

SCAMPER Your Own Stuffed Animal

Directions: Imagine that you design stuffed animals BUT you want more than just one group of people to buy your stuffed animal. How would you make it more desirable for another group of people?

Common groups of people (demographic groups) include:

- Babies (newborns to 2 years old)
- Toddlers (2-4 years old)
- Young Children (4-6 years old)
- Older Children (7-9 years old)
- Tweens (10-12 years old)
- Teenagers (13-19 years old)
- Young Adults (20-29 years old)
- Adults (30-39 years old)
- Middle-age Adults (30-64 years old)
- Older Adults (64 years and beyond)



Other groups can include: Boys, Girls, College Students, Un-married People, Married People, Working People, Retired People, Artists, Gamers, Crafters, etc.

Challenge: Pick your favorite stuffed animal and then think how you would SCAMPER it to make more than one group of people want to buy it.

Beginning Brainstorm

- a. Which is your favorite stuffed animal?
- b. Which group of people like it right now?
- c. Which other group of people do you also want to like it?
- d. What could you Substitute, Combine, Adapt, Modify, Put to Another Use or Reverse/Rearrange with the stuffed animal to make another group want to buy it also?

Next Steps

1. Have your parents take a picture of your stuffed animal and text it to Ms. Dee.
2. Don't destroy/ change that stuffed animal. Instead, make a detailed drawing or model of your new and improved stuffed animal. Then have your parents text a picture to Ms., Dee.
3. We will have a prize for our favorite staffed animals when we meet together again on Tuesday January 19th.

* Ms., Dee must receive your SCAMPERED stuffed animal picture by Friday January 15th to be considered for the prizes. 😊