Idea Napkin Review

A³

CBI A³ DFGN SWINBURNE UNIVERSITY OF TECHNOLOGY DESIGN FACTORY MELBOURNE CERN IdeaSquare

Reflect on your ideas

- Finish and partially complete Idea Napkins
- Identify assumptions & large gaps in knowledge
- Check photos and envelopes for uncaptured ideas
- Collate idea napkins from the week
- Prepare to start thinking about which you would like to develop further this afternoon

Reflect on your ideas

- Finish and partially complete Idea Napkins
- Identify assumptions & large gaps in knowledge
- Conduct some desktop research
- Use evaluation tools to help select most promising ideas to develop this afternoon

Convergence & decision making

- You need to narrow down ideas for further development
- What ideas have the most potential, interest?
- Chose decision making tools to help you decide

1) Affinity diagrams & voting

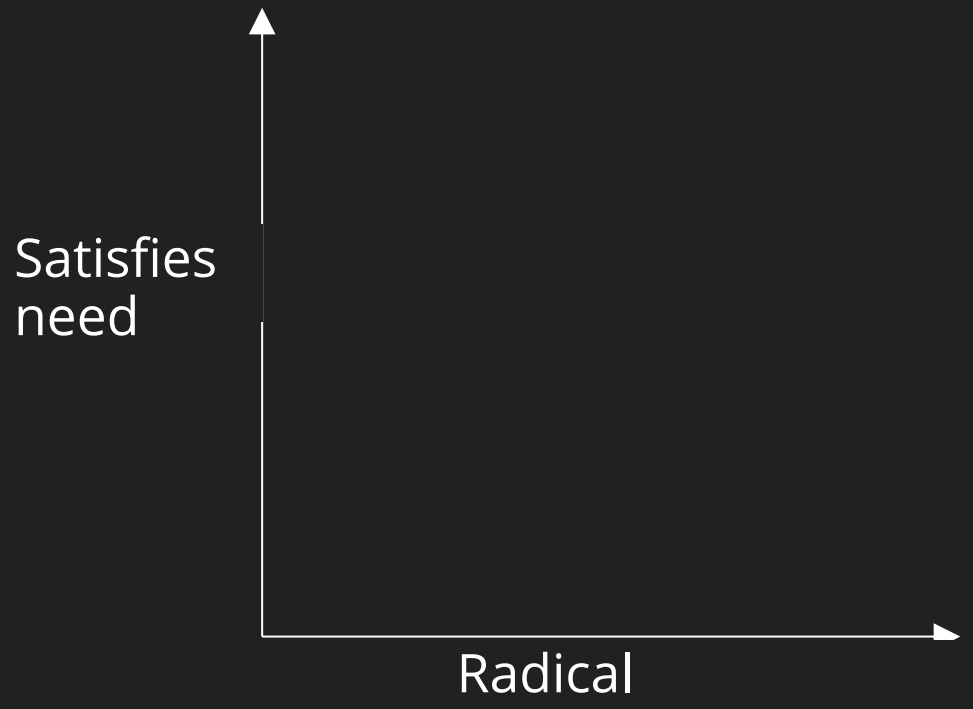
Good for really larger volumes of ideas

Cluster patterns, organise information

Voting, quickly represent multiple viewpoints fairly

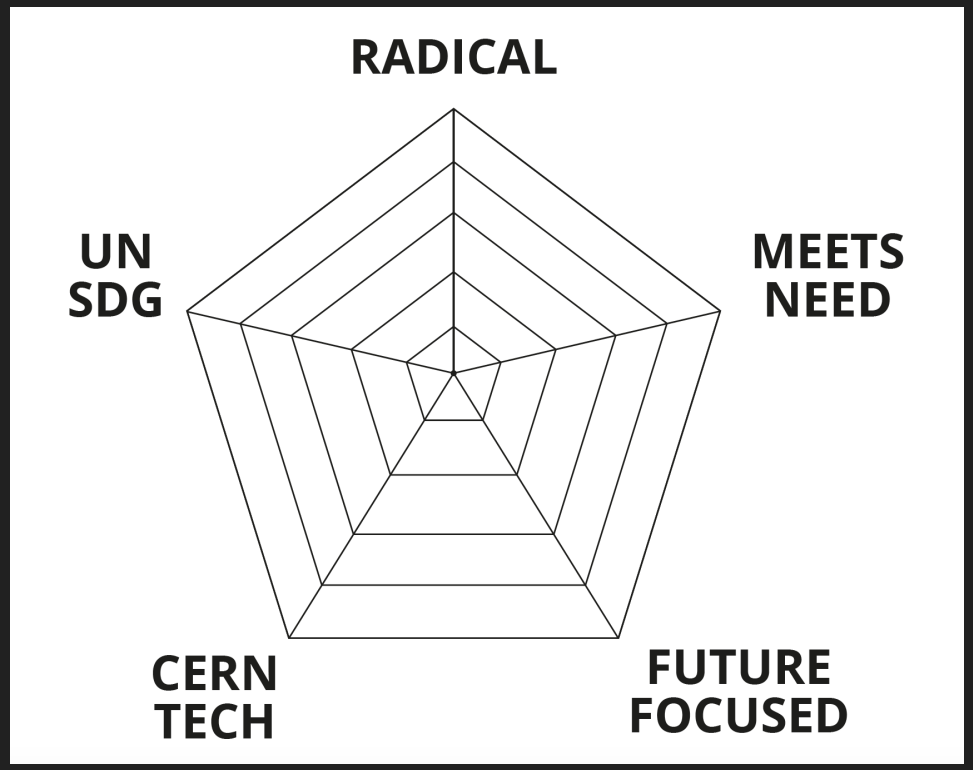
Note: the no. of votes ration to ideas is important. Too many votes, everything might look good

