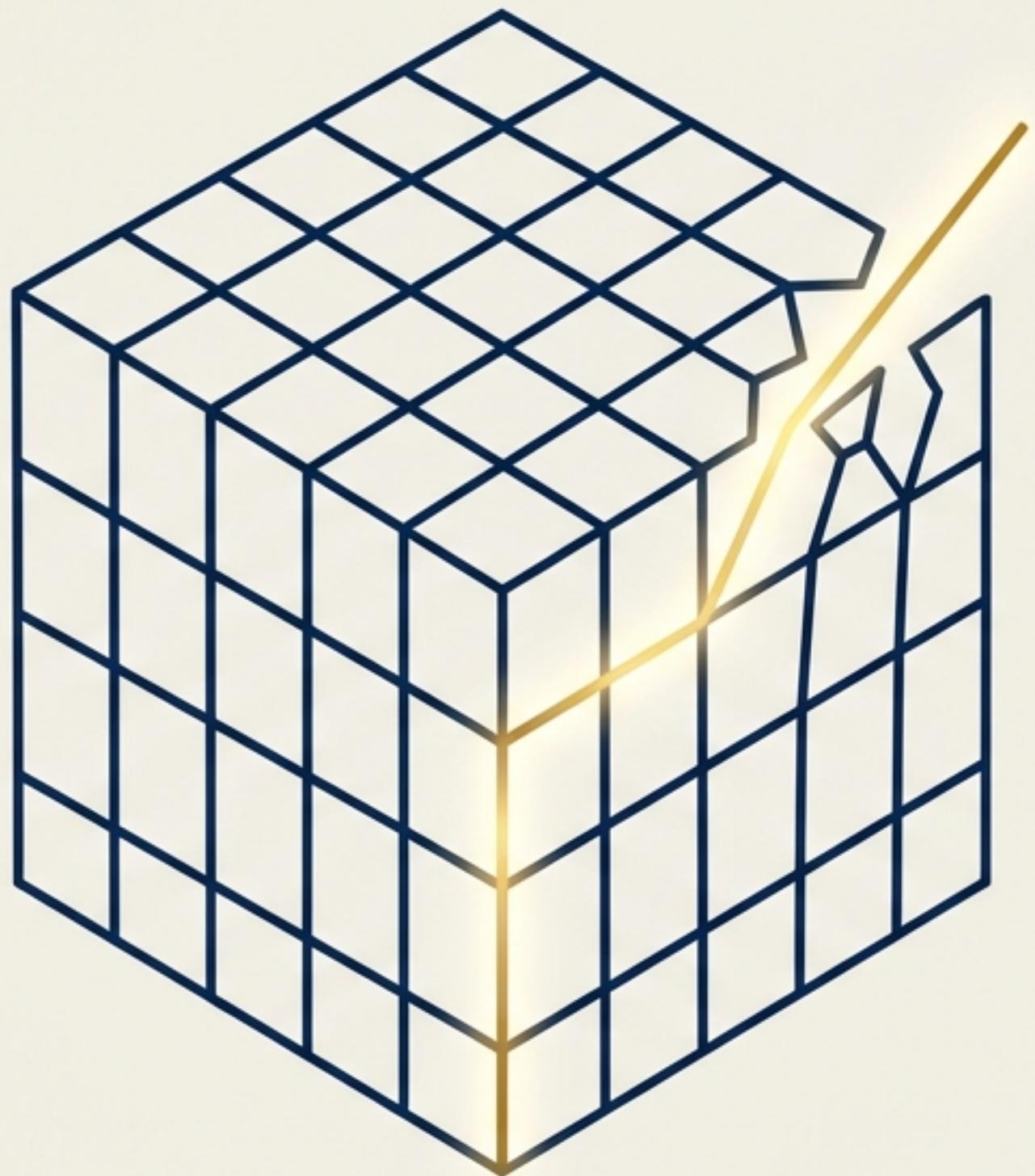




# SCAMPER Framework

A SYSTEMATIC FRAMEWORK FOR  
CREATIVE PROBLEM SOLVING

Leaderboard by Tim Chowdary



# Innovation fails when we accept invisible constraints.

Most innovation fails not because of lack of ideas—but because we think inside invisible constraints.

The barrier isn't talent; it is the default patterns of thinking that limit our solutions before we even begin. To break them, we don't need luck; we need a tool to force a shift in perspective.

# From chaos to structured breakthrough.



## Definition

SCAMPER is a structured ideation framework designed to help individuals and teams rethink existing solutions.

