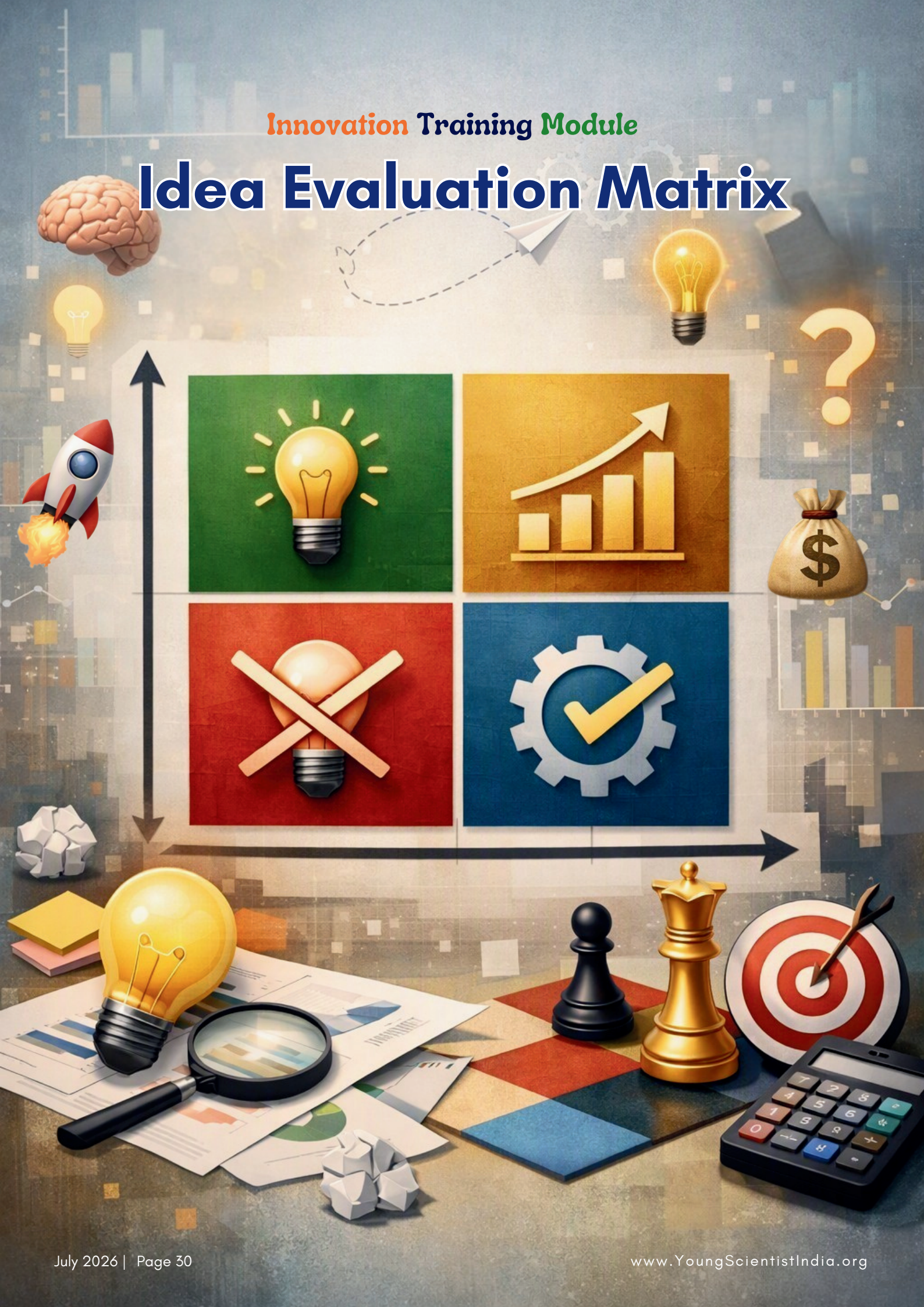
Innovation Training Module

Idea Evaluation Matrix



Imagine you have just finished using the **SCAMPER technique** on your school bag. Your notebook is now filled with exciting ideas!

- A bag with built - in solar charging
- A waterproof school bag
- A bag that becomes a chair
- A bag with a GPS tracker
- A self - cleaning school bag
- A foldable backpack
- A bag with cooling compartments for lunch

They all sound interesting. But here comes the big question...

Which idea should you work on first?

Real innovators face this challenge every day. Scientists, engineers, entrepreneurs, and designers often come up with dozens of ideas before deciding which one is worth developing. Instead of choosing randomly, they use a simple method to compare ideas fairly.

