



2 x 2 for Creative Downselection

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How do you know which ideas are best?

There are multiple ways to evaluate an idea:

- Manufacturability
- Marketability
- Uniqueness / innovation
- Business decisions
- etc..

The 2x2 Comparison

By comparing ideas across similar criteria, we are able to find the best candidates for further exploration.

For Example:

If we were to evaluate our toothbrush ideas from the reframing exercise, we might choose the following criteria:



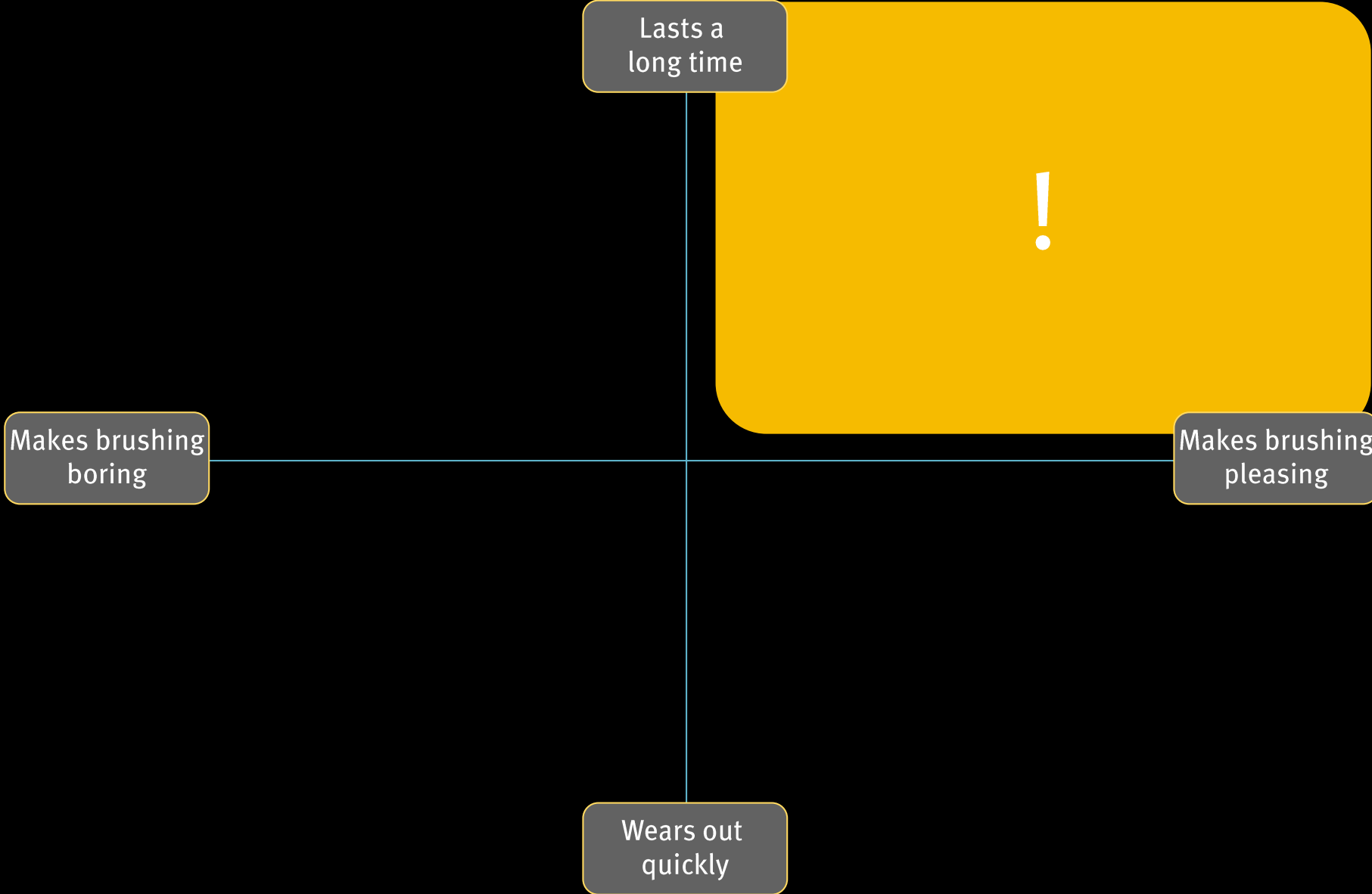


Lasts a
long time

Makes brushing
boring

Makes brushing
pleasing

Wears out
quickly



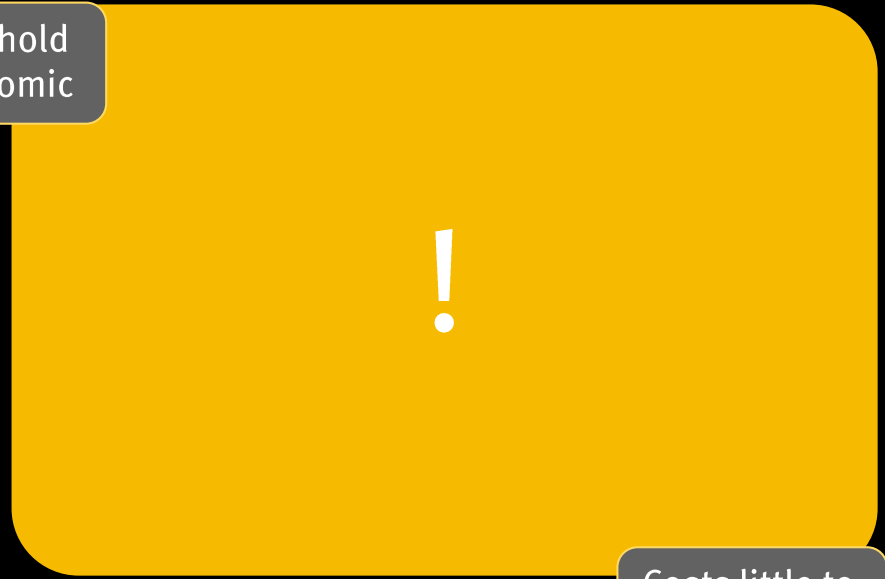
Easy to hold
/ ergonomic

Costs a lot to
manufacture

Costs little to
manufacture

Harder to hold

