



## SCAMPER

SCAMPER is a technique used to generate innovative ideas. It is based on the idea that everything new is a modification of something that already exists. The term is an acronym for Substitute, Combine, Adapt, Magnify/modify/minimise, Put to other uses, Eliminate, and Rearrange/reverse. These represent categories of questions that can be asked regarding a product, service, or process through which its characteristics can be evaluated, modified, and improved.

### Using 'SCAMPER'

Questions are presented to knowledgeable staff members under each of the SCAMPER categories. The questions detailed below are examples and are not intended to be exhaustive.

Step 1: Substitute: Can somebody involved be replaced?; Can the rules be changed?; Can the product/service be used somewhere else, or as a substitute for something else?

Step 2: Combine: What can be combined to maximise the number of uses?; Can different talents be combined to improve the product/service?; Can the product/service be combined or merged with other objects?

Step 3: Adapt: Can lessons be learned from similar ideas in the past?; Is there something similar in another context?; Are there any changes that could be borrowed or copied?

Step 4: Magnify/modify/minimise: What elements of the product/service can be increased?; Can frequency be increased?; Can elements be duplicated?; Can extra features or value be added?

Step 5: Put to other use: What else can the product/service be used for?; Can it be used by groups other than those for whom it was intended originally?; Can this idea be used in other markets or industries?

Step 6: Eliminate: How can the product/service be simplified?; What parts can be removed without altering its function?; Can it be split into separate parts?

Step 7: Rearrange/reverse: Are its components interchangeable?; Can components be switched or their direction inverted?

