

# Prioritise ideas



30-45 minutes



Post-it notes, pens and flipcharts



The team that generated ideas

## What?

A matrix that enables you to more easily prioritise ideas that each member of the team has generated (e.g. using the Crazy 8 method).

## Why?

The aim of idea generation is to come up with and develop a lot of ideas. The matrix helps the team to organise the ideas by ease of implementation and potential value.

## How?

1. Start with the ideas that the team has generated, and write each idea on a post-it note.
2. Discuss and transfer each idea to the matrix.

How much value does the idea create for the customer? Does the idea solve a problem for the customer? How easy is it to implement the idea?

3. Each member of the team is given an opportunity to vote on three or four ideas by marking them in some way (with a pen, stickers, etc.).
4. The ideas with the most votes at the end are chosen.
5. If further prioritisation is needed, repeat 3-4 until the team is left with ideas that are worth pursuing.

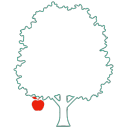
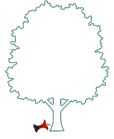
**TIP 1:** Some of the ideas can often be combined or may increase one another's value. Try to combine them during the prioritisation process.

**TIP 2:** Don't discard ideas that have not been chosen. They may come in useful further on in the process.

## What do you get out of this?

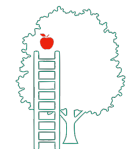
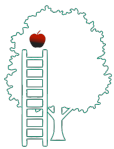
Once the team has chosen its ideas, this is a good time to visualise the ideas as sketches for solutions.

Easy to implement



Little value

A lot of value



Difficult to implement