

# SCAMPER

Use this tool to ask questions about the product you identified, using the mnemonic to guide you. Look at the answers that you came up with. Do any stand out as viable solutions? Could any of them be used to create a new product, or develop an existing one? If any of the ideas seem viable, then explore them further.

## 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?

## COMBINE:

- What would happen if you combined this product with another, to create something new?
- What if you combined purposes or objectives?
- What could you combine to maximize the uses of this product?

## ADAPT:

- How could you adapt or readjust this product to serve another purpose or use?
- What else is the product like?
- What other context could you put your product into?

## MODIFY:

- How could you change the shape, look, or feel of your product?
- What could you emphasize or highlight to create more value?
- What element of this product could you strengthen to create something new?

## PUT TO ANOTHER USE:

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

## ELIMINATE:

- What features, parts, or rules could you eliminate?
- 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 replace it with?

## 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 roles could you reverse?