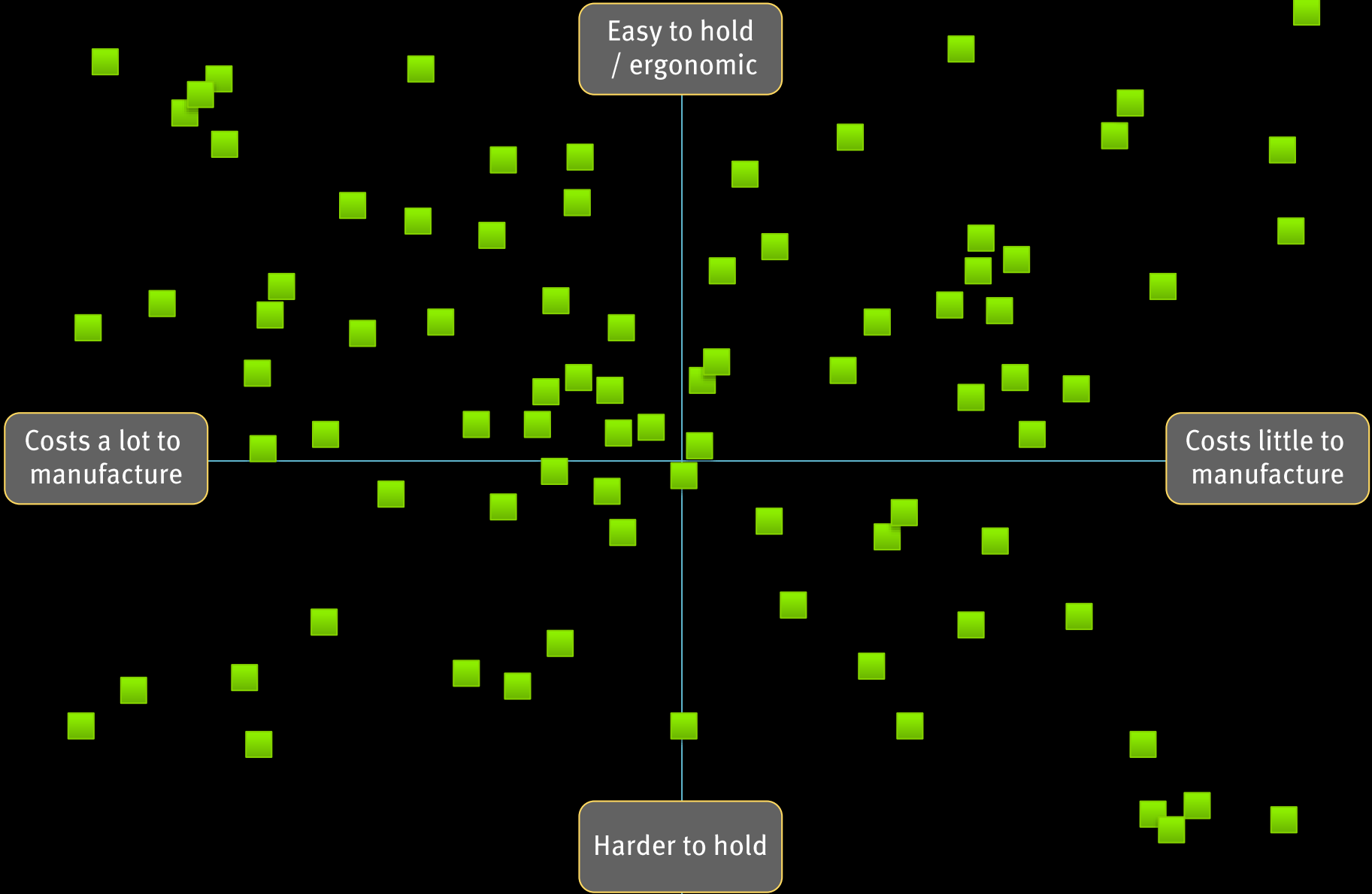
Easy to hold
/ ergonomic

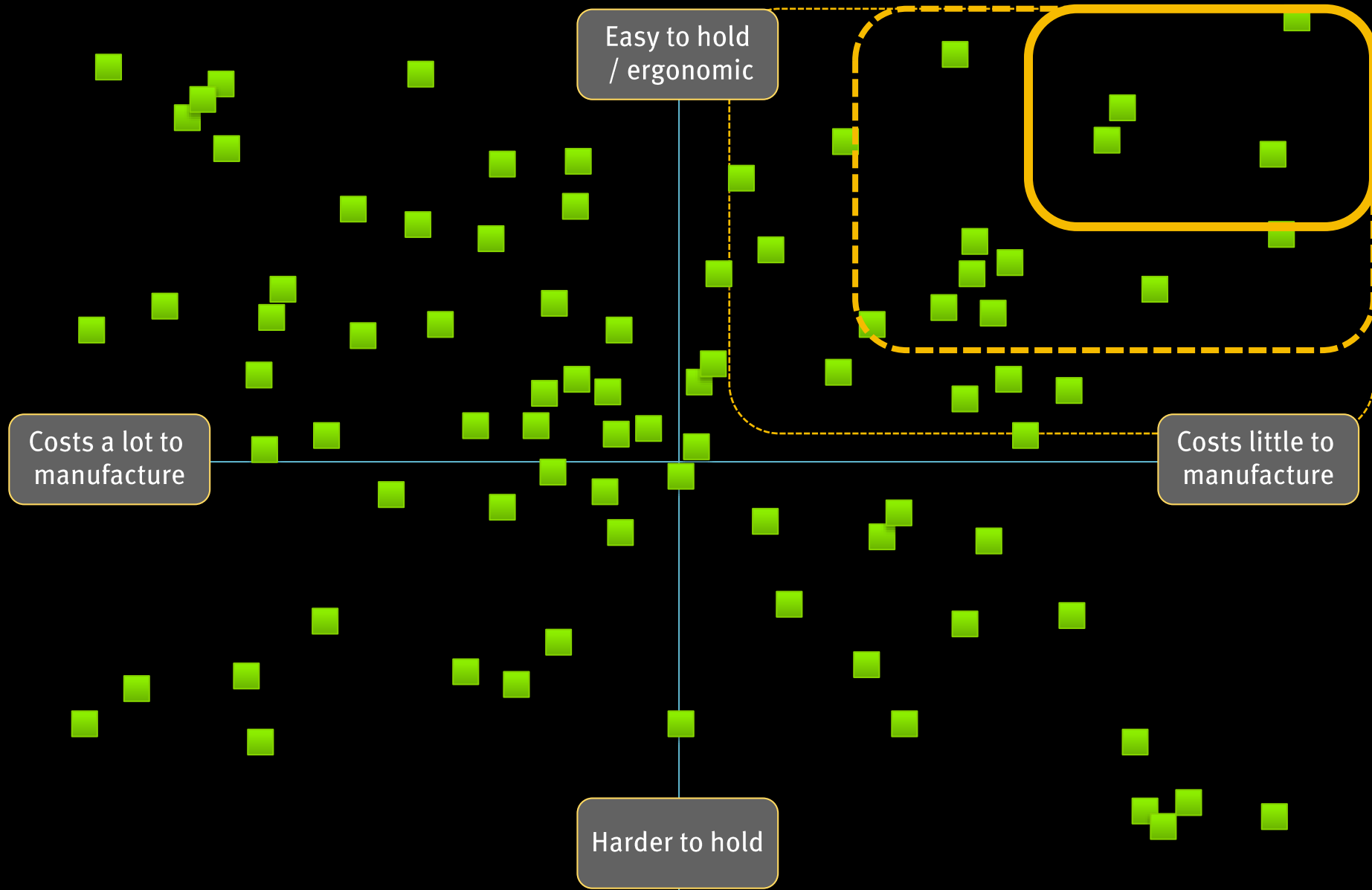


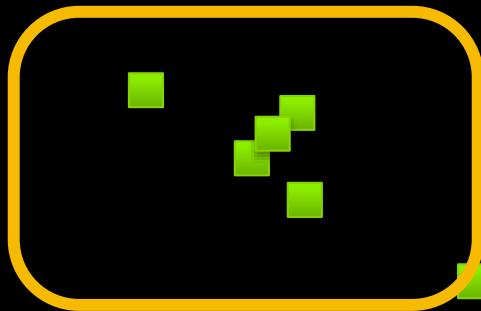
Costs little to
manufacture

Costs a lot to
manufacture

Harder to hold





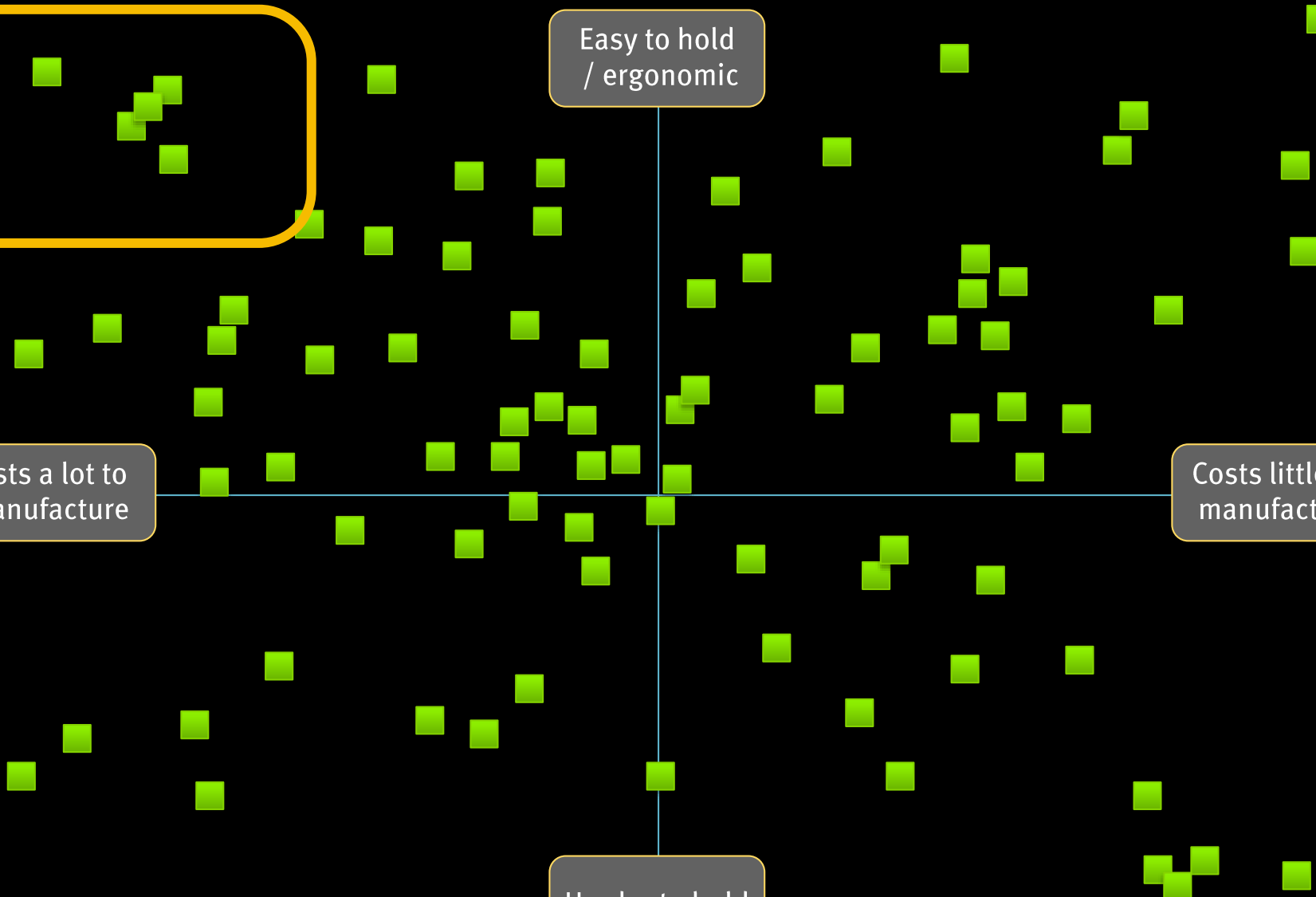


Easy to hold / ergonomic

Costs a lot to manufacture

Costs little to manufacture

Harder to hold



Evaluating ideas with a 2x2

1. Identify a potential list of evaluation criteria, thinking about which constraints are most important for you particular context.

