



SCAMPER thinking framework

Here's an illustrative example using the SCAMPER thinking framework by Bob Eberle, applied to the concept of a **personal shopping basket/trolley** that considers modern needs and challenges of old people and city dwellers. Column one is the expanded example of the shopping trolley. In column two practice your own example (OR try this out for size: how can manufacturers improve recycling habits through packaging design?)

SCAMPER Breakdown:

1. Substitute:	1. Substitute:
What can be replaced in the current design?	
Substitute traditional plastic or metal wheels with rugged, all-terrain wheels, or perhaps with a stair-climbing mechanism using rotating or caterpillar-style wheels.	
Replace the conventional handle with a retractable, ergonomically designed one, providing better control when climbing stairs.	
2. Combine:	2. Combine
What can you combine the product with to enhance it?	
Combine the trolley with a digital system, like an app, that tracks your purchases as you add items to the basket and offers budget reminders or special discounts from stores.	
Incorporate a collapsible seat or a built-in cooler compartment, combining a utility basket with extra convenience for picnics or shopping breaks.	
3. Adapt:	3. Adapt
How can the product be adapted to suit different situations or needs?	
Adapt the trolley to be used not only for shopping but also for outdoor activities, such as hiking or camping, by making it lightweight yet sturdy enough to handle different terrains.	

Adapt it to allow the basket size to expand or contract based on the user's needs (small for quick shopping trips, larger for bulk shopping).	
4. Modify:	4. Modify
What can be modified to enhance its utility or appeal?	
Modify the size of the trolley to include a feature that allows it to fold even more compactly, fitting into smaller car boots or under furniture for storage.	
Modify the design aesthetics by offering customizable color schemes or patterns, which might appeal to specific target demographics like young families or eco-conscious shoppers.	
5. Put to another use:	5. Put to other use:
Can it be used in a new or different way?	
Use the trolley for different activities beyond shopping, such as laundry, moving light objects at home, or even transporting sports equipment to and from games.	
Market the trolley as a mobility aid for elderly people, making the stair-climbing feature particularly useful for navigating urban environments.	
6. Eliminate:	6. Eliminate:
What elements can be removed to simplify the product?	
Eliminate unnecessary weight by using lightweight but durable materials such as carbon fibre or reinforced plastic, making it easier to lift and manoeuvre.	
Remove overly complicated folding mechanisms and replace them with a one-step automatic folding system to enhance user convenience.	
7. Reverse:	7. Reverse
Can you rearrange or reverse the product to improve its utility?	
Reverse the conventional layout of the trolley by placing the wheels higher up and allowing it to pivot, making stair-climbing smoother and reducing the need for lifting.	
Design the trolley so it can be carried like a backpack, allowing for hands-free use in situations where wheeling it is impractical (e.g., hiking or navigating uneven terrain).	
Example Outcome:	

<p>A smart, foldable personal shopping trolley with all-terrain stair-climbing wheels and an ergonomic, retractable handle. It includes a digital companion app that tracks your shopping, and it can be easily adapted for use in outdoor activities. The trolley is made from lightweight materials for easy lifting, can be folded with one click to fit into compact spaces, and can even double as a laundry carrier or picnic cooler.</p>	
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