2) Axis mapping



Simple axis map

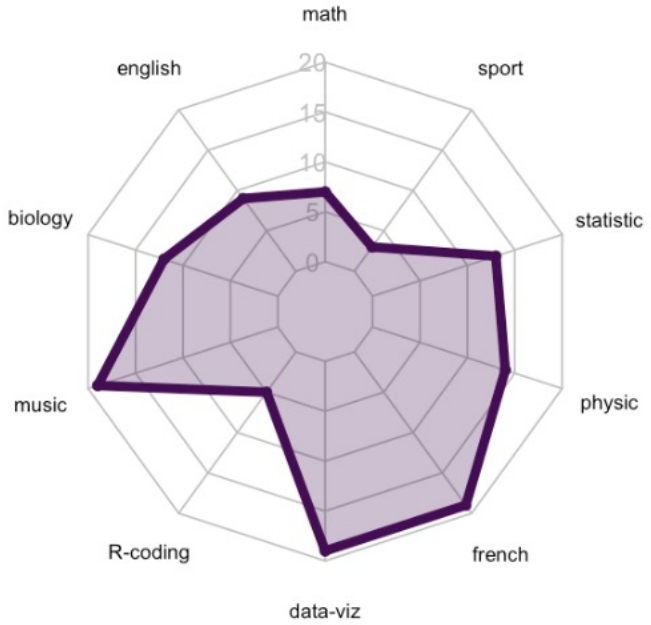
Good for larger volumes of ideas



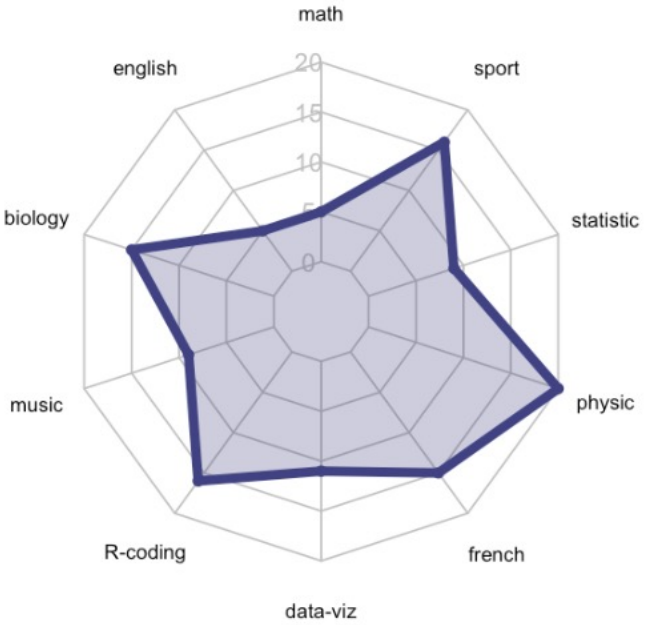
Radar/spider/web multi axis

Good for medium volumes of idea

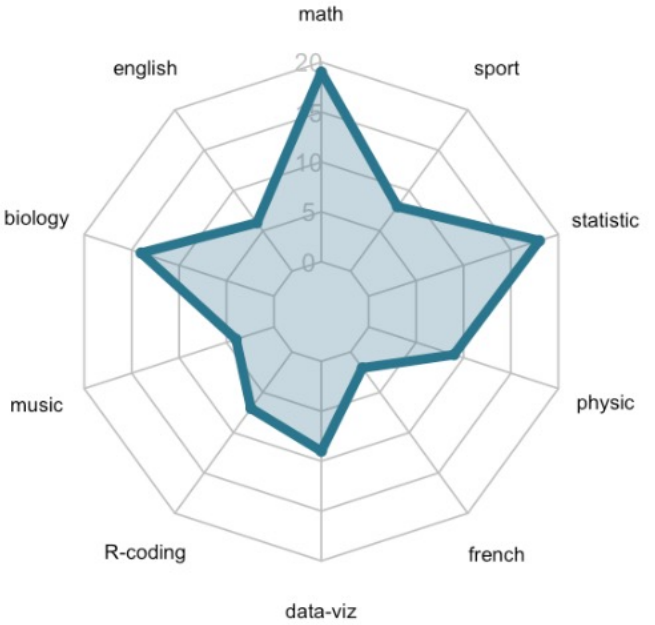
Max



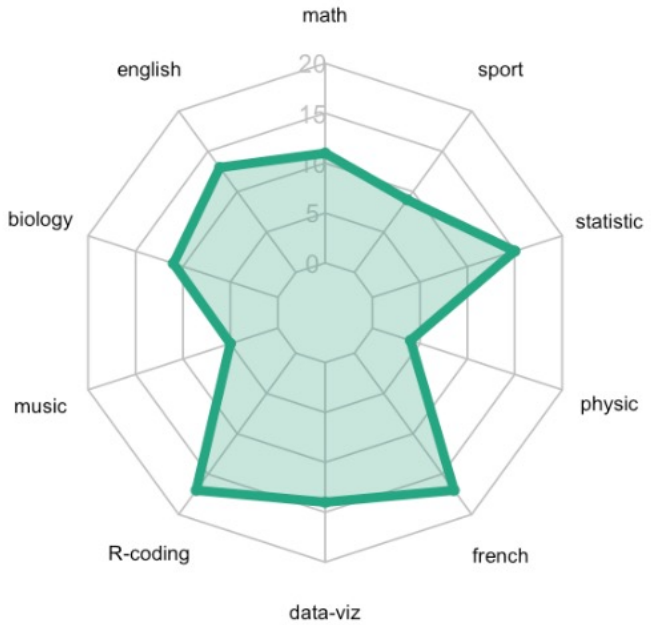
George



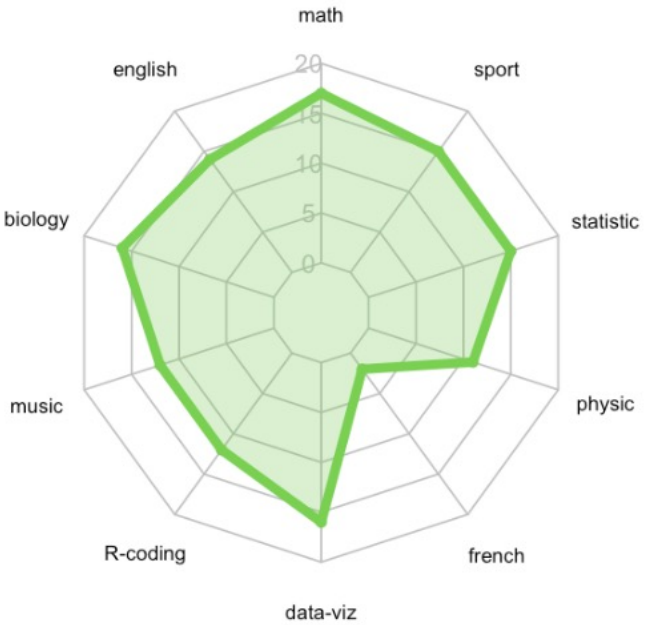
Xue



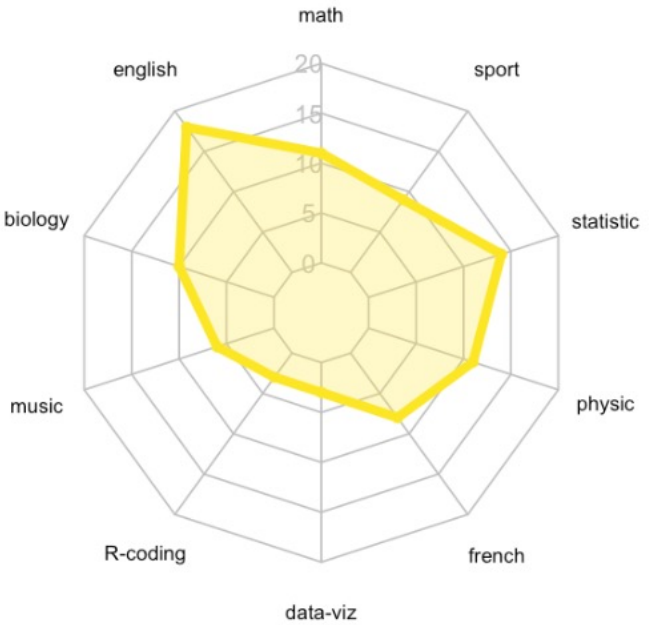
Tom



Alice



bob



3) Weighted decision matrix

