

SCAMPER

A creative brainstorming technique originally developed by Bob Eberle

Substitute part of the product or process for something else

- Which materials or resources can be changed in order to improve the product?
- Which other product or process can be used?
- Which parts can be replaced?
- Does the product have different possible applications?

Combine two or more parts of the product or process to make something new

- What would happen if the product is combined with another product? Would that lead to a new end product?
- Can the product also be used for another purpose or objective?
- With what can the product be combined in order to maximize its use?

Adapt parts of the product or process or change the nature of the product or process

- Can this product be adapted or readjusted to serve another purpose or use?
- In which different context or setting can the product be placed?
- What else is like your product or process and can these be used for inspiration?
- How can the product be adapted to make it function even better?

Modify/Magnify part or all of the product or process, distort it in an unusual way

- How could the shape, look, feel, or appearance of the product be changed?
- What can be added to the product?
- What could be emphasized or highlighted about the product to add value?
- Which part of the product can be changed in order to create something new?

Purpose/Put to other uses the product or process or reuse something

- Can the product be used for a different purpose?
- Who else could use this product?
- How would the product behave in a different context or setting?
- Can the product's waste be reused or recycled to make something new?

Eliminate/Minify parts of the product or process and what effects that has

- How would the product look if we were to simplify it?
- What features and/or components can be left out?
- How can the product be made smaller, faster, or lighter?
- What would happen if we remove part of the product? What would you have in its place, if anything?

Rearrange/Reverse parts of the product or process or sequence things differently

- What would happen if the product was reversed or you sequenced things differently?
- What would happen if parts of the product are assembled in a different order?
- What would happen if you try to do the exact opposite of what you're doing now?
- What components can you substitute to change the order of this product?
- How could you reorganize this product?