

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 as 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 scaling.
4. Tally and analyse the results.

	Criteria 1 <small>Write your criteria here</small>	Criteria 2 <small>Write your criteria here</small>	Criteria 3 <small>Write your criteria here</small>	Criteria 4 <small>Write your criteria here</small>
Idea 1 <small>Write your criteria here</small>				
Idea 2 <small>Write your criteria here</small>				
Idea 3 <small>Write your criteria here</small>				
Idea 4 <small>Write your criteria here</small>				

Tips & Tricks

- TEAM**
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 <small>Write your criteria here</small>	Criteria 2 <small>Write your criteria here</small>	Criteria 3 <small>Write your criteria here</small>	Criteria 4 <small>Write your criteria here</small>
	low cost	time	ease	innovate
Idea 1 <small>Write your criteria here</small> chip + nip				
Idea 2 <small>Write your criteria here</small> fixed button				
Idea 3 <small>Write your criteria here</small> BR+ SMS				
Idea 4 <small>Write your criteria here</small> Ben's idea				

TERMINOS DE EVALUACIÓN

	NEGOCIO		TECH		U	
	INCREMENTO DE BASE DE CLIENTES	RENTABILIDAD	VELOCIDAD DE DESARROLLO	CONEXIÓN DE INNOVACIÓN	ENGAGEMENT	IMPACTO EN VIDA
0-3	1	3	2	1	3	2
MAGACHI	2 ²	1 ³	1 ²	2 ²	3 ¹	2
EFICIOS	3 ³	2 ⁶	2 ⁴	2 ²	3 ¹	3
ÍSTICO	1 ¹	0 ⁰	2 ⁴	3 ³	2 ⁶	2 ¹
	6	3				

	Beneficios y satisfacción del cliente	Factibilidad	Costo
1.- No vencer los puntos	3	3	1
2.- One Click redención puntos x efectivo al 50%	2	2	2
3.- Tienda virtual para compras con puntos	2	1	2
4.- Boucher de cpa. poner puntos a vencer	2	2	3
5.- TME genere llamada para aviso de cancela puntos	1	1	2
FACTIBILIDAD / BANCO 11+5			

Keys to successful facilitation

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

- It is important that the person who facilitates 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.

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
Idea 1 Write your criteria here				
Idea 2 Write your criteria here				
Idea 3 Write your criteria here				
Idea 4 Write your criteria here				