Idea Evaluation Scoring Sheet

Use this sheet to score ideas against key criteria. Rate each idea on a scale of 1–5 (1 = low, 5 = high) for each criterion.

Add up the total to compare and prioritise ideas.

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Idea	Impact (1-5)	Feasibility (1-5)	Alignment (1-5)	Total Score

Idea Evaluation Matrix

This matrix can also be used to evaluate and prioritise ideas from the **Ideation phase**. Plot each idea on the grid according to its Impact (low to high) and Feasibility (low to high). Quick wins are strong candidates for **prototyping**.

	Low Impact	High Impact
High Feasibility	Maybe later	Quick Wins
Low Feasibility	Low Value	Big Bets

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