

EVALUATE YOUR BEST IDEAS

To help you identify which idea to start prototyping, rate the top ideas resulting from your ideation brainstorm. For each idea, answer these three questions.

IDEA:	Least				Most
Instinctively, how excited are you about this idea?	1	2	3	4	5
How innovative and fresh does this idea feel?	1	2	3	4	5
How practical, feasible and realistic is this idea?	1	2	3	4	5
TOTAL =					

As a group, compare the scores of your ideas.
The one with the highest score will be most promising.

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