

Improving action camera using SCAMPER Technique.



The **Go-pro hero 10** action camera.

Latest release of go-pro.

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Current product description

Includes HERO10 Black camera, carrying case, rechargeable battery, curved adhesive mounts, mounting buckle + thumb screw, USB-C cable and free SD card. The all new GP2 processor makes this version the most powerful go pro ever.



Small and
handy
camera

Hyper-
smooth 4.0
video
stabilization

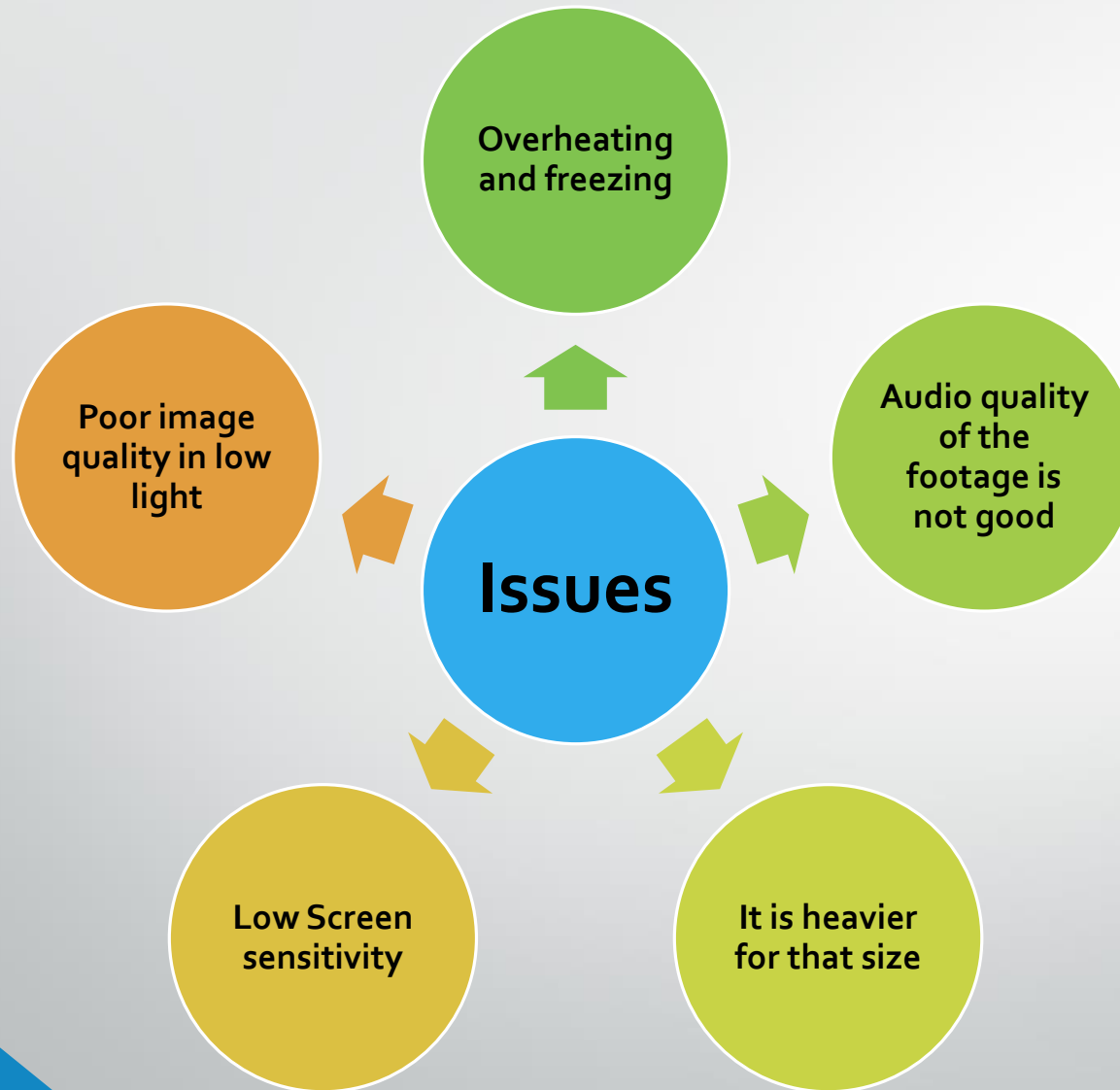
Waterproof
up to 33ft
and tough
built

Shoots
videos up to
5.3k

File sharing
made easy
through
app.



Issues or user complains about the camera



Furthermore the zoom in effect of the camera is comparatively low because it uses the fixed lenses instead of changeable lenses unlike other cameras.

It has no provision of high capacity and quality lenses like other camera and hence the quality of image is compromised.



Using SCAMPER technique to improve the camera.

