

Step Four: Operation Design

Now that you have come up with a wide range of ideas, it is time to evaluate your ideas and select the best ones to refine.



Using a Decision Matrix

Step 1: Choose your top 3-4 ideas (or combinations of ideas) from your brainstorming session. Write these in the top row of the table.

Step 2: Decide on your evaluation criteria. Choose 3-5 criteria that matter most. Write these in the first column.

HINT: Use your work from Operation Define and Operation Identify to set the criteria for your solution.

Step 3: Score each idea against the criteria.

1= doesn't meet the criteria well

2= somewhat meets the criteria

3= meets the criteria well

Step 4: Add up the total score for each idea.

Criteria	Idea 1:	Idea 2:	Idea 3:	Idea 4:
1				
2				
3				
4				
5				
TOTAL				

Which idea has the highest total score?

Does the 'winner' meet ALL requirements to solving the problem, or do you need to combine elements of another idea?

Write a few sentences explaining the idea you have chosen and why you chose it.