SCAMPER Thinking

Each of these prompts encourages you to think creatively and generate new ideas by looking at a product, idea, or process from a different angle. By completing each level, you can develop new ways to look at your work and add new levels of thinking.

### Substitute:
What else can I use instead? Who else can be involved instead? What other ingredients, materials, or things can I use? Where else could I do this?

### Combine:
How could I put two or more things together? How could I get two or more results from this? How can I appeal to more people about this?

### Adapt:
What changes would improve this? How could this better fit in the situation? What from the past could I copy? What other subjects could I take ideas from?

### Modify:
How can I make this bigger and more powerful? How can I increase performance or appeal? How can I change my solution to make it better?

### Put to other use:
What else could I do with this? Who else would be interested in this? Where else could I apply this?

### Eliminate:
What could I take away from my original idea to improve it? How can I make this smaller and more precise? How can I decrease cost? How could I streamline my idea?

### Rearrange:
How could we rearrange the different pieces of this product, idea, or process to create a new or improved version? How could we change the order or layout of things?