## Mechanism

It works by prompting targeted questions that force new perspectives on familiar problems.

## Insight

It does not ask you to invent something new—it asks you to challenge what already exists.



# Substitute

THE KEY QUESTION

“What can be replaced?”

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Look at materials, tools, people, technologies, or assumptions. Replacement often triggers breakthroughs.

**Example:** Replacing manual approvals with automated workflows.



# Combine

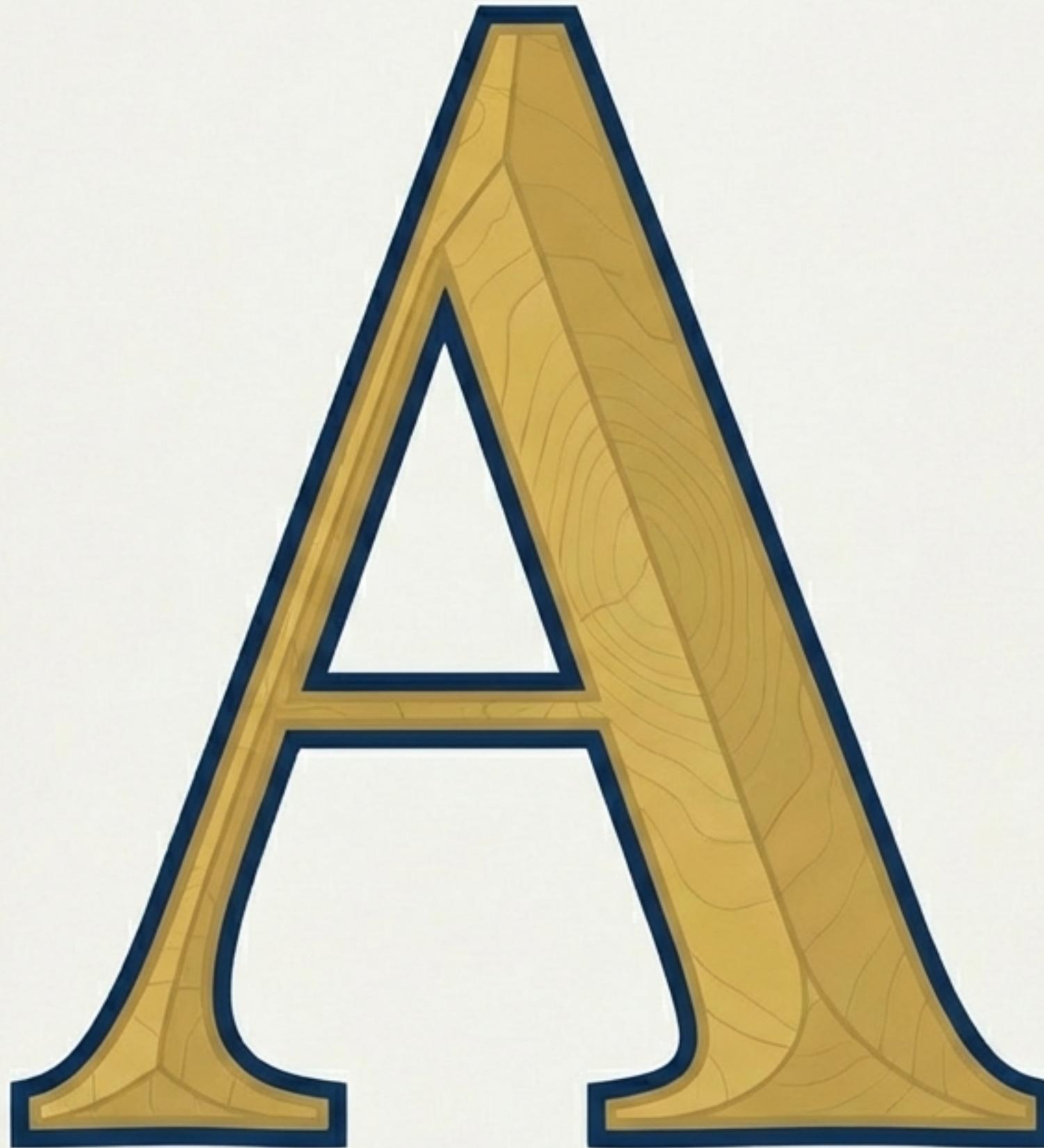
THE KEY QUESTION

“What can be merged?”

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Consider steps, features, teams, or capabilities. Some of the best solutions come from combining ideas that were never meant to coexist.

