

SCAMPER

Brainstorming Template

SCAMPER asks questions that help solve problems or ignite creativity during brainstorming meetings. SCAMPER keywords represent the necessary questions addressed during the creative thinking meeting. Ask questions related to each solution pattern and start exploring ideas or problems using these questions.

S Substitute

*i.e. what part of the process can be substituted without affecting the whole project?
Who or what can be substituted without affecting the process?*

*What part in the process can be replaced with better alternatives?
Can the project time or place be replaced?*

C Combine

*i.e. Can we merge two steps of the process?
Can we apply two processes at the same time?*

*Can our company combine resources with another partner in the market?
Can we mix two or more components together?*

A Adapt

*i.e. What would we need to change to reach better results?
What else could be done in this specific task?*

*How can we improve the existing process?
How can we adjust the existing product?*

M Modify, minify or magnify

*i.e. How will modifying the process improve results?
What if we had a double consumer base?*

*If the market was different, what would the process look like?
Can we change the process to work more efficiently?*

P Put to another use

*i.e. What other parts in the company can use the product?
What are the benefits for the product if used elsewhere?*

*What if we target another market segmentation for the current product?
Can we add a specific step into the process to replace another?*

E Eliminate

*i.e. What would happen if we removed this part?
How can we achieve the same output without specific part of the project?*

*Do we need this specific part?
What would we do if we had to work with half the resources?*

R Reverse

*i.e. What would happen if we reverse the process?
How can we rearrange the current status for better output?*

*What if we consider it backwards?
Can we interchange elements?*