Ideation techniques

- **SCAMPER** *It is a well-known kind of checklist developed by Bob Eberie that assists the person in coming up with ideas either for modifications that can be made on an existing product or for making a new product.*

S – *Substitute* *(materials, resources, rules, emotion...)*

C – *Combine* *(objects, purposes, resources...)*

A – *Adapt* *(what else? What other context? Serve other purpose? ...)*

M – *Modify* *(change the shape? Emphasize or highlight more value?...)*

P – *Put to another use* *(use it somewhere else? Who else? Behave differently in another setting?)*

E – *Eliminate* *(streamline or simplify, smaller, faster, lighter, easier...)*

R – *Reverse* *(sequenced things, change components to change order, roles, reorganize)*