**Example:** Combining data ingestion and validation into a single pipeline.



# Adapt

THE KEY QUESTION

**“What can we borrow or adjust?”**

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Look at how similar problems are solved elsewhere. Innovation is often borrowed brilliance.

**Example:** Adapting agile sprint reviews into business decision forums.



# Magnify / Minimize

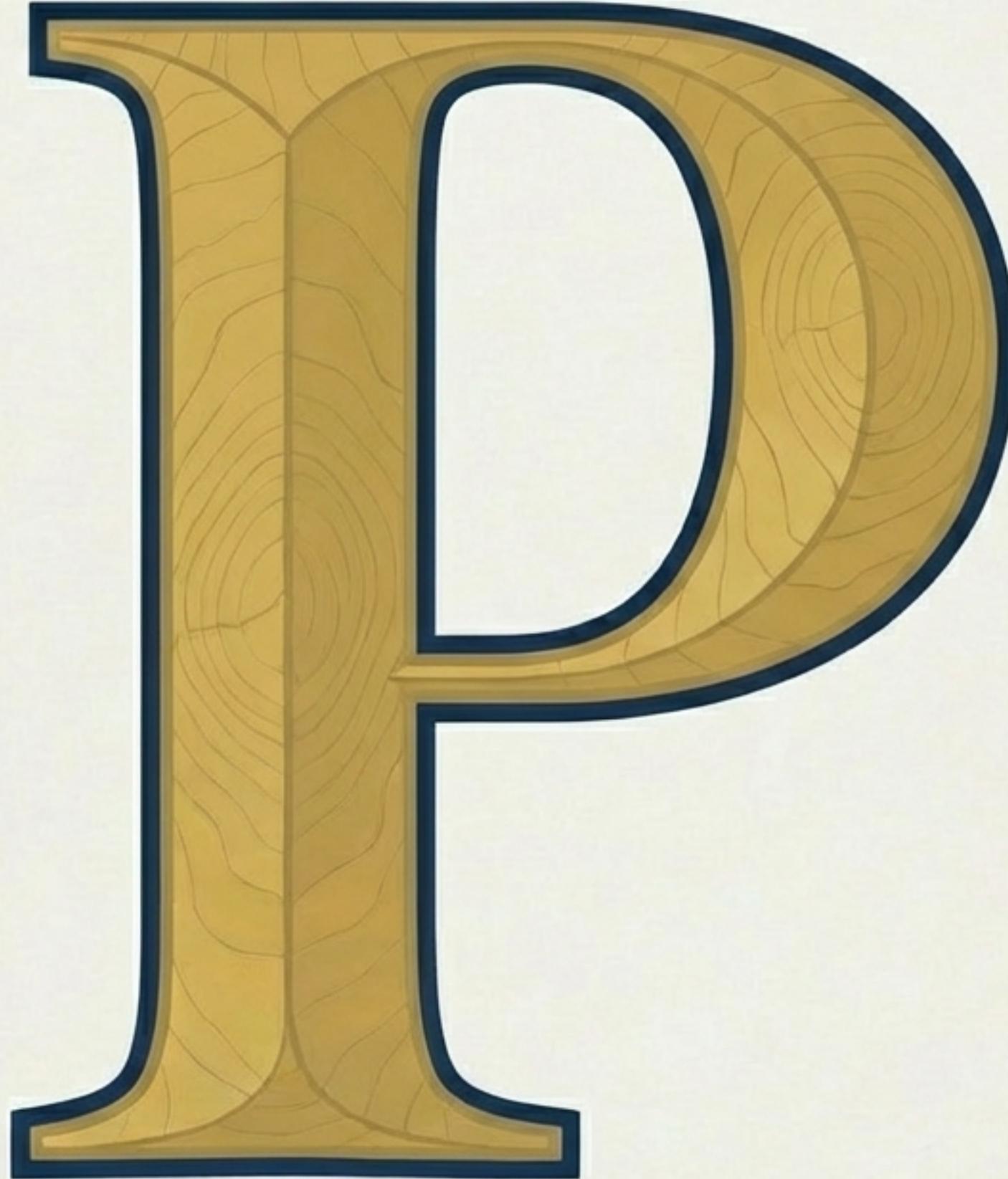
THE KEY QUESTION

“What can be amplified or reduced?”

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Change the scale of features, frequency, scope, or effort. Ask: “What if this was 10x bigger—or 10x smaller?” Scaling forces clarity.

