

## Lesson 4: Selecting the Best Ideas

Purpose: Use to develop criteria and score your ideas

It's important to take the time to evaluate your ideas.  
The one you think is the best, may not actually match your criteria.

### **Activity 1 (Part 1): Generate Criteria:**

For the problem you are trying to solve, come up with 4-5 criteria you will use to evaluate your ideas. Try using one of the stems listed here to get started:

- "Will it..."
- "I hope that..."
- "Will they..."
- "There needs to be..."

Example: "Will it...be easy to understand for those outside of our organization?"  
"Will they...need specialized equipment to use this program?"

### **Activity 1 (Part 2): Evaluation Matrix:**

	Criterion 1	Criterion 2	Criterion 3	Criterion 4	Criterion 5
Idea 1					
Idea 2					
Idea 3					
Idea 4					
Idea 5					
TOTAL					

List your criteria and your ideas in a matrix like the one above and give each idea a score.  
You don't have to implement your top scoring idea.