

## Instructions:

1. Print out the worksheet (just once!) or draw it on a flipchart
2. Select an idea that you want to develop further and write it down on the worksheet
3. Working individually write 5-10 features that you think should be a part of this idea/ solution on post-its
4. Place these features on the matrix based on how much pleasure each feature brings to the customer and how indispensable the feature is
5. Focus on the upper fields and discuss all features in it with the team. Try to be as critical as possible and challenge each other about the added value of a feature or how easy it is to test
6. Narrow down the final features to about 6-8 per solution

Name of idea/solution:

Level of novelty or newness

*How much new impact does this feature bring?*

It hurts, take it away!

Unexpected awesomeness!

*Harder, better, faster, stronger!*

I don't care

Expected essentials

Level of indispensability

*How much will this feature be missed if left out?*

Adapted from Innovation Battlefield, Board of Innovation (2020):  
<https://www.boardofinnovation.com/> [Accessed: 13.01.2021]