One such method is called the **Idea Evaluation Matrix.**

It helps innovators identify the ideas that are **useful, practical, and worth pursuing.**

Why Do We Need an Idea Evaluation Matrix?

A creative mind can generate many ideas, but not every idea is equally good.

Some ideas are exciting but too expensive. Others are easy to build but solve only a small problem. A few ideas may look ordinary but have the greatest impact on people's lives.

The Idea Evaluation Matrix helps you think like an innovator by comparing ideas using clear criteria instead of personal opinions.

Instead of asking, "Which idea do I like?", you ask:

- Which idea solves a real problem?
- Which idea is useful?
- Which idea can I actually build?
- Which idea will help the most people?

This makes your decision smarter and more objective.

Step 1: List Your Ideas

Start by writing down all the ideas you have generated.

For example, if you were improving a school water bottle, your ideas might be:

- Self - cleaning bottle
- Foldable bottle
- Bottle with a built - in water filter
- Bottle that reminds you to drink water
- Bottle with a temperature display

Now it's time to compare them.

Step 2: Choose Your Evaluation Criteria

Innovators compare ideas using a set of questions. Here are five simple criteria that every young scientist can use.

1. Usefulness

Does the idea solve a real problem?

A good innovation makes life easier, safer, healthier, or more comfortable.

2. Originality

Is the idea different from what already exists? You don't always need a completely new invention, but your idea should offer an improvement or a unique feature.

3. Feasibility

Can the idea actually be built?

Think about the materials, technology, skills, and time needed to make it.

An idea is more valuable if it can become a real product.

4. Cost

Will it be affordable?

Even a brilliant invention may not succeed if it is too expensive for people to use. Innovators always think about making solutions accessible.

5. Impact

How many people will benefit from the idea?

The best innovations often improve the lives of many people, not just a few.

Step 3: Give Scores

Now score each idea on a scale of **1 to 5.**

- **1 = Very Poor**
- **2 = Needs Improvement**
- **3 = Good**
- **4 = Very Good**
- **5 = Excellent**

Let's look at an example

From this example, the **water filter bottle** receives the highest score, making it the strongest idea to explore further.

Remember, the highest score doesn't always mean the only correct answer. The matrix simply helps you compare ideas in a fair and organized way.

Can the Matrix Be Different?

Yes! Different projects may need different evaluation criteria.

For example:

If you're creating an environmental solution, you might also ask:

- Is it eco - friendly?
- Does it reduce waste?
- Does it save energy?

If you're designing a product for young children, you could include:

- Is it safe?
- Is it easy to use?
- Is it fun?

The evaluation matrix is flexible. You can choose the criteria that are most important for your project.

Idea	Useful	Original	Feasible	Cost	Impact	Total
Self-cleaning bottle	**5**	**4**	**3**	**2**	**5**	**19**
Foldable bottle	**4**	**3**	**5**	**4**	4	**20**
Temperature display bottle	**3**	**3**	**4**	**3**	**3**	**16**
Water filter bottle	**5**	**4**	**4**	**3**	**5**	**21**

Why Do Scientists and Innovators Use This Method?

Professional innovators rarely work on their favourite idea immediately.

They first compare different possibilities, collect feedback, test assumptions, and choose the option with the greatest potential.

This saves time, money, and effort.

Imagine spending six months building a product before discovering that nobody actually needs it!

The Idea Evaluation Matrix helps avoid this mistake by encouraging careful thinking before taking action.

Activity: Become an Innovation Judge

Choose one everyday object around you.

It could be:

- A pencil
- A school bag
- A bicycle
- A lunch box
- A notebook
- A classroom desk

Use the **SCAMPER technique** to generate at least **five new ideas.**

Now create your own Idea Evaluation Matrix.

Choose five evaluation criteria and give each idea a score from **1 to 5.** Add the scores and identify your highest - scoring idea.

Finally, ask yourself:

"What could I do to improve this idea even further?"

Remember, innovation is an ongoing journey. Even the best ideas can become better with feedback and improvement.

Every Great Innovation Begins with the Right Choice

Creativity is about generating ideas.

Innovation is about choosing the **right idea** and turning it into reality.

The Idea Evaluation Matrix teaches us that successful innovators do not rely on luck or guesswork. They think carefully, compare options, and make informed decisions based on evidence.

The next time you have many exciting ideas, don't rush to pick your favourite.

Create an Idea Evaluation Matrix, score each idea fairly, and let your best solution rise to the top.

After all, every great invention begins not only with a brilliant idea - but also with a **wise decision.**

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