**Example:** Minimizing configuration complexity while magnifying automation.



# Put to Another Use

THE KEY QUESTION

**“Can this serve a different purpose?”**

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Repurpose assets, data, tools, or skills. Ask: “Who else could use this?” Many successful products started as solutions to entirely different problems.

**Example:** Using internal analytics dashboards as customer-facing insights.



# Eliminate

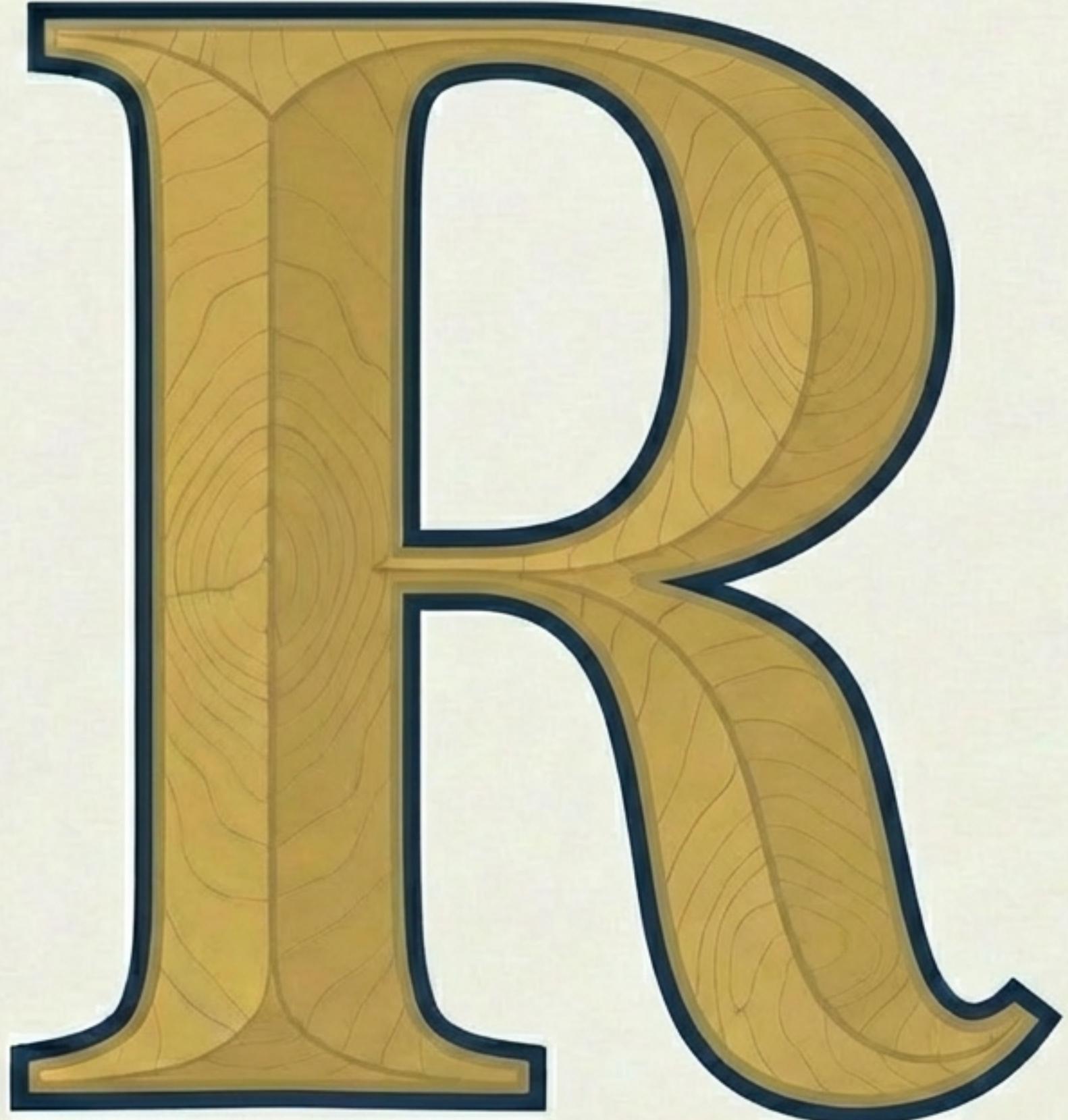
THE KEY QUESTION

**“What can be removed?”**

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Cut non-essential steps, features, or controls. Simplicity is often the highest form of sophistication.

