



## S.C.A.M.P.E.R. Worksheet

*This idea generation method was first developed by Bob Eberle, an educational administrator from Evansville, IN, to elicit more creative ideas from his colleagues, and has since been modified and adapted for a range of uses. Below is our version of S.C.A.M.P.E.R. idea prompts.*

### **S = Substitute**

- What materials, resources, or people can we substitute or swap to improve the product?
- What other procedure might work better?
- What rules or guidelines could we change?
- Other ingredient? Material? Approach? Framework?
- What if I changed my attitude/feelings about this product?

### **C = Combine**

- What if we combined this product with another?
- What units can be combined?
- What ideas can be combined?
- What purposes or objectives can be combined?
- How could we combine talent and resources to create a new approach to this product?

### **A = Adapt**

- What ideas (inside or outside our field) can we incorporate?
- What other process can be adapted?
- Whom can we emulate?
- How can we adapt this product for other uses or needs?

### **M = Modify/Magnify/Minify**

- What can be modified?
  - Meaning? Attitude? Feeling?
  - Shape? Color? Texture?
  - Marketing?
- What can be made larger? Smaller? Scaled up or down?
- What can be strengthened to create something new?
- What can be added or highlighted to create more value?

### **P = Put to other uses**

- How else can our product, process, or service be used?
- Who else can use our product, process, or service
- Could we recycle the waste or excess from this product to make something new?

### **E = Eliminate**

- How can we streamline or simplify our product?
- What features, parts, or rules could we eliminate?
- How could we make it smaller, faster, lighter, or more fun?

### **R = Rearrange**

- What can be rearranged or reversed?
- What components could we substitute to change the order of this product?
- What roles could we reverse or swap?

**NOTE:** The term product can also mean service or other deliverable.