

# SCAMPER for NEW SERVICE EXAMPLES



## SUBSTITUTE

Service example: Uber substituted use of people's own cars instead of relying on taxis.



## COMBINE

Trivago's entire service is based on combining all data from other travel websites to allow consumers to shop for the best price.



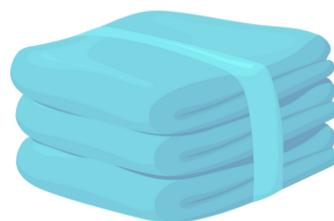
## ADAPT

Most health care visits during the pandemic became "virtual" either through video visits or phone calls.



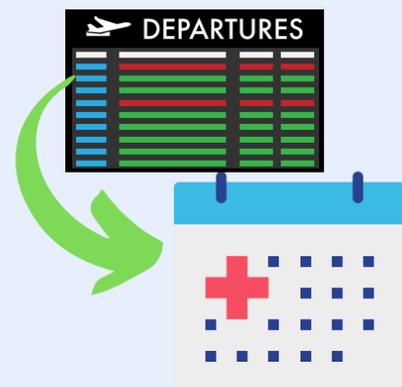
## MODIFY

Hotels now suggest guests reuse towels or make guests request fresh ones. This cuts costs and reduces water consumption and is considered more eco-friendly.



## PUT TO OTHER USES

Technology used to compile flight routes/options for travel has been applied in home care to help with the scheduling of worker visits to patients.



## ELIMINATE

Conveyor belt sushi in Japan eliminates the need for servers.



## REARRANGE/REVERSE

Some tech companies "hire" immediately and then perform due diligence (i.e. reference checks, 2nd interviews) to help retain candidates in the process.

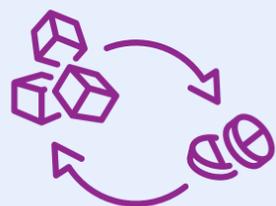


# SCAMPER TOOL WORKSHEET



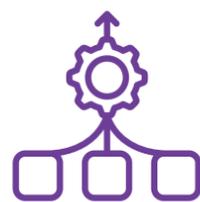
## SUBSTITUTE

Ask: How can you replace your product, service or process with another?



## COMBINE

How can you combine features, processes or services to create a more efficient outcome?



## ADAPT

How can an existing process, feature or service be applied or adapted in a new way?



## MODIFY

How can you change an aspect of the product/service (e.g. magnify or minimize) to improve or create something new?



## PUT TO OTHER USES

Can the same concept be applied in a different scenario, or used in a different way?



## ELIMINATE

Can something be removed to increase efficiency or highlight the most important element?



## REARRANGE/REVERSE

Can process/service elements be re-ordered or completely reversed for a better outcome?

