

SCAMPER

1 SUBSTITUTE

What materials or resources can you substitute or swap to improve the product?

- What other product or process could you use?
- Can you use this product somewhere else, or as a substitute for something else?
- What will happen if you change your feelings or attitude toward this product?

2 COMBINE

What would happen if you combine this product with another, to create something new?

- What if you combine purposes or objectives?
- What could you combine to maximize the uses of this product?
- How could you combine talent and resources to create a new approach to this product?

3 ADAPT

How could you adapt or readjust this product to serve another purpose or use?

- What else is the product like?
- Who or what could you emulate to adapt this product?
- What else is like your product?
- What other context could you put your product into?
- What other products or ideas could you use for inspiration?

4 MODIFY

How could you change the shape, look, or feel of your product?

- What could you add to modify this product?
- What could you emphasize or highlight to create more value?
- What element of this product could you strengthen to create something new?

5 PUT TO ANOTHER USE

Can you use this product somewhere else, perhaps in another industry?

- Who else could use this product?
- How would this product behave differently in another setting?
- Could you recycle the waste from this product to make something new?

6 ELIMINATE

How could you streamline or simplify this product?

- What features, parts, or rules could you eliminate?
- What could you understate or tone down?
- How could you make it smaller, faster, lighter, or more fun?
- What would happen if you took away part of this product? What would you have in its place?

6 REVERSE

What would happen if you reversed this process or sequenced things differently?

- What if you try to do the exact opposite of what you're trying to do now?
- What components could you substitute to change the order of this product?
- What roles could you reverse or swap?
- How could you reorganize this product?

