

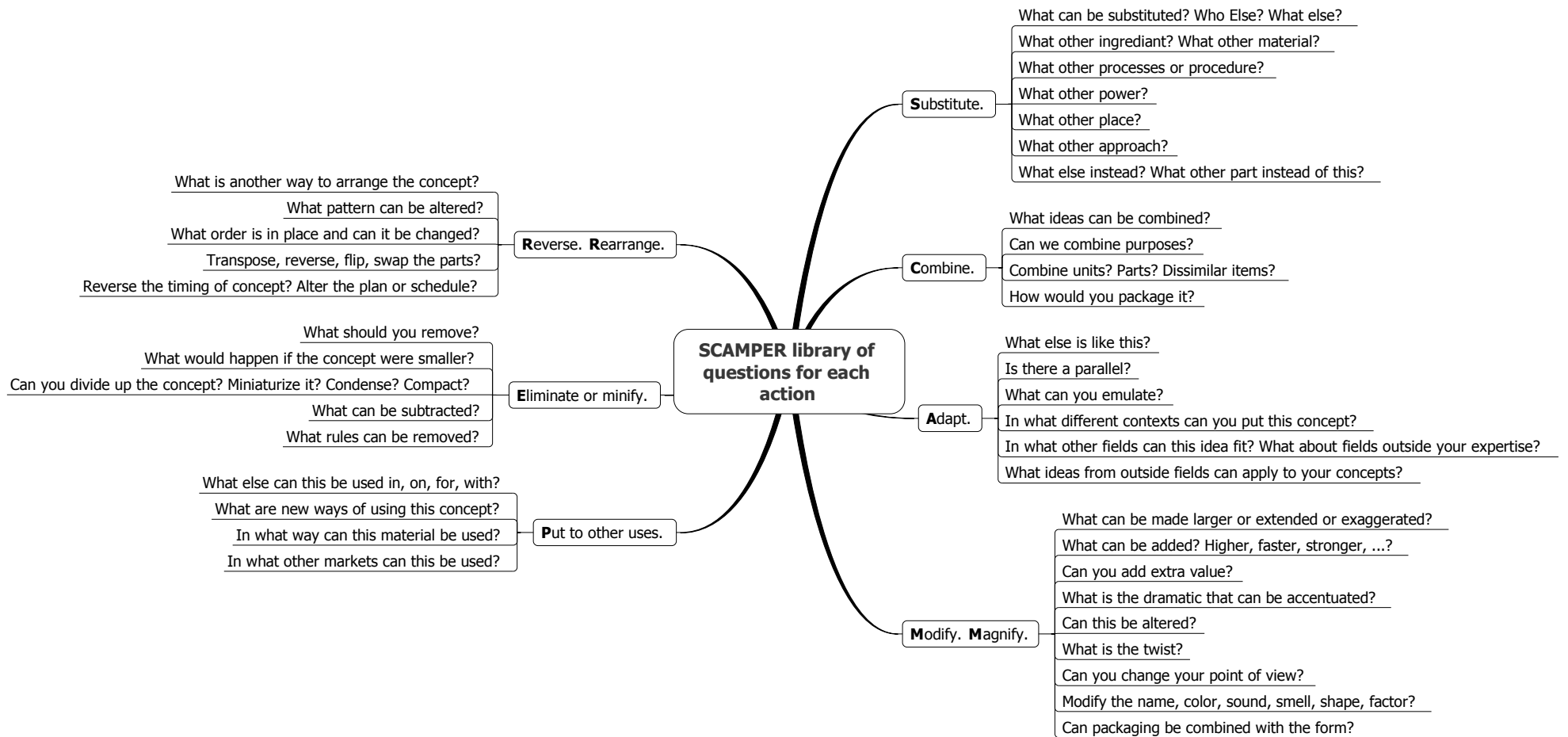
6.3 Techniques for Generating Ideas

SCAMPER

- SCAMPER is a method used to explore shapes and form.