**Example:** Eliminating redundant documentation steps.



# Reverse / Rearrange

THE KEY QUESTION

“What if we invert the  
order or assumptions?”

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Reverse workflows, responsibilities, or sequences. Reverse thinking exposes hidden assumptions.

**Example:** Designing APIs first, then building applications around them.

# High-impact scenarios for SCAMPER.

01

## Product Redesign

Breathing life into stagnant features.

02

## Process Optimization

Removing bottlenecks in workflows.

03

## Innovation Workshops

Structuring team brainstorms.

04

## Architecture & System Modernization

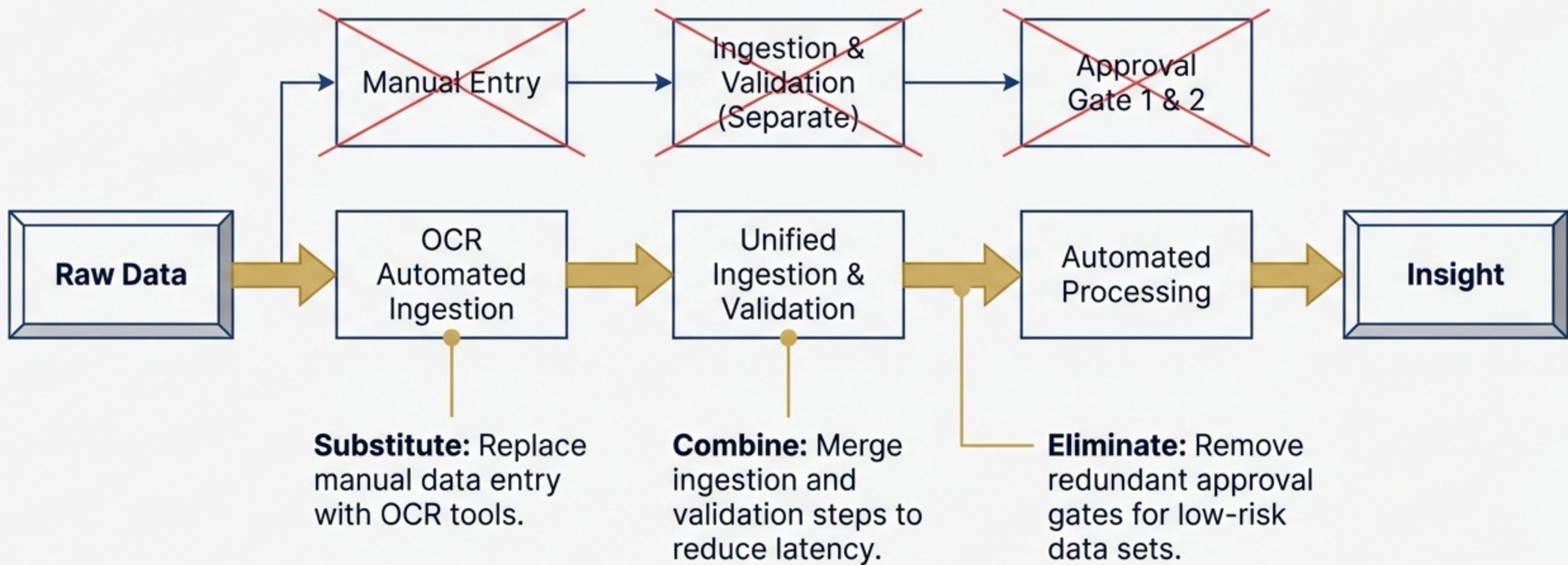
Rethinking technical debt.

05

## Strategic Planning Sessions

Challenging business models.

# SCAMPER in Action: The Data Pipeline



Specific, actionable improvements emerge when questions are structured.



# The framework creates the conditions.

SCAMPER does not generate ideas by itself—it creates the conditions for better ideas to emerge. It provides the guardrails that allow creativity to focus on solving the problem rather than defining it.

# The SCAMPER Reference Guide

SCAMPER	TECHNIQUE	KEY QUESTION
S	Substitute	<i>What can be replaced?</i>
C	Combine	<i>What can be merged?</i>
A	Adapt	<i>What can we borrow?</i>
M	Magnify/Minimize	<i>What can be scaled?</i>
P	Put to Another Use	<i>Who else can use this?</i>
E	Eliminate	<i>What can be removed?</i>
R	Reverse	<i>What if we invert the order?</i>

# Better thinking builds better systems.

*“Creativity is not chaos. With frameworks like SCAMPER, innovation becomes a skill—not a stroke of luck.”*



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