

# SUPPORT METHODS: IDEA EVALUATION

## IF YOU HAVE MANY IDEAS

What is this for?

If you have several good ideas and you are not sure what would be the best for first validation round, use this method to evaluate your ideas from different perspectives.

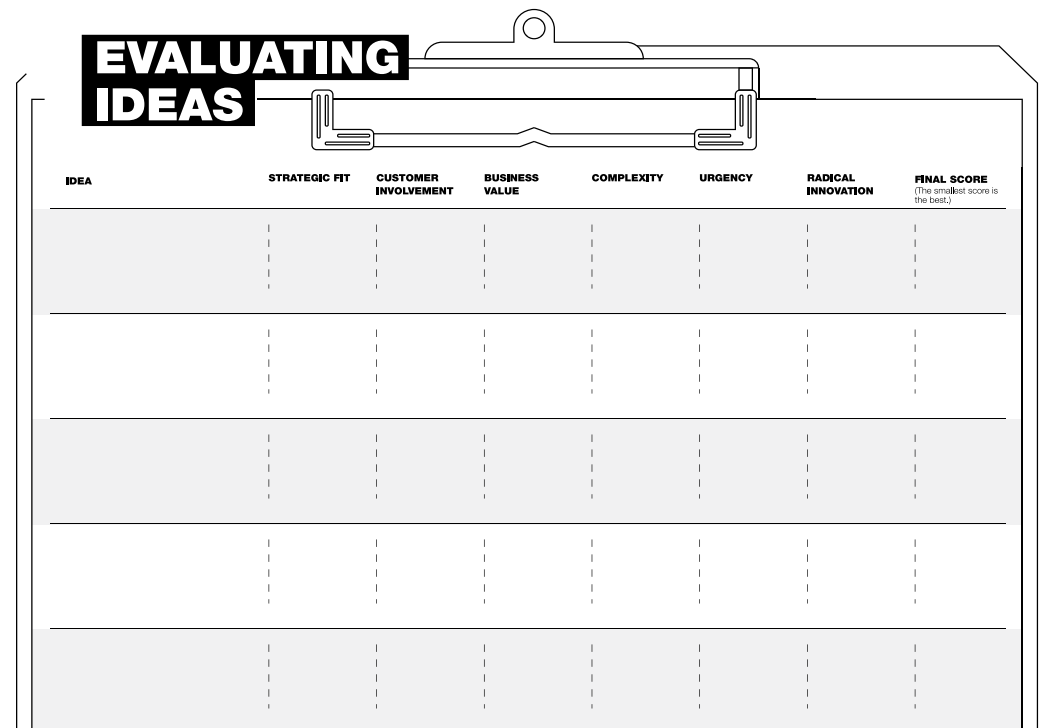
### Instructions

Write down your best ideas and start evaluating based on the evaluation criteria below. All the evaluation criteria are further described on the next page.

Each criteria now forms a category, where you rank your ideas with scores from 1 to X (X being the amount of ideas you are evaluating and 1 being the best value). Note that you must give a score to all ideas, and ideas can't share the same score in a category. Fill this canvas one column at the time. Then, calculate your final score and note that the smallest score is the best here.

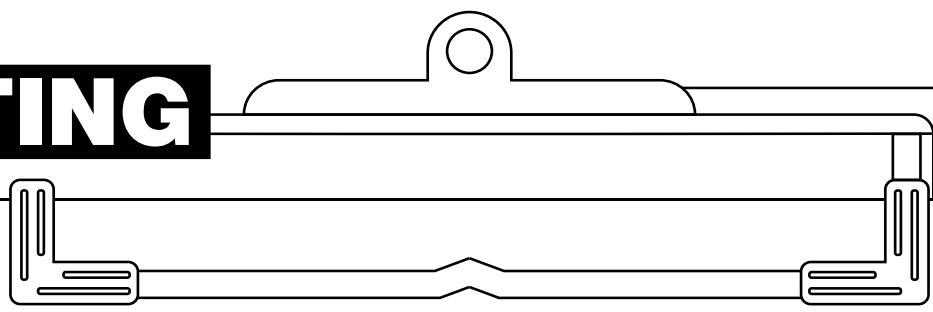
Evaluation Criteria (see details on the next page)

- Strategic Fit
- Customer / User involvement
- Business Value
- Complexity
- Urgency
- Game Changer



IDEA	STRATEGIC FIT	CUSTOMER INVOLVEMENT	BUSINESS VALUE	COMPLEXITY	URGENCY	RADICAL INNOVATION	FINAL SCORE <small>(The smallest score is the best)</small>

# EVALUATING IDEAS



IDEA	STRATEGIC FIT	CUSTOMER INVOLVEMENT	BUSINESS VALUE	COMPLEXITY	URGENCY	RADICAL INNOVATION	FINAL SCORE <small>(The smallest score is the best.)</small>

# EVALUATION CRITERIA

## Strategic Fit

Describes how well your idea fits to the current business strategy. The best fitting idea should get the value "1".



## Business Value

Describes how much value the idea can bring. The value can be monetary but also other types of values should be taken into account (e.g. brand recognition, defending own position in the market, as a sales tool to win additional deals etc.). The idea with the highest value should get the value "1".



## Urgency

Describes how urgent it is to provide this service or product to the market. Urgency can be driven by customer/user demand, but also by competition. Take into account what would the costs be if the idea was not implemented. The idea with the highest urgency should get the value "1".



## Customer / User Involvement

Describes how much the customer has been involved in the idea creation.

- Did the idea come from a customer?
- Has the idea been discussed with customers?
- Has the idea been discussed with account managers or other people close to the customers?

The idea with the highest customer involvement should get the value "1".



## Complexity

Describes how complex implementing the idea is. Take technical complexity but also organizational complexity into account. The idea with the lowest complexity should get the value "1".



## Game Changer

How disruptive the idea is for the market/industry. Is it something that we are currently not doing very differently i.e. not an incremental change.

