# SCAMPER THINKING TOOL

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| **S – Substitute** – components, materials, people<br><br>What can you substitute? What can be used instead? Who else instead? What other ingredients? Other material? Other process? Other power? Other place? Other approach? Other sounds? Other forces?<br><br>*Instead of ... I can ...* | **C – Combine** – mix, combine with other assemblies or services, integrate<br><br>What can you combine or bring together somehow? Combine units? Combine purposes? Combine appeals? Combine ideas?<br><br>*I can bring together ... and ... to ...* |
| **A – Adapt** – alter, change function, use part of another element<br><br>What can you adapt for use as a solution? What else is like this? What other idea does this suggest? Does the past offer a parallel? What could I copy? Who could I emulate?<br><br>*I can adapt ... in this way ... to ...* | **M – Modify** – increase or reduce in scale, change shape, modify attributes (for example colour)<br><br>Can you change the item in some way? Change meaning, colour, motion, sound, smell, form, shape? Other changes?<br><br>Also: *Magnify*: What can you add? More time? Stronger? Higher? Longer? Thicker? Extra value? Plus ingredient? Duplicate? Multiply? Exaggerate?<br><br>And: *'Minimise'*: What can you remove? Smaller? Condensed? Miniature? Lower? Shorter? Lighter? Streamline? Split up? Understate?<br><br>*I can change ... in this way ... to ...* |
| **P – Put to another use**<br><br>How can you put the thing to different or other uses? New ways to use as is? Other uses if it is modified?<br><br>*I can re-use ... in this way ...  by ...* | **E – Eliminate** – remove elements, make as simple as possible, reduce to core functionality<br><br>What can you eliminate? Remove something? Eliminate waste? Reduce time? Reduce effort? Cut costs?<br><br>*I can eliminate ... by ...* |
| **R – Reverse** – turn inside out, back to front, upside down.<br><br>*I can rearrange ... like this ... such that ...* | - Begin by listing some things you take for granted about your focus area/item.<br>- Do not get too caught up on where an idea fits on the checklist, as some ideas could fit under different headings – the important thing is that SCAMPER triggers new ideas<br>- Initially it is important to SUSPEND JUDGEMENT – the evaluation and development of ideas comes at a later stage<br>- You can use the ideas as stepping stones to other ideas... |

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