Questions to ask when you're stuck:

Is an assumption in the way?

What is the worst-case scenario?

Could I do the opposite?

How can I thrill the end user?

What am I afraid of?

Do I understand why?

Where else has something similar been done?

What is expected and why?

Who has something to lose?

Who is the enemy and how do we foil them?

Who could solve this problem with ease, and how?

How would my favorite super hero do it?

How would my favorite movie character do it?

Could I change the medium?

Could I ask the question differently?

How would a 3rd grader approach this problem?

What question do I need to answer first?

Is there a resource I'm lacking?

How would I describe the problem in three words?

Are there sub-problems to the main problem?

What's the world like once the problem's solved?

Who can I call for help?

Can I create a metaphor for the problem?

How would I start over?

What's the primary block and why?