

SCAMPER: to get ideas flowing

Use these prompts in a group to increase the number and scope of ideas you can generate

- **Substitute:** What other content or process, place or people could you use?
- **Combine:** what elements of an experience could you combine. who else could you work with?
- **Adapt:** How could you change the time, location, channel?
- **Magnify or Minify:** scale the experience up or down
- **Put to another Use:** something that didn't work for another audience could work for this one?
- **Eliminate:** what could you get rid of ? How could you streamline or simplify?
- **Reverse:** What if you try to do the exact opposite? What roles could you reverse or swap?