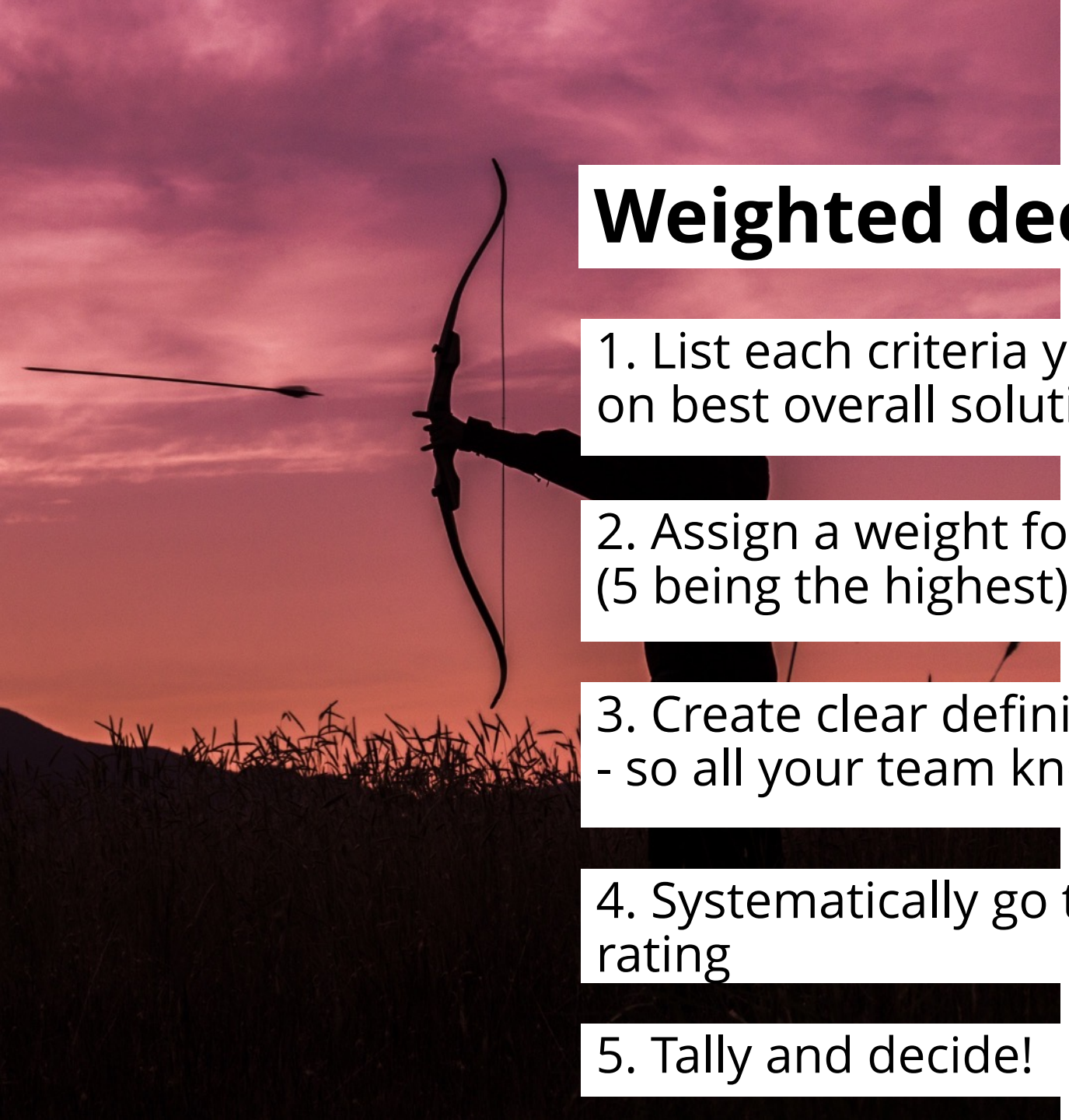
Helps to identity key considerations in solution

Allows you to communicate and rationalise decision making

Everyone’s ideas are ranked on the same self-developed criteria

Sometimes called a Pugh’s weighted matrix

What Should I Have for Lunch?			Options			
			Hamburger	Salad	Option C	Option D
Selection Criteria/Category	Weight (1-5)	Multiply	Score / Weighted Score	Score / Weighted Score	Score / Weighted Score	Score / Weighted Score
Taste (Should taste good)	5	x	5 / =25	2 / =10		
Nutrition (Should be healthy)	2	x	2 / =4	5 / =10		
Cost (Less expensive scores higher)	3	x	3 / =9	3 / =9		
	TOTAL SCORE	=	38	29		



Weighted decision matrix

1. List each criteria you need to consider when decision on best overall solution or design. 4-6 criteria

2. Assign a weight for each criterion from 1 to 5 (5 being the highest).

3. Create clear definitions of the ideas /concepts /options - so all your team know what they are.

4. Systematically go through and give each option a rating

5. Tally and decide!

Criteria areas to consider:

1. 2030 future thinking, is this transformative? Big picture impact

2. SDG challenge, are you addressing your health issue? How is your concept benefiting society broadly?

3. Deep technology, is there scope for ATTRACT or CERN tech to be integrated with your concept in a valuable way?

4. What are you passionate about? Individually and as a team

LUNCH
Back at 1.45