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| **Solution** |
| **Sufficcient:** |
| - Addresses the problem |
| - User needs |
| - Client’s needs |
| - What, why, who, when, where, how of the solution |
| - Meets all the set criteria in graduation project plan |
| - Newness, usefulness, appeal and value for customers/stakeholders |
| - Technological/commercial/business feasibility |
| - Solution based on appropriate testing and validation |
| - Considers positive/negative side effects |
| - Simple but complete prototypes that allow the user to fully experience the solution |
| **Good:** |
| - Include the change generated from perspective of several stakeholders |
| - More elaborate prototypes |
| **Excellent:** |
| - Direct and indirect stakeholders |
| - Sophisticated and insightful prototypes experienced by all relevant stakeholders |
| **Approach (process that leads to the development of the final solution)** |
| **Sufficient** |
| A number of early concepts that address the issues |
| Considering short/medium/long term |
| Considers different perspectives |
| Deconstructs own thinking |
| Selected concepts are validated |
| Direct stakeholders |
| Validation/testing methods appropriate |
| Reasonable number of users involved in testing |
| **Good:** |
| Unconventional concepts |
| Based on touch points for innovation |
| Considers many different perspectives |
| Organizes feedback loops |
| Large number of users involved in testing |
| **Excellent** |
| Largest possible nr of ideas and many concepts |
| Considering long term expected developments |
| Includes non-users in validation |
| Includes indirect stakeholders |
| **Business Case:** |
| **Sufficient** |
| Appropriateness and desirability of solution |
| Using secondary research |
| Relevant primary research |
| Characteristics of primary audience |
| Competitive advantage |
| Identify and describe relevant developments that may affect the success/growth of innovation |
| Value proposition matches target audience and business need |
| Substantiated and realistic overview implementation costs/expenses |
| Direct cost components for immediate/short/medium term |
| Provide relevant calculations |
| Relevant direct financial profits/benefits |
| Translates non-financial benefits into financial |
| Calculation of return on innovation |
| Credible worst case/middle case/best case scenarios |
| Justified choice for scenario |
| Considering business mission and strategy |
| Considering current financial resources |
| Communication style appropriate |
| **Good** |
| Testimonials on appropriateness/desirability by potential users |
| Develops aspects for the diffusion |
| Providing elaborate evidence |
| Considers medium term for investments |
| Direct and indirect costs considered |
| Considers near future for implementation |
| Considers non-financial resources |
| **Excellent** |
| Fully insightful and justified analysis |
| Considers longer term |
| Considers all resources |
| Includes future projections |