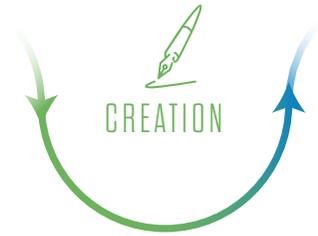




SCAMPER

SCAMPER is a useful creativity tool that helps designers generate ideas for existing and new services. SCAMPER is the acronym for Substitute; Combine; Adapt; Modify; Put to another use; Eliminate; and Reverse. Bob Eberle is credited to have created SCAMPER mnemonic.



PREPARATION:
up to 15 minutes

DURATION:
45-60 minutes

FACILITATORS:
1 per workshop

RESOURCES:
Pens, Post-its, a large sheet of paper or whiteboard

PARTICIPANTS:
Up to 6 per group, design team, partners, community members

EXPECTED OUTCOME:
Many ideas

DESIGN PHASE:
Creation

TEMPLATE OR GUIDELINES:
Use the SCAMPER template

SCAMPER helps designers to generate ideas for services. Designers use this tool by asking questions about an existing service or future concept ideas, using each of the seven prompts to help them come up with creative ideas.

1. START:

State the design challenge (i.e. the selected "How Might We" statement) or a sub-focus area of it.

2. IDENTIFY:

Based on your HMW statement or the focus of what you are interested in, define the criteria and select suitable participants. Aim for diversity among participants.

3. PREPARE:

Think about what expectations will be set up-front, how you will start and end the workshop, and how much time participants are expected to dedicate to this activity. Then, organize a meeting with the selected participants, and gather the necessary resources and supplies. Print enough SCAMPER templates in A3 or bigger. The questions on this worksheet are examples to

trigger participants thinking. Many other questions may be relevant as well, so go ahead and add new questions to each prompt.

4. CONDUCT:

Ask the participants to use the SCAMPER template and fill each column with new ideas. Once you have filled the SCAMPER templates put them on the wall, whiteboard or table, and then ask participants to spend 8 minutes reading the various ideas. Next use Quick Voting tool to highlight the most valuable ideas.

5. REPORT:

Right afterwards, write up the key learnings from this exercise, and make a short summary or presentation that includes the key findings.

