**SCAMPER method**

The SCAMPER Technique is a team brainstorming technique used to develop or improve products or services. SCAMPER is an acronym for Substitute, Combine, Adapt, Modify/Magnify, Purpose, Eliminate/Minimize and Rearrange/Reverse.

- Substitute: What can be replaced? (For example, components, materials, people

- Combine: What can be combined? (For example, other features, devices)

- Adapt: What can be added? (Such as new elements or functions)

- Modify, Magnify, maximize, minimize: What can be modified? (For example, change the size, shape, colour, or other attribute)

- Put to other use (purpose): Could you put the product to a different use, or use it in another industry?

**SCAMPER method Example:**

- Substitute: Example: if you were making windows for a children’s playhouse, you might substitute glass with plastic (for safety).

- Combine: Example: cell phones have combined phone features with cameras.

- Adapt: Example: cars now have built-in Wi-Fi.

- Modify, Magnify, maximize, minimize: Example: sunglasses reduced in size for babies or small children.

- Put to other use (purpose): Example: during COVID19 pandemic, coffee filters being used as filters in masks for faces.

- Eliminate or minimize: Example: removing cigarette lighters from cars (to be able to use the space for charging devices?).

- Reverse, reengineer, or rearrange: Example: fast food restaurants rearranged the typical eat then pay model to pay then eat.