

Evaluating Ideas

What it is

The **evaluation matrix** is a framework in which the team can analyse at a glance the value of each preselected idea from an initial convergence.

The aim is to evaluate each idea in function of a set of predefined criteria that the team has come up with. These criteria can also be based on the Principles of design and main research findings.

Why use it

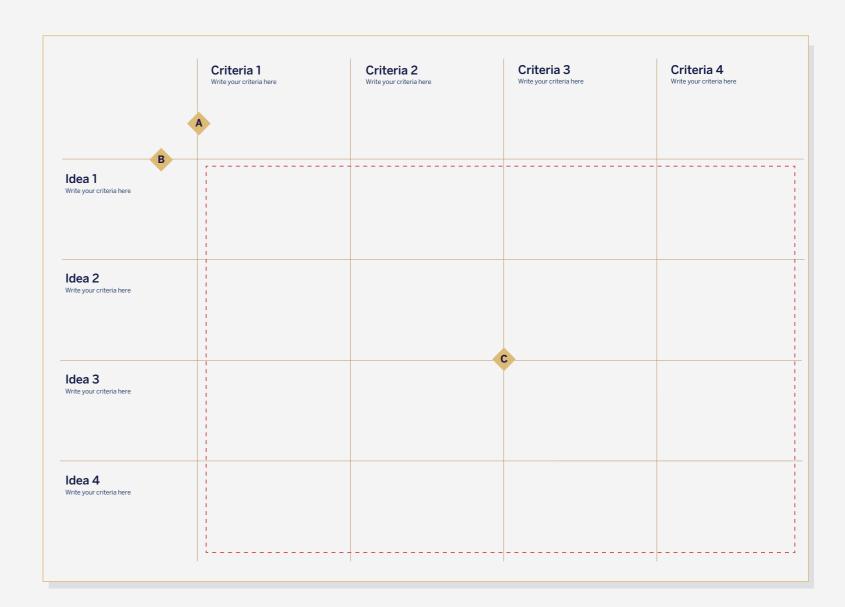
It is a tool that allows us to continue converging and eventually choose those ideas that the team wants to run with.

How to use it

Depending on the phase of development you are in, you may consider criteria such us cost/impact, or main insights (example: if this idea solves a key pain point from your persona)

You may use a value scale, such as 0 to 3, or even use emoticons:):|:(

- 1. Write up to 4 ideas to be evaluated in the left column.
- 2. Write up to 4 evaluating criteria in the top row.
- **3.** With your team, evaluate each idea using your preferred rating: emoticons or numeric
- **4.** Tally and analyse the results.



Tips & Tricks

TEAN

1 to 5 people. If the whole team is involved, even better.

TIME

Between 30 and 45 minutes, depending on the number of participants, ideas and criteria to be evaluated.

MATERIALS

A large flipchart page and different coloured markers.

FOR BEST RESULTS

Adjust your criteria to the development phase of the project you are in. If you are evaluating the team's first ideas, the criteria should be based on an approach to design that is focused on the user and the principles of design. On a practical note, contrasting 3 ideas with 5 criteria is a good way to begin.

Example: if you have just finished your research, your criteria should be based in this phase, which means based in your insights (possitive feedback, pains, opportunities)

WHAT IT HELPS YOU ACHIEVE

Align the team and convergence on the most powerful ideas in a more agile way.

FOR AGILE

It helps with decision making.

TOOLS AND ACTIVITIES BEFORE YOU START

- Generating ideas
- Ground idea concepts further
- Divergence and convergence of criteria

TOOLS AND ACTIVITIES FOR AFTERWARDS

- Journey of the idea
- Re ne the concept
- Test the Journey and the concept
- Acting



Evaluating Ideas

	Criteria 1 Write your criteria here	Criteria 2 Write your criteria here	Criteria 3 Write your criteria here	Criteria 4 Write your criteria here
	low cost	time	ease	innovate
Idea 1 Write your criteria here Chip + nip	0 0	00	00	00
Idea 2 Write your criteria here Fixed button	200	0 0	0 0	00
Idea 3 Write your criteria here BR+SMS	00	00	00	00
Idea 4 Write your criteria here Ben's idea		0 0	0 0	00

Keys to successful facilitation

Here are some suggestions and tips to take advantage of this tool.

- It is important that the person who facilites this tool encourage participants not to kill big ideas that are key to potential users of your product / service.
- Try to think in more criteria and not just in quick wins or fast implementation. Add criteria that contrast with criteria of time of implementation.
- Give same importance to those ideas that solve main users needs and help to deliver your value proposition even if those are not as easy and fast to implementate.

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