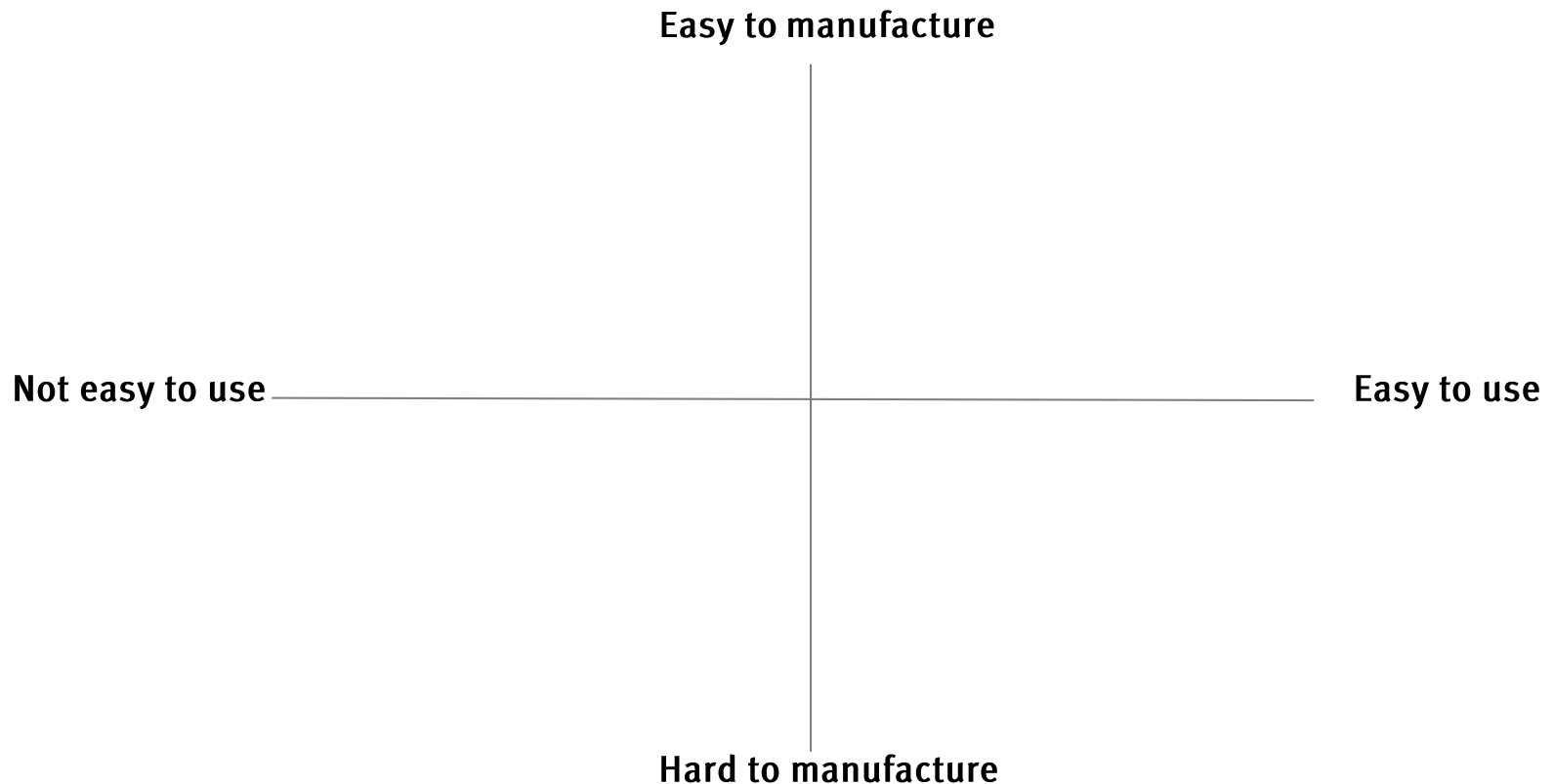
For Example:

- Easy to manufacture – Hard to manufacture
- Perceived as innovative – Perceived as incremental
- Is pleasing – Is not pleasing
- Provides value to user – Doesn't provide a lot of value to user

Evaluating ideas with a 2x2

2. Draw a large 2x2 and position your first two criteria on opposing axis. For

Example:



Evaluating ideas with a 2x2

3. **Work through each design idea, and position it on the 2x2, comparing the placement of each idea to the axis and the other ideas on the 2x2.**

It's common practice to place the first few ideas towards the center of the axis. Try and start away from the center, repositioning the first few ideas if necessary.

Evaluating ideas with a 2x2

4. As you establish a precedent of approximately 10 ideas on the grid, revisit the first few and reposition them.

Often times, the first few ideas are a little more separate than we originally thought.

Evaluating ideas with a 2x2

5. **When you have lots of ideas stacked on top of each other, revisit them and reposition them.**

After closely comparing similar ideas, we will often find more discrepancies between them, pushing them apart from one another.

Evaluating ideas with a 2x2

6. When all ideas have been mapped, examine the ideas that are in each corner.

Some of the best ideas are obvious; others are hidden. For example, the most expensive idea may provide the most user value.

Evaluating ideas with a 2x2

7. Look at the remaining clusters of ideas and ask, “what do all of these ideas have in common?” Sometimes we are able to generate additional good ideas by finding patterns, and then exploring the opposing value.

For example: In looking at a broad cluster of tooth brush ideas, we might recognize that all of these ideas are a brush at the end of some type of handle. We might come up with additional ideas by asking ourselves, “What if the toothbrush had no handle?”

Evaluating ideas with a 2x2

8. Document the best ideas, take a photo of the 2x2, and then repeat the process by substituting the next set of evaluation criteria.

Repeat this process until all of the ideas have been compared against each set of evaluation criteria.

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