



SCAMPER TEMPLATE

brainstorming technique used to generate creative ideas by prompting individuals to consider a product, service, or process

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Date:

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Participants:

S	Substitute	What could replace what's there to vastly improve it? Use different elements as substitute for what currently exists.	
C	Combine	Could it be made part of a bigger solution? Combine or bundle what exists with other elements or components to create something better.	
A	Adapt	What can be modified and used in a different way? Alter or change its function.	
M	Modify	What happens if we dramatically change its size, shape, tone, frequency,...? Modify what exists in its overall scale and scope.	
P	Put to Another Use	What else can it be used for? Use what existing as something for which it wasn't originally intended.	
E	Eliminate	What can be removed that actually improves things? Eliminate features or attributes in ways that make it simpler.	
R	Reverse	How can we move things around to add value or create improvements? Reverse the order of things or put in different sequence.	