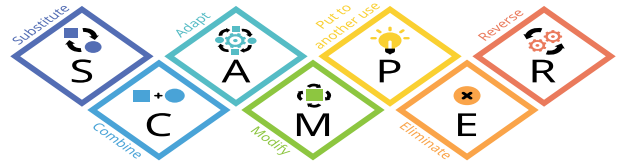


TOOL BRIEF: SCAMPER TECHNIQUE

OVERVIEW:

SCAMPER is a creative thinking technique that provides a structured way to help generate innovative ideas and solve problems. It was developed by Bob Eberle in the early 1970s as an acronym that stands for Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse.



This method encourages looking at a problem or situation from various perspectives to uncover new possibilities.

STEPS FOR USING THE METHOD

1. **Substitute:** Identify elements of the current situation or product that could be replaced with something else.
2. **Combine:** Look for ways to merge two or more parts of your situation or product to achieve a synergistic effect.
3. **Adapt:** Think about how you can adjust the current scenario to serve another purpose or meet a different need.
4. **Modify:** Consider how altering the shape, form, or attributes of your situation or product could create a new opportunity.
5. **Put to another use:** Imagine how you could repurpose your situation or product in a completely different way.
6. **Eliminate:** Simplify by removing unnecessary or redundant elements.
7. **Reverse:** Explore what could happen if you did the opposite of what you initially planned or if you reordered parts.

PROS:

- **Promotes Divergent Thinking:** Encourages exploration of a wide range of possibilities.
- **Structured Approach:** Provides a clear framework for brainstorming.
- **Versatile:** Can be applied to various contexts, from product development to improving services or processes.

WHEN TO USE:

- **Idea Generation:** When looking for creative ways to innovate or solve problems.
- **Product Development:** To explore new features or improvements.
- **Process Improvement:** When seeking ways to enhance efficiency or effectiveness.

CONS:

- **May Overwhelm:** The breadth of the method might overwhelm beginners.
- **Quality of Ideas:** Not all ideas generated will be practical or valuable; requires further refinement.
- **Time-Consuming:** Exploring all aspects of SCAMPER thoroughly can be time-intensive.

WHEN NOT TO USE:

- **For Problems Requiring Immediate Solutions:** SCAMPER is a creative thinking tool that encourages exploration of various possibilities, which might be time-consuming.
- **When Dealing with Highly Technical or Specialized Issues:** The SCAMPER technique might not delve deep enough into specialized knowledge or technical detail needed for some types of problems, making it less effective for highly technical challenges.



BEST PRACTICES: SCAMPER TECHNIQUE

The SCAMPER method is a versatile and dynamic tool used to spur creativity and innovation by questioning existing products, services, or processes through seven different lenses. Here are some best practices to ensure effective application of the SCAMPER method:

Clear Objective Setting: Before beginning the SCAMPER process, clearly define what you want to achieve. Whether it's improving a product, enhancing a service, or optimizing a process, having a specific goal in mind helps direct your creative efforts and ensures relevant outcomes.

Comprehensive Preparation: Gather all relevant information about the subject you are examining. This might include data on current performance, user feedback, and competitive benchmarks. A thorough understanding of the existing conditions and limitations ensures that your SCAMPER session is grounded in reality and more likely to produce practical ideas.

Encourage Open Thinking: When applying the SCAMPER prompts, encourage yourself or your team to think freely without judgment. The goal is to generate as many ideas as possible. Later, these can be refined and evaluated for feasibility.

Document Everything: Keep a detailed record of all the ideas generated from each SCAMPER prompt. This documentation is crucial as it allows you to revisit the initial brainstorming sessions with fresh eyes and identify potential innovations that might have been overlooked initially.

Iterative Review: After the initial SCAMPER session, review the ideas at a later time. Often, the best insights come when you have some distance from the initial creative process. This also allows time for additional research or feedback that might influence which ideas are worth pursuing.

By following these best practices, users of the SCAMPER method can enhance their creative processes and develop innovative solutions effectively tailored to their specific challenges and objectives.



MODERN METHODS: SCAMPER TECHNIQUE

MODERN METHODS: ENHANCING THE SCAMPER METHOD WITH AI

How to Use AI with the Tool

Integrating AI, such as generative AI like ChatGPT, can significantly amplify the creative and analytical capabilities of the SCAMPER method. AI can provide diverse perspectives and rapidly generate a multitude of ideas based on vast data sets, which may not be immediately obvious to human thinkers. However, while AI can suggest numerous creative directions, it's crucial to critically evaluate these ideas to ensure they align with practical realities and business objectives.

Setting the Stage

Definitions and Parameters: Before initiating AI assistance, define the specific aspects of the product, service, or process you want to improve. Provide AI with a clear context to ensure the generated ideas are relevant and targeted.

Example Prompt: "I want to explore improvements for a budget tracking app. Let's define 'Substitute' in SCAMPER as changing the user interface elements. Can you generate ideas based on this?"

AI Applications and Sample Prompts

Substitute:

- Application: Use AI to suggest alternatives for components, materials, or processes.
- Prompt: "What alternative interface elements could be used in the budget tracking app to enhance user engagement?"

Combine:

- Application: AI can analyze existing solutions to suggest new combinations that might offer added value.
- Prompt: "Can you suggest a combination of features from existing productivity apps that could be integrated into the budget tracking app to increase its functionality?"

Adapt:

- Application: AI leverages data from similar solutions in other industries to suggest adaptations.
- Prompt: "What features from successful health tracking apps could be adapted for use in our budget tracking app?"

Modify:

- Application: AI helps identify modification opportunities that could make a product or service more appealing or functional.
- Prompt: "What modifications can be made to the app's notification system to make it more proactive in guiding user spending behaviors?"

Put to Another Use:

- Application: AI can suggest new contexts or user groups where the product or service could be applied.
- Prompt: "For which other user groups or new contexts could the budget tracking app be useful, perhaps outside traditional finance management?"

Eliminate:

- Application: AI analyzes features or processes to recommend simplifications or removals to streamline the offering.



MODERN METHODS: SCAMPER TECHNIQUE

Rearrange:

- Application: AI can propose reorganization of workflows, features, or physical layouts to improve usability or efficiency.
- Prompt: "How could the workflow of entering expenses in the app be rearranged for better efficiency and user experience?"

These applications and prompts empower users to extend the boundaries of traditional brainstorming by leveraging AI to quickly generate and iterate on innovative ideas using the SCAMPER method.



TEMPLATE: SCAMPER TECHNIQUE

DATE:

PROBLEM STATEMENT	
SUBSTITUTE	
COMBINE	
ADAPT	
MODIFY	
PUT TO ANOTHER USE	
ELIMINATE	
REARRANGE	

NOTES:

