

SCAMPER

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / SEED AND PURPOSE

Describe the current concept, its user and the need it should address.

02 / ESSENTIAL CONDITIONS

What must remain true? Which familiar conventions are open to change?

03 / SUBSTITUTE AND COMBINE

What could replace a component? Which activities or purposes could be joined?

04 / ADAPT AND MODIFY

Which outside principle could fit here? What could change in size, form or frequency?

05 / OTHER USES AND ELIMINATE

What resource could serve another purpose? What could be removed or reduced?

06 / REARRANGE OR REVERSE

What if the order, layout, direction or initiating actor changed? Sketch the variation.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / DISTINCT VARIATIONS

Name each candidate and the specific part of the seed it transforms.

02 / USER VALUE

What need does each variation address, and what evidence supports that need?

03 / SURVIVING PREMISE

Which assumption do all ideas retain? Is it necessary or simply familiar?

04 / TRANSFERRED EFFORT

What work, dependency or protection moves elsewhere? Who carries it?

05 / SHORTLIST

Compare essential conditions, access, feasibility and consequential unknowns.

06 / PROTOTYPE QUESTION

Choose one variation, its weakest assumption and an observable test interaction.