LAB 8

42 TOOLKIT

CREATION

SCAMPER

Understand the potential of your service by looking through different lenses.

IMPROVEMENT TRIGGERS

S SUBSTITUTE	C COMBINE	A ADAPT	M MODIFY | MAGNIFY | MINIFY	P PUT TO OTHER USE	E ELIMINATE	R REVERSE | REARRANGE
• What materials or resources can you substitute or swap to improve the service? • What other service or process could you use? • What rules could you substitute? • Can you use this service somewhere else, or as a substitute for something else? • What will happen if you change your feelings or attitude toward this service?	• What would happen if you combined this service with another, to create something new? • What if you combined purposes or objectives? • What could you combine to maximize the uses of this service? • How could you combine talent and resources to create a new approach to this service?	• How could you adapt or readjust this service to serve another purpose or use? • What else is the service like? • Who or what could you emulate to adapt this service? • What context could you put your service into? • What other service or ideas could you use for inspiration?	• How could you change shape, look, or feel of your service? • What could you add to modify this service? • What could you emphasise or highlight to create more value? • What element of this service could you strengthen to create something new?	• Can you use this service somewhere else, perhaps in another industry? • Who else could use this service? • How could this service behave differently in another setting? • Could you recycle the waste from this service to make something new?	• How could you streamline or simplify this service? • What features, parts, or rules could you eliminate? • What could you understate or tone down? • How could you make it smaller, faster, lighter, or more fun? • What would happen if you took away part of this service? What would you have in it's place?	• What would happen if you reversed this process or sequenced things differently? • What if you try to do the exact opposite of what you're trying to do now? • What components could you substitute to change the order of this service? • What roles could you reverse or swap? • How could you reorganise this service?

Haaga-Helia