

RESOURCE 1: SCAMPER

It can often be difficult to sometimes think creatively to generate something new in a confined structure. The SCAMPER® technique created by Bob Eberle can help in thinking about existing things in new ways and to help generate new ideas. This technique helps you to think creatively and apply creativity by encouraging you to think about improving something that already exists.

There are seven lenses in the SCAMPER technique:

- 1** Substitute
- 2** Combine
- 3** Adapt
- 4** Modify
(Magnify and Minify)
- 5** Put to another use
- 6** Eliminate
- 7** Reverse

You use the tool by asking questions about existing products, using each of the seven prompts above. These questions help you come up with creative ideas for developing new products, and for improving current ones. Use the guiding questions below to improve a current product/ service/process:

SUBSTITUTE

- What can we substitute to make an improvement?
- How can we substitute the place, time, materials or people?
- Can I substitute one part for another or change any parts?
- Can we change the rules?
- Should we change the name?
- Can we use other ingredients or materials?
- Can we use other processes or procedures?
- Can we change its shape, colour, roughness, sound or smell?
- Can we use this idea for other projects?

COMBINE

- What ideas, materials, features, products, or components can we combine?
- Can we combine or merge this or that with other objects?
- Which materials can we combine?
- Which are the best elements we can bring together so as to achieve a particular result?

ADAPT

- Which part of the product could we change?
- Could we change the characteristics of a component of the product?
- Can we be inspired by other products or processes?
- Which ideas could we adapt, copy, or borrow from other people's products?

MODIFY (MAGNIFY OR MINIFY)

- What can we magnify or make larger?
- What can we tone down or delete?
- Could we exaggerate or overstate any component of the product?
- What can be made higher, bigger, or stronger?
- Can we increase its speed or frequency?
- Can we add extra features?
- How can we add extra value?
- What can you remove or make smaller, condensed, lower, shorter or lighter—or streamline, split up or understate?

PUT TO OTHER USE

- What else can it be used for?
- How would a child use it? An older person?
- How would people with different disabilities use it?
- Are there new ways to use it in its current shape or form?
- How can we reuse something in a certain way by doing what to it?

ELIMINATE

- What can WE remove without altering its function?
- Can we reduce components?
- What would happen if we removed a component or part of it?
- How can we simplify it?
- What's non-essential or unnecessary?
- Can we split the product into different parts to create something new?

REARRANGE

- What can we rearrange in some way – components, the pattern, or the layout?
- What would we do if part of the product or process worked in reverse?