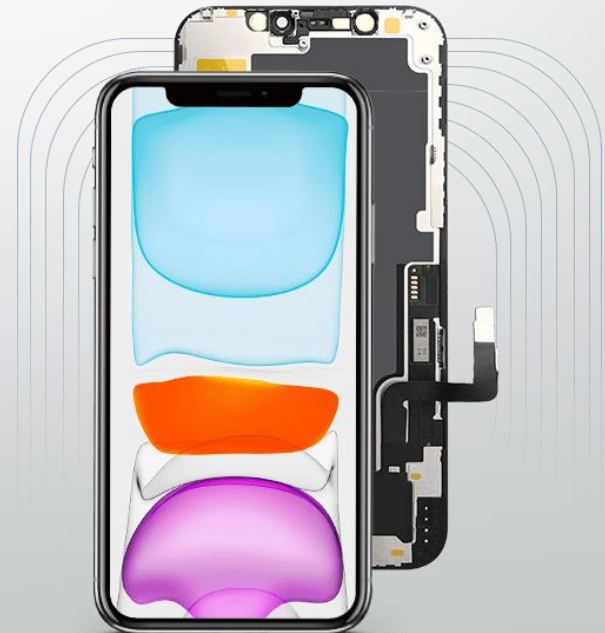
Substitute: What can be substituted to make this camera better?

The **front LCD screen** of camera is not as sensitive as the customers are expecting. Therefore replacing the front screen with more sensitive LCD screen as in smartphones will make it better.



Substitute go-pro LC
with advanced LCD
screen of smartphones

(Increased sensitivity in touch)



Using SCAMPER technique to improve the camera.

Combine: What features can be combined?

There are **two separate buttons** for turning on the camera and recording or taking photographs. The two buttons can be combined as it is not necessary to have separate buttons for the function that can be controlled by one.



Combining this two buttons into one will make it more convenient and functional.

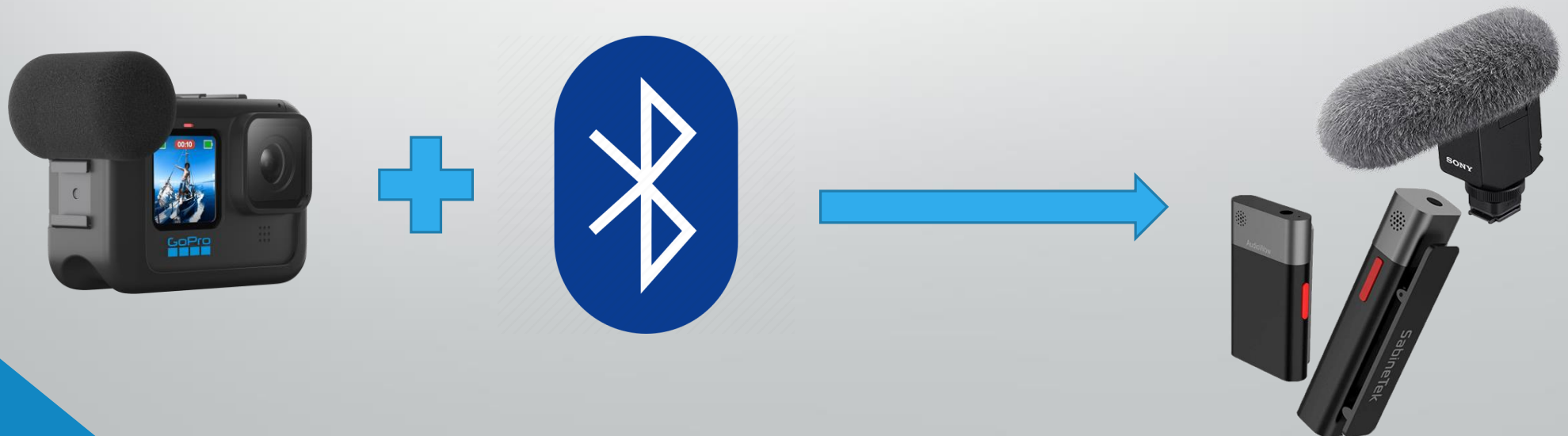
Using SCAMPER technique to improve the camera.

Adapt: What new features can be added in the camera?

Wireless external microphone: Main customer complain is the audio problem.

Current version of camera do not allow any wireless connection of external microphones although it has the feature for wired external microphone which is inconvenient as well as expensive.

Go-pro could add Bluetooth connection feature to allow external microphone connection so that audio quality can be improved.

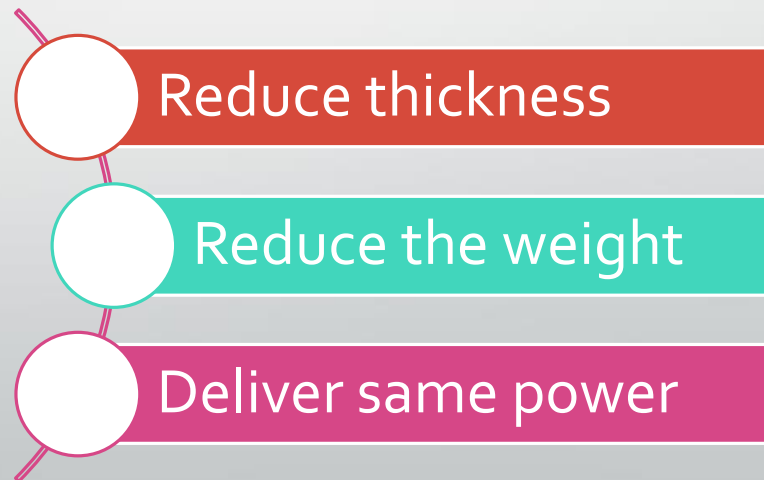


Using SCAMPER technique to improve the camera.

