DIY: Idea Evaluation Grid

Project/Problem Area:

Date and Time:

This tool is designed for sorting, clustering, and evaluating any set of ideas, concepts, or initiatives. It requires selecting two opposing criteria to quickly organize and prioritize concepts.

Establish Evaluation Parameters **1**

Determine the two contrasting attributes that will serve as the horizontal and vertical scales of the grid. These parameters should be relevant to your project's context.
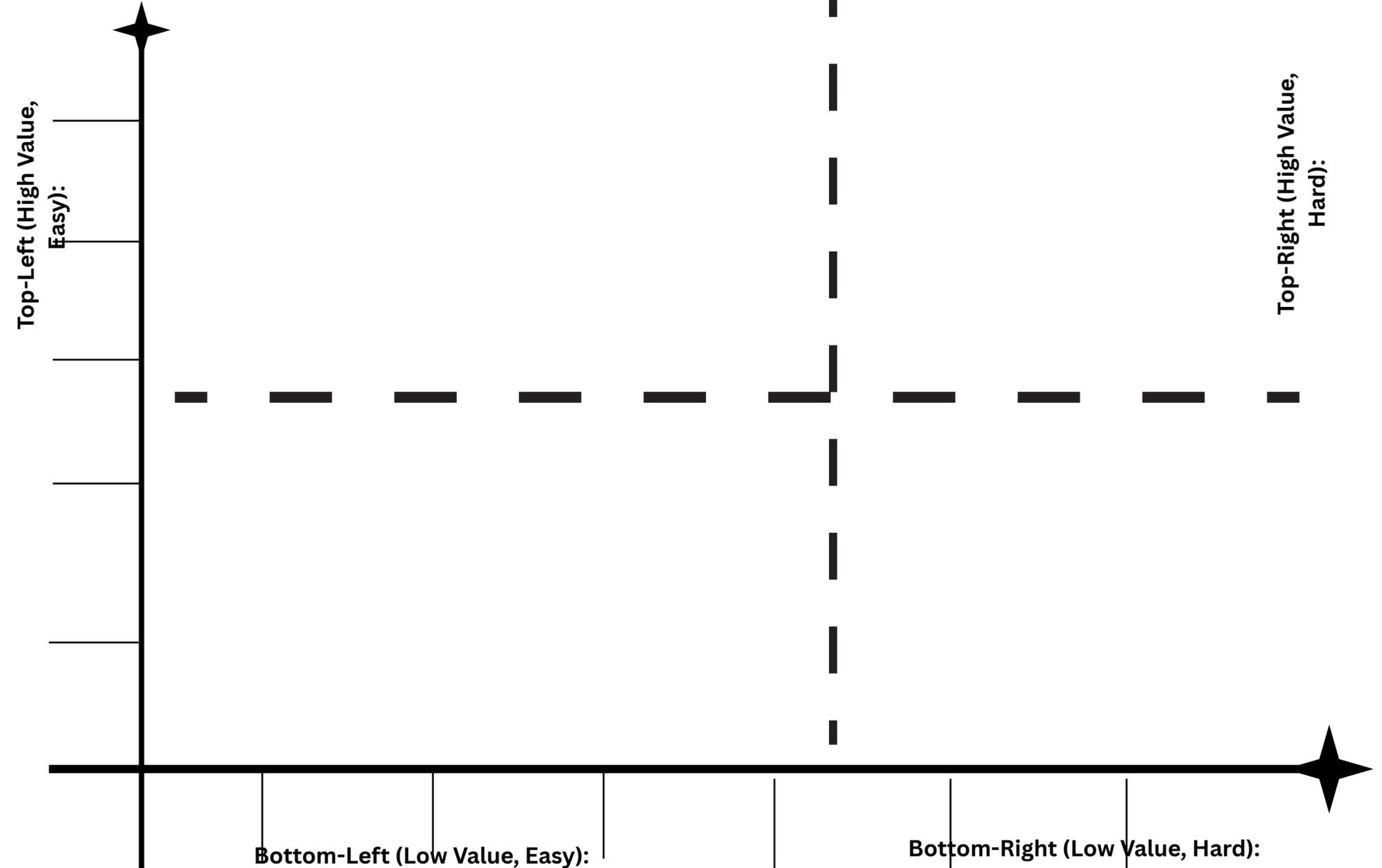
Examples of Useful Parameter Pairs:

- Parameter 1 (Vertical): Potential Value (Low to High)
- Parameter 2 (Horizontal): Implementation Difficulty (Easy to Hard)
- Other Pairs: User Desire vs. Technical Risk; Financial Cost vs. Market Opportunity.

Chart Concepts **2**

Plot each idea, concept, or finding onto the grid based on where it falls relative to the vertical and horizontal parameters.

Top-Left (High Value, Easy):

Top-Right (High Value, Hard):

Bottom-Left (Low Value, Easy):

Bottom-Right (Low Value, Hard):

Decision Summary **3**

Record the key conclusions derived from the clustering of ideas within the quadrants.