

## BUILDING YOUR IDEA

Now that you have a somewhat tangible idea of what your project / innovation will be, it is time to gather all the things you need to go from idea to finished product / service. This includes tools and resources needed for prototyping, testing as well as measuring impact methods and metrics

Write down the 'How Might We' question you arrived at from the Problem Definition Phase

This is an example sheet; blank template is on the next page

Write down the final idea you chose as the most viable one from the ideation phase (Most Viable Idea or MVI)

### INFORMATION

List the types of information you'll need to get the idea into prototyping phase as well as for the final product / service.

- TARGET AUDIENCE
- KNOWLEDGE
  - Previous or similar projects
  - 3<sup>rd</sup> party sources- published information, books, articles, etc.
- IMPACT MEASUREMENT
  - ROI
  - Balanced Scorecard
  - Internal Audits
  - Customer Satisfaction
- ADD MORE..

### TOOLS

This is entirely dependent on what information you need and what resources you need.

- PERSONAS & EMPATHY MAPS to know your target audience
- STAKEHOLDER MAPS & RESOURCE GAP CANVASSES to understand the full extent of resources
- TRAINING
- ADD MORE.....

### RESOURCES

This is entirely dependent on the most viable idea you chose to proceed with.

This also determines whether the MVI is ok as-is, whether it needs tweaking, needs major modifications or whether you need to revisit the ideation process.

- BUDGET
- SKILLS
- IT
- STATIONERY
- HUMAN

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- IMPACT MEASUREMENT
  - SROI
  - Balanced Scorecard
  - SIA
  - Social Audit
- ADD MORE..

For nonprofits and social enterprises

### TOOLS

This is entirely dependent on what information you need and what resources you need.

- PERSONAS & EMPATHY MAPS to know your target audience
- STAKEHOLDER MAPS & RESOURCE GAP CANVASSES to understand the full extent of resources you could have
- TRAINING
- ADD MORE.....

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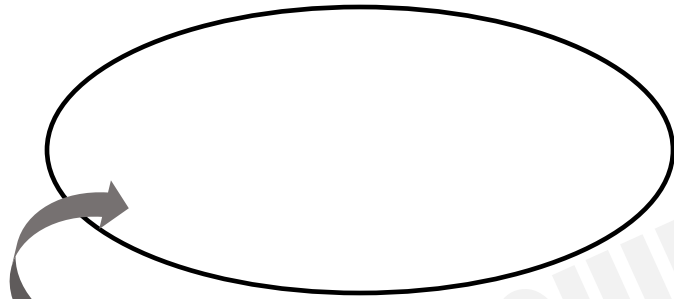
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Feel free to use arrows and connectors; this is NOT meant to be "neat"!!



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**INFORMATION**

**TOOLS**

**RESOURCES**