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SCAMPER Template

What is SCAMPER Template?

The SCAMPER template is a tool used in problem-solving and creativity exercises, particularly in design thinking and innovation processes. SCAMPER is an acronym that stands for:

S - Substitute: Identify alternatives or substitutes for existing components, materials, or processes.

C - Combine: Combine different ideas, concepts, or elements to create something new and innovative.

A - Adapt: Adapt existing products, services, or processes to suit a specific need or context.

M - Modify: Modify the shape, size, color, or other characteristics of an existing product or service to improve its functionality or aesthetic appeal.

P - Put to Another Use: Identify alternative uses for an existing product, service, or process.

E - Eliminate: Eliminate unnecessary features, components, or steps in a process to simplify and improve efficiency.

R - Rearrange: Rearrange the components, layout, or structure of an existing product or service to improve its usability, functionality, or aesthetic appeal.

The SCAMPER template is designed to help individuals generate new ideas by applying these different perspectives and thinking outside the box. It can be used in a variety of contexts, such as:

1. Design thinking: To solve problems and create innovative solutions.
2. Innovation management: To stimulate creativity and innovation within an organization.
3. Product development: To improve existing products or services.
4. Service design: To rethink and redesign customer experiences.

By using the SCAMPER template, individuals can challenge their assumptions, think creatively, and generate novel ideas to solve complex problems or improve existing products and services.

[problem](#), [scamper](#), [categories](#), [are](#), [innovation](#), [design](#), [thinking](#), [creativity](#), [problem](#), [solving](#)

SCAMPER Template

S * Substitute

- What can be substituted?

- What materials, resources, or processes can be replaced?

C * Combine

- What ideas, features, or processes can be combined?
- Can you merge two products or services?

A * Adapt

- How can you adapt or tweak the product/service?
- What other contexts can it be used in?

M * Modify

- How can you modify or change the product/service?
- Can you change the size, shape, or attributes?

P * Put to Another Use

- How can the product/service be used differently?
- Can the product serve a different purpose?

E * Eliminate

- What can be removed or simplified?
- Are there unnecessary features or steps?

R * Rearrange

- How can you rearrange or reorder the product/service?
- Can the process be changed in a different sequence?



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