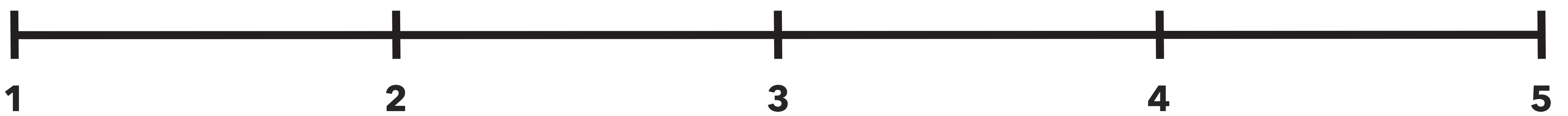# Prioritise your ideas

Date

1 **Outline your idea -** Doesn't have to be well defined, just a rough area to focus on
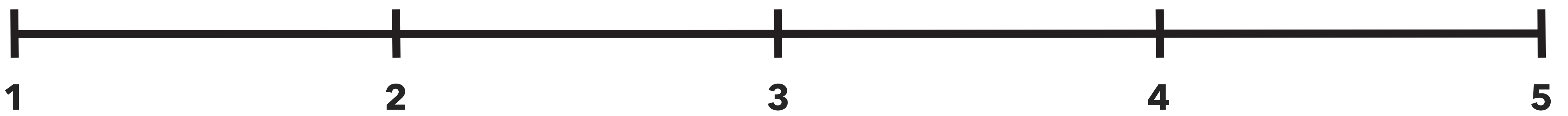
2 **Customer segment -** A brief description of the person who is directly impacted by the idea

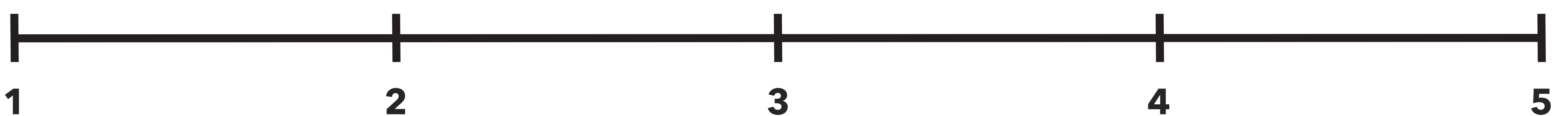**3** **Underlying problem -** Describe the underlying problem your customer degment is facing

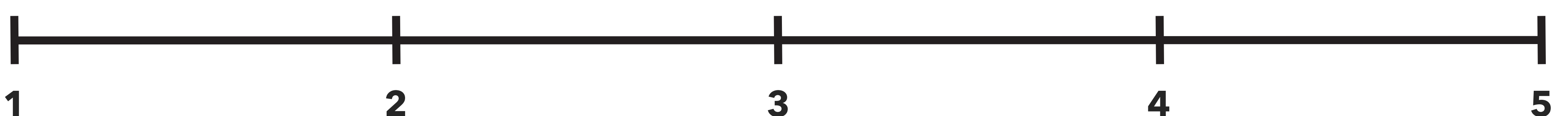**4** **Desirability -** How severe is the underlying problem behind your idea?

1   2   3   4   5

5 **Viability -** Ability of the customer to pay for a solution to the problem

1   2   3   4   5

6 **Feasibility -** How easy would it be to build a solution?

1   2   3   4   5

7 **Motivation -** How much do you want to work on this?

1   2   3   4   5

8 **Total -** Add up the scores