



Tool 17: Evaluating an Idea

Choice with the help of an idea matrix

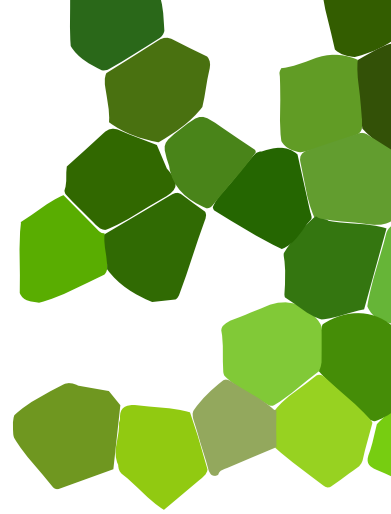
Time: 1–1.5 h

You will need: Paper copies of the matrix

Use: A helpful tool for evaluating the novelty value of an idea, its fitness for the circular economy and megatrends and how well it meets the brief. The scale used is significant – average – small.

Method: Say, “Please choose three ideas that you as a team think are the most exciting. Feed them into the matrix.” The matrix can be presented to the coach and a peer team. After the feedback the ideas are further developed and one chosen to be worked on.

1. For 10 minutes, every student writes down words or thoughts about how to solve the brief. Each team member should generate at least 10 ideas.
2. The team discusses the ideas and groups them for 20–30 minutes
3. The team picks as many ideas for further work as there are team members. The ideas are put on paper and they are developed further with the “Yes, and...” method (tool 10) for two rounds for 40–60 minutes.
4. The team selects three ideas into a matrix and evaluates them with it.
5. The team presents their idea matrix to the coach and to a peer group. The coach and peer group members ask completing questions and give feedback on the ideas. Time required for matrix presentation and discussion is 30–60 minutes per team.
6. After feedback, teams continue to work on their ideas and, if necessary, contact the client.



The novelty value/the attractiveness of the idea

		Big	Average	Small
Circular economy and megatrends/ the attractiveness of the idea	Big	Good idea, keep going!	Good idea, keep going!	Good idea, needs more attraction
	Average	Good idea, what about the solutions?	Needs further development to work	Maybe it works? Develop more
	Small	Hard to execute	Barely works	Bad idea, will not work