



Scamper Method

Scamper is a creativity technique that uses seven specific requests to vary an initial configuration to generate ideas for improving products or services. The method is used to generate ideas, e.g. in the context of brainstorming.

Substitute

Combine

Adapt

Reverse/Rearrange

Modify

Put to another use

Eliminate

How to?

Pick & Sketch

5 minutes

Pitch Ideas

1 min. per idea