What can I substitute to make an improvement? **What** if I swap 'this' for 'that' and see what happens? How can I substitute the place, position, materials or components?

What materials, features, processes, products or components can I combine to improve the idea? **Where** can I use interesting or attractive combinations?

What part of the product could I change? And change for what? **What** if I were to change the position or function of a component?

What happens if I warp or exaggerate a feature or component? **What** will happen if I modify the manufacturing process in some way?

What other purpose could I use this product for? **What** other market could I use this product in? **Who** or what else might be able to use it?

What would happen if I removed a component or part of it? **How** else would I achieve the solution without that component or part?

What if I did it the other way round? **What** if I reverse the order it is done or the way it is used? **How** would I achieve the opposite effect?

S	C	A	M	P	E	R
Substitute	Combine	Adapt	Modify	Purpose?	Eliminate	Rearrange
			or distort...	Change use...		

Seed idea

A

B

D

C

the Urban Pet
loophouse

S[ ]C[ ]A[ ]M[ ]P[ ]E[ ]R

S[ ]C[ ]A[ ]M[ ]P[ ]E[ ]R

S[ ]C[ ]A[ ]M[ ]P[ ]E[ ]R

S[ ]C[ ]A[ ]M[ ]P[ ]E[ ]R

M McLain, 2009