**SCAMPER method**

Step 1 (Identify the problem you’d like to solve):

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Step 2 (SCAMPER away!):

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| **S** | **Substitute** |  | What can I replace in the composition, the material, the appearance etc. of the product? |  |
| **C** | **Combine** |  | What can I combine with the product to improve it? |  |
| **A** | **Adapt** |  | Can I adapt the product to something else or can I copy something from other sectors? |  |
| **M** | **Magnify/ Minimize/ Modify** |  | What can I magnify, minimize or modify about the product? |  |
| **P** | **Put to other use** |  | Can I use the product for something else? |  |
| **E** | **Eliminate** |  | What can I eliminate from my product to make it sell more? |  |
| **R** | **Reverse/ Rearrange** |  | Is there anything I can reverse, turn inside out or do in a different order? |  |

Step 3 (Analyze):

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