Idea Selection Criteria

Why

At some point in your ideation sessions, you'll have reached a critical mass of ideas, and it will become unproductive to attempt to keep pushing for more. This is referred to as the 'convergent stage' where ideas are evaluated, compared, ranked, clustered and even ditched in an attempt to pull together a few *great* ideas to *act on*. Right now, the aim is spotting potential winners, or combinations of winning attributes, from a number of ideas.

You should ensure that ideas that have made it through Post-it voting and other elimination exercises in the convergence sessions are evaluated, based on the most important idea selection criteria, and you should rank them according to how they meet these criteria.

The idea selection criteria listed below will help you to provide a guide for choosing ideas which fit well into your goals, your research about your users, their needs, and your insights about them which you've condensed into your problem statement—which is also called your Point of View.

Best practice: How

- Does it fit with people's needs? Is there demand?

- Does it really meet the goals set initially?

- Does it meet the requirements in our problem statement/Point Of View?

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- Does it answer our "How Might We" questions in a satisfying way?

- Is it different enough from what exists to add additional value?

- Do we have access to the budget—enough to implement even partially?

- Is the technology available?

- Will we be able to roll it out with the available resources?

- Can we get approval from decision makers?