

SCAMPER Primer

SCAMPER is based on the notion that everything new is a modification of something that already exists. Each letter in the acronym represents a different way you can play with the characteristics of what is challenging you to trigger new ideas:

S = Substitute

C = Combine

A = Adapt

M = Magnify

P = Put to Other Uses

E = Eliminate (or Minify)

R = Rearrange (or Reverse)

To use the SCAMPER technique, first state the problem you'd like to solve or the idea you'd like to develop. Try expressing the problem in several different ways, or perhaps picking specific aspects of the problem.

Alternatively, use this technique to build on an existing idea or solution.

After pinpointing the challenge, it's then a matter of asking questions about it using the SCAMPER checklist to guide you.

THE WORST SOLUTION/FLIP IT

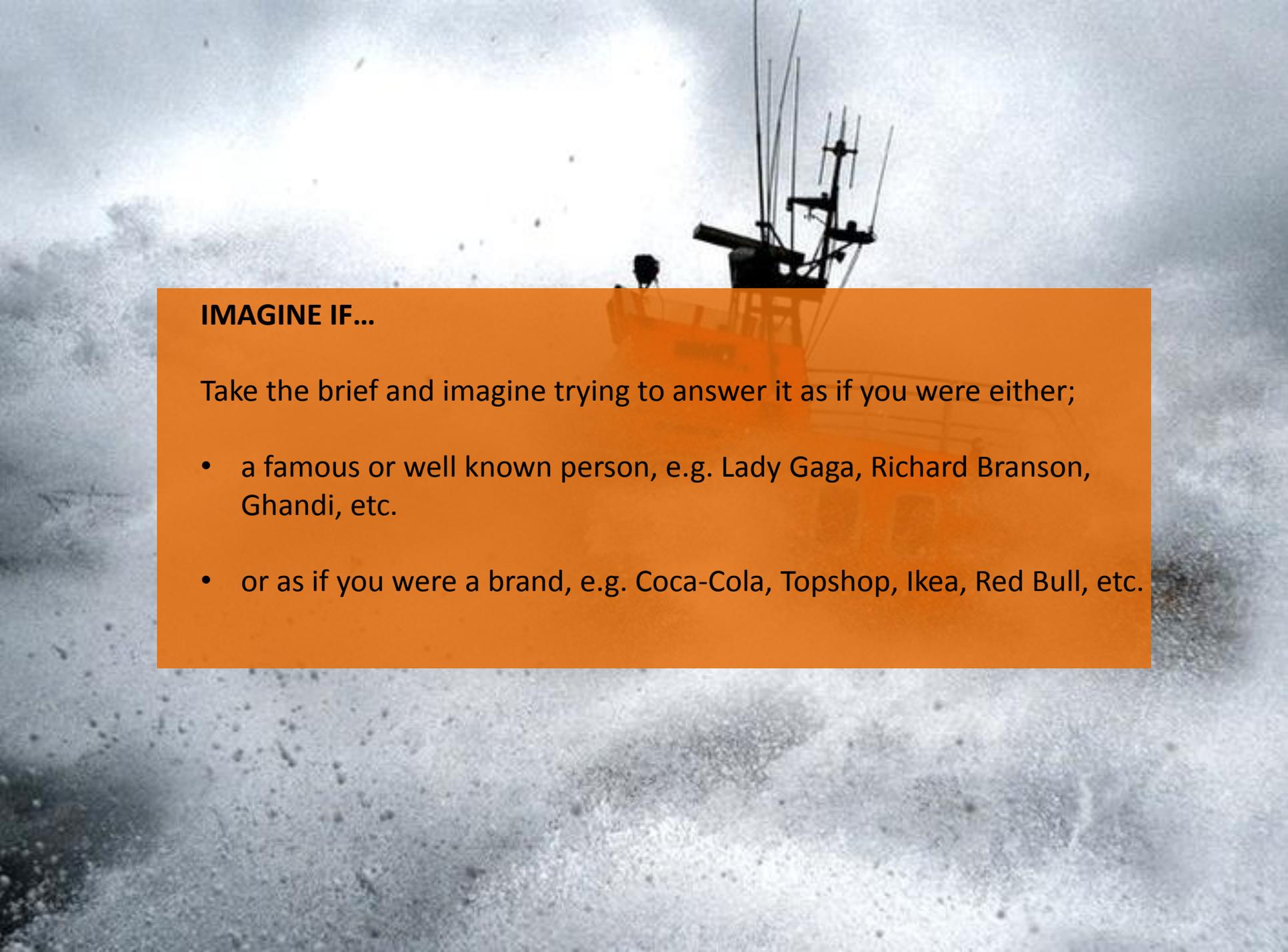
If you want to come up with creative ideas, you have to be willing to think outside your comfort zone. You can find original and useful ideas everywhere. But...usually they are easier to find in uncharted territory.

The big advantage of this technique is that you can easily map out different focus areas. It leads you right to perspectives you wouldn't have discovered otherwise. It's a good warm up tool and helps to get the creative juices flowing. It's fun, will make people laugh and sets a nice atmosphere. Because you ask participants to come up with bad ideas, it takes the pressure off.

The process

Take the whole brief, or aspects of the brief and the problem that we're attempting to solve and come up with some of the most disgusting, anti-social and evil ways of solving it.

Capture these ideas and try to flip them into something positive.



IMAGINE IF...

Take the brief and imagine trying to answer it as if you were either;

- a famous or well known person, e.g. Lady Gaga, Richard Branson, Ghandi, etc.
- or as if you were a brand, e.g. Coca-Cola, Topshop, Ikea, Red Bull, etc.

PERSONAS

Create a member of the target audience (anyone aged 18-40); Jot down the following (spend no more than 5-10 minutes);

- Who am I?
- What are my interests?
- My dreams?
- My values?
- How would I like other people to think about me?
- Why should I care about the RNLI?

Compare notes with your group. Pull out common themes or points of interest.

Use the information generated as a starting point for ideas;

- How can you build something to appeal to your persona?
- Are there any interesting intersections in which the RNLI can become relevant?
- Are there any surprising themes which you can exploit?

CONNECT THE UNCONNECTED

Actively seek stimuli from unexpected places and then see if you can use these stimuli to build a connection with your situation. Some techniques you could use are:

- **Use random input** : Choose a word from the dictionary and look for novel connections between the word and your problem.
- **Mind map possible ideas**: Put a key word or phrase in the middle of the page. Write whatever else comes in your mind on the same page. See if you can make any connections.
- **Pick up a picture**. Consider how you can relate it to your situation.
- **Take an item**. Ask yourself questions such as "How could this item help in addressing the challenge?", or "What attributes of this item could help us solve our challenge?"