

EXPERIENCE ORIENTATION

SCAMPER

An ideation method that changes different aspects of a product, process, or issue

0. Name of the phase

Experience Orientation - Ideation

1. Name of the tool

SCAMPER

2. Duration

Around 1 hour

3. Materials used

No specific materials are needed. However, a SCAMPER template might be prepared to monitor the process easily. Commonly utilized materials include:

- Paper or computer to take notes
- Pens and/or markers

4. What is this tool and what is its purpose and benefit?

SCAMPER is an idea-generating tool. Ideas are generated by observing different aspects of a product, process, or service, for example, a way to deliver education. The aspects are (S) substitute, (C) combine, (A) adapt, (M) modify, (P) put to another use, (E) eliminate, and (R) reverse, and they form the word SCAMPER. SCAMPER helps finding new and unusual ideas and solutions. It is a fun and easy tool to use that allows creating completely unexpected ideas.

5. Steps how to use this tool in practice

1. Take an existing product, process, or service, for example, the curriculum or a way to deliver a class, that you want to improve or that could be a great starting point for future development.

2. Ask questions regarding each of the seven aspects:**Substitute**

- a. What can you substitute and with what?
- b. What will happen with the substitution? What is the benefit?
- c. How and why would you do it?

Combine

- a. What can you combine? Can two or more things be combined together or can external, new or old things be combined into the existing solution?
- b. What will happen with the combination? What is the benefit?
- c. How and why would you do it?

Adapt

- a. What can you adapt and how?
- b. What will happen and change as a result of the adaptation?

c. What is the benefit?

Modify

a. What can you modify and how? Would you magnify or minimise?

b. What will happen and change as a result of the modification?

c. What is the benefit?

Put to another use

a. What can you put to another use in this issue?

b. How would it change the issue and what would be the benefit?

c. How and why would you do it?

Eliminate

a. What can you eliminate and how?

b. What would it change with elimination and what would be the benefit of it?

c. Why would you do it?

Reverse

a. What can you reverse, or change the sequence or use the opposite?

b. How would you do this? What change would it create?

c. Why would you do it? What would be the benefit?

3. Look at the generated ideas and select the ones to be implemented and brought further.

6. Tips and hints for using this tool

- SCAMPER can be used in an interactive session to generate new ideas.
 - A SCAMPER template might be prepared to monitor the process.
 - SCAMPER can also be used for personal development, learning, and teaching
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