

SCAMPER Product Redesign

Product title: Repel Umbrella Windproof Travel Umbrellas for Rain - Easy Auto Open Close, Durable & Compact Umbrella, Strong Fiberglass Frame, Waterproof Canopy - Backpack, Purse, Portable Umbrella for Travel

Amazon link:

https://www.amazon.ca/Windproof-Travel-Umbrella-Rain-Compact/dp/B0160HYB8S/ref=sr_1_1_sspa?dib=eyJ2IjoieMSJ9.B6ALBIIlGumB-PZFWCl4F-_UITjP3qDOX0EjQ_6T3dNPxcIosg-sTpP6yGEw_0dqCZQqTvxdebthvBU6dwzf0Wv4RCcSMNyaNtWkiRPMJGRXVeZHehRgF-rGhF2dfu9EA01pdsEUQG5kC2vxKcfRUVpBgduKo0nDqCoJk_mqHEDwg2jjuNgAcYNG8Fkg-bGWo_OPZd_riT6Mx76R7RJ8pdOHtAemorAxVYDmcfFn5sR6j0VvLBhH2EhY5LRHIoONJHC9SacWVt6r7T79awFDE8eeNUwvjf85RTvdolpL4HKU.cpNNLezeS1U2xhOFFNkjgH0jQaSpPKSlgRSHaNk1xyE&dib_tag=se&keywords=bestsellers&qid=1760485515&sr=8-1-spons&sp_cs=d=2lkZ2V0TmFtZT1zcF9hdGY&smid=A1WFZROPDGO55T&th=1

SCAMPER Categories	Ideas / Notes
Substitute - What materials, parts, or features could be replaced with alternatives?	Use a reflective coating instead of the Teflon one so it's visible at night. Additionally, use recycled ocean plastic for the handle and shaft instead of regular plastic.
Combine - What features could be merged with another function, product, or system?	Add a UV protection rating so it works as a sun umbrella too. Beyond that, build a phone holder or mount into the handle for hands-free use while filming or following GPS. Additionally, include a small emergency whistle integrated into the handle end. Lastly, attach a removable shoulder strap so you can carry it over your shoulder when not in use.
Adapt - How could this product borrow ideas or functions from another product or context?	Borrow the reverse-fold design so water stays inside when you close it and doesn't drip on your car interior. Use reflective strips or glow-in-the-dark material like safety vests have for better visibility at night
Modify / Magnify / Minify - What could be changed in size, shape, color, strength, or other attributes?	Make the canopy radius about 3 inches larger without increasing folded size to better cover items such as backpacks.

Put to Another Use - How could this product serve a different audience or purpose?	Market to photographers as an impromptu reflector or diffuser for lighting. It could also function as a privacy screen when changing clothes at the beach. Also can be used for camping gear as rain cover.
Eliminate - What parts could be removed without reducing value (or even increasing value)?	Eliminate the automatic close feature and keep only automatic open as closing manually is fine and removes a failure point.
Rearrange / Reverse - What would happen if the order, layout, or process were altered?	Move the canopy attachment point slightly off-center to create a natural rain runoff direction.

Redesign Reflection:

1. Which of the ideas above would you adopt into your redesign?

I would adopt the reverse-fold design so water stays trapped inside when you close it instead of making the car interior wet. Adding reflective strips would improve visibility, making it easier for drivers to see it at night, which is a legitimate safety concern in bad weather. Including UV protection would make the umbrella useful as a sun shade too, not just for rain. Making the canopy 3 inches larger would better cover backpacks and bags without making it bulkier when folded. Finally, eliminating the automatic close feature would remove a common failure point - people don't mind closing it manually if it means the umbrella actually lasts longer.

2. Why do these choices improve the product?

These changes solve actual problems people run into with umbrellas. The reverse-fold means you're not getting water all over yourself and your car interior every time you close it, which is super annoying. Reflective strips address a real safety issue since black umbrellas make you basically invisible to cars in heavy rain at night. The larger canopy fixes the problem of items such as bags getting soaked even though you're holding an umbrella. UV protection makes it worth carrying in summer instead of just leaving it at home until it rains. Removing the automatic close gets rid of the mechanism that always breaks first, extending the umbrella's life.