# Innovation Scorecard (DDN2-J17)

## DESCRIPTION

The scorecard is divided into sections that assess strategic fit, opportunity, desirability, feasibility and viability.

## WHEN TO USE

At the ideation and conceptualization stage of the design process, to assess the ideas generated during brainstorming or other ideation techniques.

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## PAIRS WELL WITH

- Brainstorming job aid (DDN2-J13)
- How to Compose an Elevator Pitch job aid (DDN2-J14)

## PURPOSE

Use this job aid to assess an idea by assigning a score to each criterion. The best idea is developed further.

## DESIRED OUTCOME

Several ideas assessed against the scorecard. The idea with the highest total score is best suited to be developed further.

## HOW TO USE

For each idea, go through the statements on the scorecard and assign scores to the idea. Refer to your team or organizational data and documentation for supporting evidence.

# Innovation Scorecard

| Strategic Fit | The team has demonstrated that the idea... | Evidence | | | | | |
|---|---|---|---|---|---|---|---|
| | | None | Very little | Little | Moderate | Strong | Very strong |
| **Organizational identity** | ... is aligned with the organization's identity (mandate, strategic direction, culture). | 0 | 1 | 2 | 3 | 4 | 5 |
| **Innovation guidance** | ... is aligned with the organization's innovation guidance. | 0 | 1 | 2 | 3 | 4 | 5 |
| **Leadership support** | ... has support from at least one key executive who can help it become a reality. | 0 | 1 | 2 | 3 | 4 | 5 |

# Innovation Scorecard

| Opportunity | The team has demonstrated that the idea... | Evidence | | | | | |
|---|---|---|---|---|---|---|---|
| | | None | Very little | Little | Moderate | Strong | Very strong |
| **Expected return** | ... could positively impact core users and other stakeholders. | 0 | 1 | 2 | 3 | 4 | 5 |

| Desirability | The team believes that... | Belief | | | | | |
|---|---|---|---|---|---|---|---|
| | | None | Very weak | Weak | Moderate | Strong | Very strong |
| **User segments** | ... the idea will positively impact the core user segments by solving a problem or | 0 | 1 | 2 | 3 | 4 | 5 |
| **Value proposition** | ... the value of the idea we want to deliver will resonate with the core user segments. | 0 | 1 | 2 | 3 | 4 | 5 |

# Innovation Scorecard

| Feasibility | The team believes that... | Belief | | | | | |
|---|---|---|---|---|---|---|---|
| | | None | Very weak | Weak | Moderate | Strong | Very strong |
| **Key resources** | ... we have the appropriate capacity, enablers, technologies and resources to create the idea. | 0 | 1 | 2 | 3 | 4 | 5 |
| **Key activities** | ... we have the right capabilities to handle the most critical activities for creating the idea. | 0 | 1 | 2 | 3 | 4 | 5 |
| **Key stakeholders** | ... we have an understanding of the stakeholders who could help develop and deliver the idea. | 0 | 1 | 2 | 3 | 4 | 5 |

# Innovation Scorecard

| Viability | The team believes that... | Belief | | | | | |
|---|---|---|---|---|---|---|---|
| | | None | Very weak | Weak | Moderate | Strong | Very strong |
| **Contributions** | ... the idea will positively impact the organization's mandate and long-term plans | 0 | 1 | 2 | 3 | 4 | 5 |
| **Costs** | ... the costs for implementing and delivering the idea will be within the approved operational budget. | 0 | 1 | 2 | 3 | 4 | 5 |
| **Cost-benefit analysis** | ... the potential benefit of the idea will outweigh the cost of implementing and delivering the idea. | 0 | 1 | 2 | 3 | 4 | 5 |