

Idea Evaluation

Now that you have generated ideas from brainstorming, take a look at what you've produced. Are there ideas that seem to go together? Cluster them into a single concept.

Once you've clustered, use one of the following methods (or a mix of a few) to evaluate the ideas that are the most promising—the ones that you will develop and test in the Play phase.

Take a Vote:

- Give each person three post-it notes or colored dots—these represent their votes.
- Have everyone put their votes on their top three ideas they think are most promising.
- After everyone votes, you will be able to focus further evaluation on the top ideas.

Difficulty x Impact Matrix:

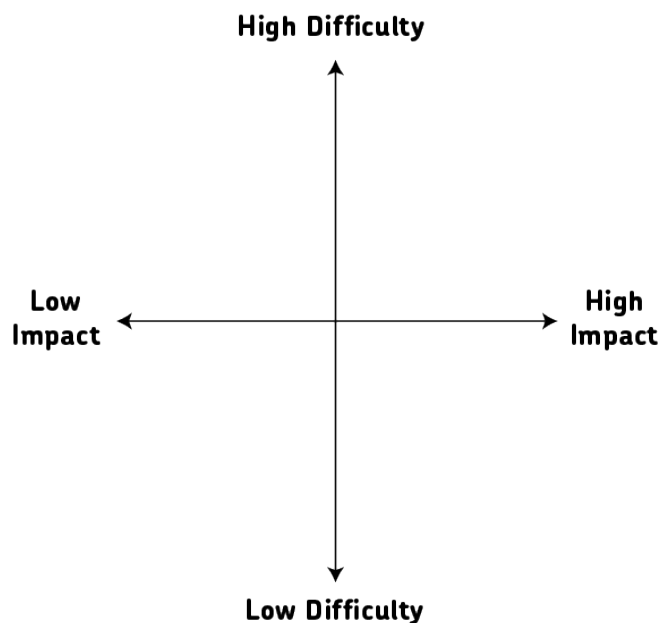
- On a whiteboard or wall, draw intersecting x and y axes to create a 2x2 matrix. The X axis is a spectrum from Low to High Impact on your users. The Y axis is a spectrum from Low to High Difficulty to implement.
- Organize the ideas you've generated within the matrix. Move the post-its along the two axes depending on their impact and difficulty.

LOW IMPACT: Smaller changes that would slightly change the experience for your user.

HIGH IMPACT: Ideas that build a wholly new, positive experience for your user.

LOW DIFFICULTY: Ideas very easy for you to implement.

HIGH DIFFICULTY: Ideas nearly impossible to implement.



Design Principle Rating:

- Use your design principles from your Reflect phase as design criteria. Rewrite them if needed.
- Create a table, with your brainstormed ideas at the top and the design criteria along the left side.
- As a team, give each idea a score for how well it meets each of the design criteria: A score of 1 = somewhat satisfies; A score of 2 = satisfies; A score of 3 = strongly satisfies.
- Add up the total scores for each idea to prioritize the ones with the highest score—those that best meet your users' needs.

	Idea 1	Idea 2	Idea 3	Idea 4
Criteria 1	3	2	1	1
Criteria 2	2	3	2	1
Criteria 3	2	2	3	2
Criteria 4	1	2	3	3
Criteria 5	2	1	2	1
	10	10	11	8