Deconstruct / Reconstruct.

Using an objective’s existing elements as the catalyst for new ideas presents a clear path to innovation. Dissect the situation to its fundamental parts, then build new ideas by reassembling the components through exaggeration, elimination, substitution, and simplification.

The Story.

Hanes wanted to reinvent its basic T-shirt. However, the problem was just that – T-shirts were already “basic.” They began by breaking down the T-shirt to its fundamental parts and pieces: collar, sleeves, material, stitching, and tag. The latter inspired an interesting question: “What if we get rid of the tag altogether?” That question lead to the creation of the “Tagless T” and countless sighs of relief from formerly itchy 6-year-olds everywhere.

The Steps.

1. **OBJECTIVE** Define your objective.
2. **DECONSTRUCT** Create an inventory list of all the key elements related to the objective.
3. **RECONSTRUCT** Take the most compelling parts of the inventory and create new ideas by exaggerating, eliminating, substituting, or simplifying them.

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**OBJECTIVE**

Drive more traffic to the public library

**DECONSTRUCT**

- hours
- librarians
- periodicals
- movies
- kids
- fines
- research
- senior citizens
- building
- library card
- carts
- projectors
- boring
- information

**RECONSTRUCT**

- **Exaggerate**
  - **Hours** move to a 24/7 model
- **Eliminate**
  - **Quiet** host a band night to attract younger demographics
- **Substitute**
  - **Books** create a Human Library by allowing visitors to “check out” interesting individuals rather than books
- **Simplify**
  - **Research** offer personal research assistants to help patrons