



## 4 SCAMPER

### Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse

SCAMPER is an idea generation strategy that uses action verbs as stimuli. The strategy was first introduced by Bob Eberle to address targeted questions that help solve problems or ignite creativity during brainstorming. This can be applied to an existing product or a new product. Have a product or display images of a product and apply the scamper.

SCAMPER is an acronym with each letter standing for an action verb which in turn stands for a prompt for creating ideas.

*A good idea might be to have an ideas box, an ideas file/ ePortfolio or an ideas notebook.*

### Take an existing product/service. Can you apply SCAMPER?

<b>S</b> _ Substitute/ Swop	Can you swop part of the service/product for something else to make an improvement. (e.g. people, materials etc.)
<b>C</b> _ Combine	Can you add something to an existing product to make it more appealing?
<b>A</b> _ Adapt	What can we alter or adapt?
<b>M</b> _ Modify, minify or magnify	Can you make the product bigger, smaller or change the shape, colour etc.?
<b>P</b> _ Put to another use	How can you put the product /service to a different or other use?
<b>E</b> _ Eliminate or elaborate	What elements of the product or service can be eliminated?
<b>R</b> _ Reverse	What can be reversed in some way?

## 5 Problem-Solving

Problems mean opportunities. Many a good idea has come from finding a solution to a problem.

### What causes the problem?

- Think **Bigger** – Television. What’s the largest screen available?
- Think **Smaller** – Smart Cars.
- Think **Backwards** – Prevention... Healthy eating and keeping fit to prevent obesity.
- Think **Faster** – Smartphones.

*Be emphatic! Listen to your potential customers. Remember that customers buy solutions to problems.*

### Be a problem solver and a decision maker...

Every day you’re confronted with problems to solve. However, you should look at a problem, as having a **choice** and of course you are going to have to make a **decision**.