

Take Off

Market

User

Idea

Concept

Evaluation

This is a simple way of scoring / assessing potential solutions to a problem. Give a score out of 10 for each of the three items:

Novelty How novel is the idea? If it isn't novel for this situation, it probably isn't very creative

Attractiveness How attractive is this as a solution? does it completely solve the problem? Or is it only a partial solution?

Feasibility How feasibly is it to put this into practice? It may have been a really attractive solution to use a time machine, but is it really feasible?

Once you have the mark out of 30 for each potential solution, you can easily rank them to then refine the top few.

FOCUS

GENERATE

SORT

DEVELOP

EVALUATE