

SCAMPER Technique

S = Substitute

Think about substituting part of the product or process for something else. Typical questions to ask yourself include: What other components, ingredients, or materials can be used instead? Who else instead? What other policies, procedures, processes, or approaches might I substitute?

C = Combine

Think about combining two or more parts of the product or process to make something new or to enhance synergy. Typical questions: What parts, purposes, units, might I combine to make this more useful, give it another use, or make it more valuable?

A = Adapt

Think about which parts of the product or process could be adapted or how you might change the nature of the product or process. Typical questions: What else is like this? What other idea does this suggest? What might I adopt for use as a solution? What might I copy? What might I borrow?

M = Modify

Think about changing part or all of the product or process, or distorting it in an unusual way. Typical questions: What might I add or magnify? What might I minimize? What other shapes, colours, attributes might I change?

P = Put to Other Uses

Think of how you might put the product or process to another use or how you might reuse, recycle, or repurpose something from somewhere else. Typical questions include: What new ways are there to use this? Which other people might use this in a new way?

E = Eliminate

Think of what might happen if you eliminated parts of the product or process and consider what you might do in that situation. Typical questions include: What might I eliminate, simplify, disregard, or reduce? What might I make smaller, lower, shorter, or lighter?

R = Rearrange/Reverse

Think of what you might do if parts of the product or process worked in reverse or were sequenced differently. Typical questions: What other pattern, layout, or sequence might I adopt? Can components be interchanged or manipulated?