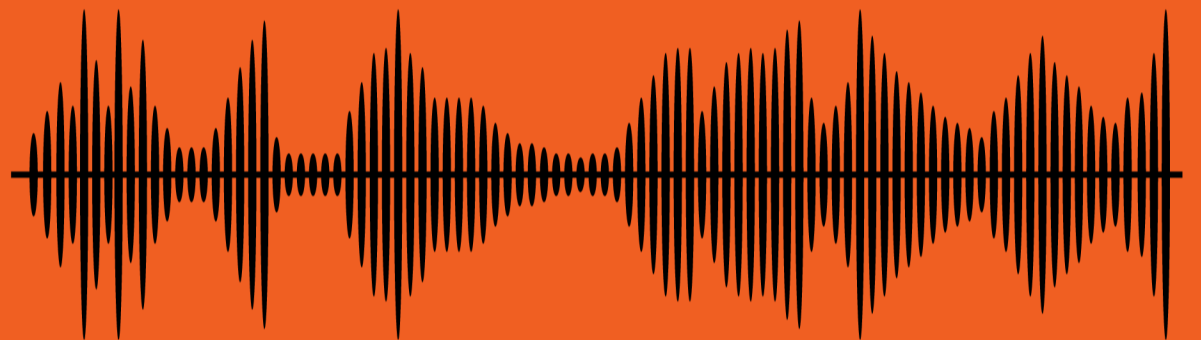


NOW GO CREATE

podcast

Episode 7



"In this week's episode walk through SCAMPER with me, the Swiss Army Knife of creativity tools."

Claire Bridges

Founder, Now Go Create

SCAMPER is an acronym for:

Substitute

Combine

Adapt

Modify/Magnify

Put to other uses

Eliminate

Reverse

It provides a framework to stimulate questions which can be used to help you look at your challenge, work, project, or product differently.

The origins of SCAMPER are attributed to creative theorist Alex Osborn. The expanded questions I've adapted and added to over the years. Add your own for your context.

THIS WAY FOR 46 DIFFERENT CREATIVE TRIGGERS



How to use SCAMPER

Starting point: write down some of the different components or aspects to the problem or product that you want to innovate.

For example to generate ideas for the humble pizza, list all the ingredients, packaging, product/eating occasions, target customers, price, where to buy it, how to cook it, history and so on.

Look through the principles and see what fresh ideas it gives you.

Like every creativity tool it might not give you the answer immediately, or even the right answer that meets your criteria, but it will give you new ideas, and hopefully unexpected ones too!

Substitute

- What can be substituted?
- List every aspect of your project, product or problem. Can you substitute any of them?
- What perspective is different from your own that you could substitute? E.g. a child, a scientist, an artist, a teacher, a musician?
- What would happen if you were selling this product in a specific region, or another country or culture?
- What rules for creating, building, making it or serving it could you substitute?
- What materials or resources can you substitute or swap to improve your product?



Combine

- What can I combine?
- How can I combine two or more parts to achieve a different product, problem, or process?
- What components can I combine?
- What interesting or unusual combinations can I make?
- What existing but different ideas can I combine?
- What would be an unusual combination?
- Generate 5 ideas – then see what new combinations you can make from mashing them up
- Combine your ideas with someone else's
- Seek out the most unexpected or surprising combo



Adapt

- What can I adapt in my product, problem, or process?
- What do you need to adapt in order to stay current or future-proof product or reputation?
- What might you need to adapt to?
- How can you adapt or modify your current product to reflect a trend?
- Perhaps you could adapt your idea to serve or appeal to an under-represented or under-served audience?



Modify (or magnify)

- What can I modify, or put more or less emphasis on for the product, problem, or process?
- What could you add?
- Play with scale – what happens if you make it bigger? Or smaller? Most expensive? Fastest?
- Can you add extra features?
Exaggerate something?
- How can you add extra value for the customer?



Put to another use

- How can I put the thing to other uses?
- Can I use my process, idea, product or concept somewhere else?
- Is there a different context for my idea?
- What are new ways to use the product or service?
- What can you recycle or re-use?
- Which other groups could benefit from this product that you didn't intend?
- If aliens landed what would they think your product or service is for?



Eliminate

- What can you take away?
- How could you streamline or simplify the product or service?
- What elements of your product could you eliminate?
- How can you decrease cost or effort?
- If something that is obvious was missing, what would that mean?
- What rules could you do away with?



Reverse

- List every rule that applies to your category, challenge and then list the opposite. What rules could you reverse?
- What assumptions are you making about your problem or topic? What happens if you reverse them?
- What if you did the exact opposite of what you're doing now?
- What would happen if you reversed your process or sequence?
- What are the negatives to this product? Reverse them.
- When you have an idea you really like, take the opposing view and argue against it.
- What would your competitors do with this product or area? Try to do the opposite.



Hosted by :

Claire



NOW GO

CREATE

PODCAST



Episode 7: SCAMPER
New episode every
Wednesday wherever you
get your podcasts.

<https://bit.ly/4aee69l>