

Ideation Review #1 For

QUANTITY of ideas Grading range: 1-4

Note that this will be highly dependent on the problem statement. As mentioned last week, a narrow problem statement will yield only a few ideas, while a very broad one might make it difficult to come up with specific ideas. The numbers provided are a broad estimate, but the point here is that the more ideas, the better for this part of the process. Selecting and narrowing down comes later.

(1) Missing or not applicable (NA)

0-10 ideas

(2) Still working on it...

Between 10 and 25 ideas

(3) Got it

Between 25 and 49

(4) Nailed it!

50 or more ideas

Score _____

Part 2: DIVERSITY of ideas Grading range: 1-4

Note that you are NOT assessing how good you think the ideas are (the presumed quality), but whether there is a diversity of ideas in the submission.

(1) Missing or not applicable (NA)

Too few ideas to assess diversity

(2) Still working on it...

Too many of the ideas are similar to each other

(3) Got it

Ideas are different from each other

(4) Nailed it!

Ideas are different from each other and "blue sky"(*) ideas are included

Score _____

(*) "blue sky" ideas are fanciful or may seem impossible, but allow us to stretch our imagination and break free from limiting ways of looking at a problem.