that can eliminate one of those problems.

- ☐ Design improvements for existing products.

There are thousands of products that are already on the market. Apply your experience and skills to improve one of already existing products.

- ☐ Create a package offer of existing products.

The easiest way to create a new product is to create a favorable package offer -take your current product and package it together with cheaper related products. For example sell mobile phone together with case, Bluetooth hands-free device or with mobile provider card.

- ☐ Give a new life to an older product.

Identify a product that is no longer on market, but may appear useful today. Redesign and improve it according to modern requirements.

- ☐ Research current tendencies.

Study mass media, Internet and life around you to define modern trends, fashion, style of life and expectations. Create a product that supports and promotes current hot themes and trends.

- ☐ Study feedbacks from your customers.

Customers are the first people in your business, so do not forget to ask them what kind of product they seek and what they would like to see improved in your current products.

- ☐ Set yourself apart from your competitors by creating a new niche.

You can "create new product" by repositioning or re-branding of your current product. You can always say that your product belongs to another niche as far as it is better, bigger, faster, smaller, etc. than products of your competitors.

- ☐ Study your personal life and experience.

What products do you seek in your daily activities? What can facilitate your life? What would you like to improve in products around you?

- ☐ Research scarcity of goods.

Shortages of necessities and luxuries very often give an opportunity to new ways and products to overcome these shortages. Probably you will offer a proper replacement for scarce product.

- ❑ Study new knowledge.

New knowledge and theories are inexhaustible source of new ideas, so stay in touch with latest achievements within your industry.

- ❑ Research areas of difficulty and hardships.

Look at processes and areas of activity where people apply a lot of efforts and energy, you may find an idea for a new product that facilitates labor of these people.

- ❑ Study existing products in order to find possibility for combination.

This is a kind of optimization - find products that have similar use, study their features and think how these features can be combined in one new product.

Company Activity Checklists

The checklists of this section discover you how to plan, coordinate and control your company. These checklists will show you how to make your business profitable and liquid and how to create sufficient value for customers so that the revenues exceed its total costs. ➡

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- [The Cash Flow Management Checklist](#)
- [Lease Checklist](#)
- [Competitive Environment Analysis Checklist](#)
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- [Checklist For Development Of A Manufacturing Strategy](#)
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- [Financial Management Checklist for Managers](#)
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- [Corporate Workflow Description For Automation Checklist](#)
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