

SCAMMPERR

SCAMPER is a creativity technique developed by Bob Eberle in 1971 in the form of a checklist that can be used in the development of new from existing products. It can be also used as a starting point for lateral thinking.

The SCAMPER checklist is based on the Osborn checklist, supplemented by the entry Eliminate, whereby the Osborn checklist elaborates on the item Eliminate from the point of view of "omitting". A further development advanced by Michael Michalko is SCAMMPERR. In the following table, the items newly added in SCAMMPERR compared to SCAMPER are italicized..

Use of SCAMPER, like other related creativity techniques, is primarily in the development of potential new products. These are not necessarily all viable, but should serve as a starting point. The prompting character of the individual steps serves to structure them. Because of the abstract character, the application in groups is often associated with initial difficulties. Under moderation or a tight time and implementation regime, this technique can be introduced and used quickly.

<https://de.wikipedia.org/wiki/SCAMPER>

S – Substitute - Replace - components, materials, people.

C - Combine - mix with other additional functions or aggregates; overlap with service, integrate functionality.

A – Adapt - Change from, change function, use a part of another element, an assembly, an aggregate.

M – Magnify - Enlarge, make it enormously larger or smaller; higher; exaggerate; add great features or extra benefits.

M – Modify - Increase or decrease size, scale or scalability, change shape, vary attributes (color, haptics, acoustics, ...)

P – Put - "Put to another use" - Find other use(s), find other context to the use, rephrase the scope.

E – Eliminate - Remove elements, components, reduce to core function, simplify.

R – Rearrange - Rearrange, change sequence, swap components or aggregates, vary speed or scheme of sequences.

R – Reverse - Turn around, turn inside out, turn upside down, find opposite use.