6.3 Techniques for Generating Ideas

SCAMPER



SCAMPER library of thesauri for each action

Rearrange: reorganize, reorder, reposition, move, reshuffle, redispense, relocate, readjust, reschedule, change the date, postpone, delay, adjourn, put off

Reverse: overturn, turn around, undo, annul, invalidate, repeal, quash, render null and void, swap, transpose, switch, reorder, invert, rearrange, change, move backward, back up, drive backward, go backward, retreat, withdraw

Eliminate or minify: remove, eradicate, abolish, get rid of, do away with, reject, disregard, throw out, exclude, jettison, excrete, expel, pass, purge, destroy, kill, exterminate, liquidate, wipe out, waste.

Put to other uses: employ, make use of, utilize, exercise, bring into play, apply, exploit, draw on, consume, expend, spend, exhaust, use up, deplete, exploit, get through, wear out, waste, exploit, take advantage of, manipulate, mistreat, abuse, operate, behave, work, handle, manipulate, manage, treat, benefit, make use of, enjoy, avail yourself of, tap, source, luxuriate, take pleasure in

Substitute: alternate, alternative, replacement, stand-in, locum, surrogate, proxy, deputy, reserve, replace with, exchange, use instead, switch, swap, stand in for, fill in for, take the place of, relieve, deputize for, replace

Combine: unite, join, merge, coalesce, mingle, come together, conjoin, link, relate, mix, blend, intermix, amalgamate, bring together, mingle, commingle, fuse

Adapt: change, alter, modify, adjust, vary, revise, amend, bend, fit, rework, become accustomed, familiarize, get a feel for, get used to, acclimatize, acclimate, find your feet, settle in, adjust

Magnify: enlarge, blow up, expand, amplify, increase, augment, extend, heighten, boost

Modify: adapt, adjust, alter, change, amend, vary, transform, revise, refashion, rework, moderate, lessen, curb, reduce, control, restraint, tone down, play down, temper, modulate, lower, restrict, limit



Rearrange (or Reverse)

- What other arrangement might be better?
- Can I interchange components?
- Are there other patterns, layouts or sequences I can use?
- Can I transpose cause and effect?
- Can I change pace or change the schedule of delivery?
- Can I transpose positives and negatives?
- Should I turn it around? Up instead of down? Down instead of up?
- What if I consider it backwards?
- What if I try doing the exact opposite of what I originally intended?

Eliminate (or Minify)

- How can I simplify this?
- What parts can be removed without altering its function?
- What's non-essential or unnecessary?
- Can the rules be eliminated?
- What if I made this smaller?
- What feature can I understate or omit?
- Should I split it into different parts?
- Can I compact or make it smaller?

Put to Other Uses

- What else can this be used for?
- Can this be used by people other than those it was originally intended for?
- How would a child use this? An older person?
- How would people with different disabilities use this?
- Are there new ways to use this in its current shape or form?
- Are there other possible uses if it's modified?
- If I knew nothing about it, would I figure out the purpose of this idea?
- Can I use this idea in other markets or industries?

Substitute

- Can I replace or change any parts?
- Can I replace someone involved?
- Can the rules be changed?
- Can I use other ingredients or materials?
- Can I use other processes or procedures?
- Can I change its shape?
- Can I change its color, roughness, sound or smell?
- What if I change its name?
- Can I substitute one part for another?
- Can I use this idea in a different place?
- Can I change my feelings or attitude towards it?

Combine

- What ideas or parts can be combined?
- Can I combine or recombine its parts' purposes?
- Can I combine or merge it with other objects?
- What can be combined to maximize the number of uses?
- What materials could be combined?
- Can I combine different talents to improve it?

Adapt

- What else is like it?
- Is there something similar to it, but in a different context?
- Does the past offer any lessons with similar ideas?
- What other ideas does it suggest?
- What could I copy, borrow or steal?
- Whom could I emulate?
- What ideas could I incorporate?
- What processes can be adapted?
- What different contexts can I put my concept in?
- What ideas outside my field can I incorporate?

Magnify

- What can be magnified or made larger?
- What can be exaggerated or overstated?
- What can be made higher, bigger or stronger?
- Can I increase its frequency?
- What can be duplicated? Can I make multiple copies?
- Can I add extra features or somehow add extra value?