

VARIANT ENGINE

CREATE-F-0003

FAMILY	CODE
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Generate controlled variations of an existing concept while locking the traits that must remain recognizably the same.

WHAT IT IS

VARIANT ENGINE creates variation without identity drift. You define what is sacred, what may mutate and what kinds of change are forbidden; the formula then explores the available space without quietly redesigning the original concept.

It is useful when you need alternatives that are meaningfully different but still belong to the same family - versions, formats, editions, layouts, mechanics, campaigns or product configurations.

BEST FOR

Design directions, product variants, campaign executions, content formats, feature configurations, interface patterns, naming systems and any concept that needs controlled exploration rather than a complete reinvention.

WHAT YOU GIVE IT

The seed concept, its invariants, the dimensions that may change, any forbidden drift and the number or breadth of variants required.

WHAT IT RETURNS

A set of variants with an explicit mutation map: what changed, what stayed locked, why the variant remains part of the same family, its new trade-off and its distance from the seed and other variants.

HOW TO USE IT

1. Define invariants carefully; they are the identity lock and should describe what makes the original recognizably itself.
2. Use mutation axes to specify where exploration is welcome instead of asking for random alternatives.
3. Inspect the mutation map to catch variants that are too timid, too similar to one another or so extreme that they no longer belong to the family.

GOOD FIT IF...

Choose this formula when you want "more versions of this" but cannot afford for the model to misunderstand what "this" actually means.

NOT SURE KITTY - LAB / FORMULA SERIES