Modify: Resizing the **go-pro battery** and hence the camera size.

For that size, the camera is quite heavy. This is mainly due to the larger battery size. The battery size should be modified and made smaller while delivering same power.

This could make the camera light weight and in turn we can resize the camera for better portability.



Using SCAMPER technique to improve the camera.

Put to use: What part of go-pro can be put to use for another purpose?

Since the camera is small and handy, adding **flashlight system** will make it serve the purpose of mobile flashlights while also being able to use it for photography and video.

We can use it as a torch instead of camera when in need.



Adding a flashlight feature here will allow go pro to be used as a torch during video or photo, resulting in better lighting in low light conditions.

Using SCAMPER technique to improve the camera.

Eliminate or minimize: The **SD card system** should be done away with and inbuilt storage with optimum capacity should be designed like the smartphones as there is possibility of losing SD card as well as damaging the internal space.



Eliminate SD
card



And introduce
inbuilt storage
system.

Using SCAMPER technique to improve the camera.

Reverse: What feature can be reversed or rearranged or reengineered?

Camera lens fixed and the zoom in feature for that matter is very poor.

Therefore the way lenses are provided should be completely changed.

Provisions should be made for mounting lenses like other cameras so that quality of image will not be compromised.



Fixed lenses

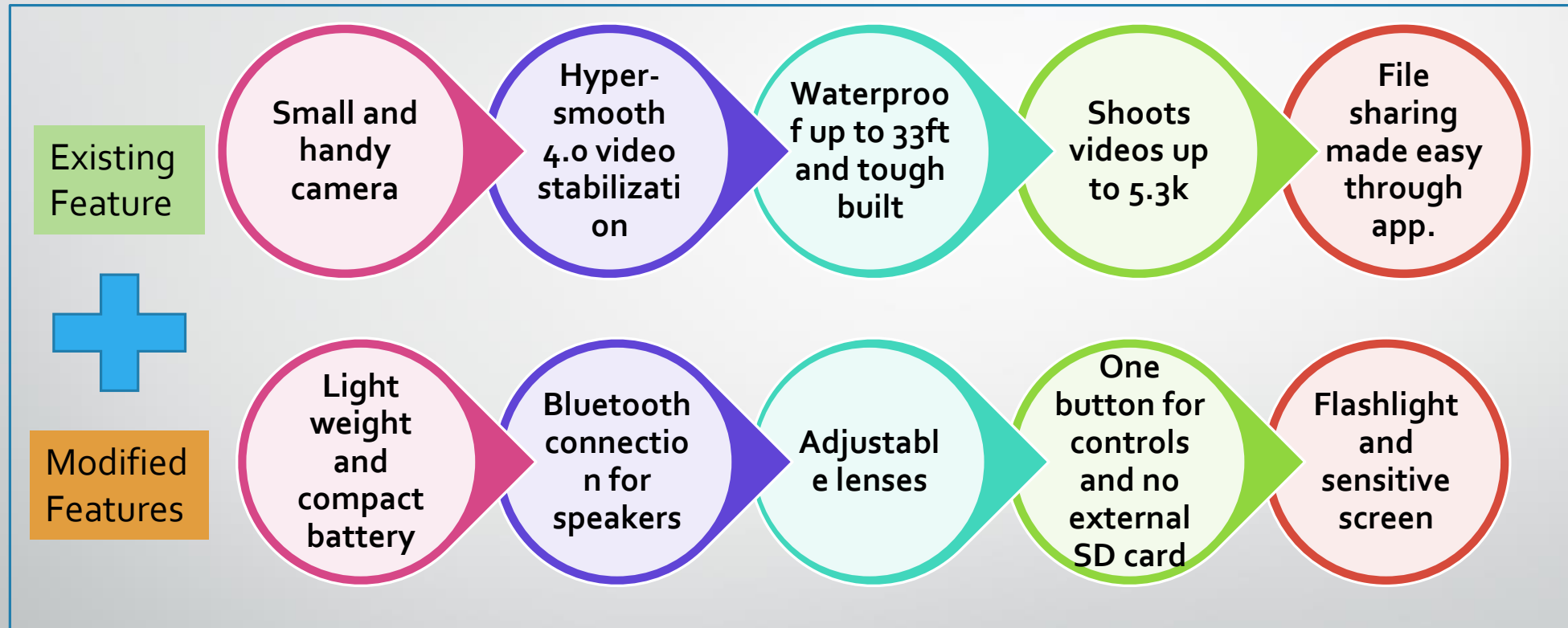


Adjustable and
mountable



Modified product description

Including all the features of the old camera, following are the improved features of the camera based on **SCAMPER** technique.



Can be Go-Pro Hero 11????