

SCAMPER

Problem Solving



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What is **SCAMPER** technique?

The SCAMPER technique allows us to explore solutions to problems by altering the current product through seven different approaches:
Substitute, Combine, Adapt, Modify, Put in Another Use, Eliminate, and Rearrange.

→ Substitute

This approach means substituting the problematic part with another to solve the problem.

e.g. IKEA replaced slow-growing trees wood with different materials, including fast-growing trees, recycled materials, metal, and mixed materials.

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→ Combine

Think of the different elements in the system that can be combined to solve a problem or achieve a value.

e.g. Shipping companies keep warehouses in the logistic area near the shipment routes to reduce transportation costs, time, and carbon emissions.

→ Adapt

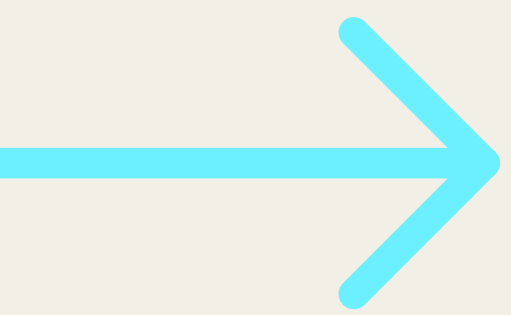
The Adapt approach looks to the problem components and brings ideas from other products to solve the problem.

e.g. Henry Ford's adapted the moving assembly line used in other industries such as slaughterhouses to streamline automotive production.

→ Modify

It refers to looking into the part of the system and seeing how magnifying or minifying its role can help improve the product.

e.g. Extending the function of mobile phones as a photography tool, record notes, and video footage.



Put to another use

we take one element and change its function in the system to another for better performance.

e.g. In the circular economy, products are re-engineered, and their raw materials and parts are used to create new products.

→ Eliminate

Eliminate parts of the system to improve it. How will the system improve if we eliminate this specific part?

e.g. Eliminating the removal of DVD players from laptops to reduce their thickness and weight.

→ Reverse (Rearrange)

Change the order or layout of parts or reverse the structure of the system to improve it.

e.g. Food companies rearranged supermarket layouts to place healthier food options at eye level, influencing healthier consumer choices.

For more information:
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Thank You!

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