

SCAMPER Worksheet

Jasraj Johal 400434346

Product Title: Crocs Classic Clog

Amazon Link: <https://a.co/d/09IsJly>

SCAMPER Prompt	Ideas / Notes
Substitute - What materials, parts, or features could be replaced with alternatives?	Use bio-based foam such as algae or recycled ocean plastic instead of Croslite to make the shoe more eco-friendly. Offer magnetic or interchangeable straps so users can swap them for different styles. Replace the regular holes with laser-cut ventilation patterns to improve both function and appearance.
Combine - What features could be merged with another function, product, or system?	Place a pressure sensor or step counter inside the insole that connects to a mobile app for health tracking. Combine the Crocs sole with a sneaker-style upper to create a hybrid shoe that can be worn in more settings. Offer a subscription box that delivers new straps, charms, or seasonal designs to keep the product fun and customizable.
Adapt - How could this product borrow ideas or functions from another product or context?	Create an outdoor version with a reinforced toe box, stronger traction, and water-resistant material for hiking or gardening. Make a healthcare edition with antimicrobial lining and extra arch support for people who stand for long hours. Include versions with LED lights or themed collaborations to attract younger users.
Modify / Magnify / Minify - What could be changed in size, shape, color, strength, or other attributes?	Change the silhouette to be slimmer and more stylish while keeping the ergonomic comfort. Add premium surface coatings like metallic, matte, or faux-leather finishes to increase the product's lifestyle desirability of the product. Add dual-color reversible straps or massage-textured insoles for more comfort and visual diversity.
Put to Another Use - How could this product serve a different audience or purpose?	Create a utility model for gardeners and outdoor workers with helpful spikes that can be attached. Design a travel-friendly model that can collapse flat for packing efficiently. Repurpose Crocs once they are past usability into eco-friendly planters or home decoration. This would also contribute to a sustainability model.
Eliminate - What parts could be removed without reducing value (or even increasing value)?	Remove uniform sizing conventions with a self-adjusting structure, conforming to foot shape and eliminating the need for multiple size ranges. Remove visual branding (such as logo and color uniformity) to product a minimalist, design-neutral branch that invites third-party customization and co-branding. Remove dependency on a single material. Remove the constraint of Croslite-only design by allowing other materials such as foam, knit, or mesh for recyclability.

Rearrange / Reverse - What would happen if the order, layout, or process were altered?	Move the heel strap to the top of the foot to create a new look. Sell a base sole with removable uppers and straps so users can build their own style. Offer in-store customization stations where customers can assemble their own pair.
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Redesign Reflection

Which of the ideas above would you adopt into your redesign? Why do these choices improve the product?

These four redesign ideas would be the strongest to move forward with:

1. Crocs Eco-friendly and Adventure (Substitute and Adapt)
The use of a bio-sourced foam, rugged soles, and features to position Crocs as a leader in sustainable and outdoor-friendly footwear. This makes it appealing to a wider seasonal and geographic market.
2. Crocs Modular Kit (Rearrange and Eliminate)
A base sole with interchangeable parts lets users replace sections instead of buying new pairs. This reduces waste and increases customization.
3. Crocs SmartFit (Combine)
This merges comfort footwear with digital health through pressure sensors and step-tracking features. Crocs would be entering the expanding market for wellness technology that is also wearable.
4. Crocs Fashion (Modify and Eliminate)
This would use options with a slender framework and polished finishing coats, taking Crocs from casual wear into a choice that could suit urban and semi-formal settings.

These redesigns improve the product by expanding its audience, promoting sustainability, adding personalization, and introducing technology and style features that match current trends. They help Crocs grow beyond just casual footwear while staying true to its core comfort.