KLU DESIGN THINKING FOR INNOVATION

RAPID ESTIMATION FORM

Part 1, The Name of the Concept: A very short name. It can say what the concept does or it can be a brand name. Examples: “Cheating Alert Buzzer” or “The Enforcer”. Concept = Idea = Solution.

We call it: .

Part 2, The Benefit: The low-value benefits are physical benefits such as survival, security, comfort, and sensory pleasure. High-value benefits are emotional satisfactions. They include economy, convenience, entertainment, affiliation, esteem, productivity, and profitability. Benefits are NOT jobs to be done. They are ways that people feel their lives are better. Not everyone will benefit from a solution. Only certain groups of people will benefit from certain solutions. Examples: Only men will benefit from beard care products. Only cricketers will benefit from cricket bats.

The biggest benefit is: .

Groups that will benefit: .

The benefit to them will be: 🞎great 🞎medium 🞎small

Part 3, The Results: We are designing something to raise the approval rate of the state government of AP. If we were designing a product, we would measure the results in rupees. On our project, we must measure the results in percentages of people who will answer a survey, “I approve”. Type a number from 0 to 100 in the blank.

The solution will cause percent of AP residents to approve of the state government. (Remember: this solution must make them “somewhat approve” or “strongly approve”. *If they like this solution but they still don’t approve of the government for a different reason,* *you may not count them here*.)

Part 4, The Challenges: If we decide to work on this solution, what will be difficult for us to do?

These things might block us from designing, creating, and implementing the solution:

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Part 5, The Evaluation: Based on Parts 1-4 and your judgment, what should we do with this solution? Type an X before one of the options to show your choice.

\_\_\_ Option A: This solution will PROBABLY increase the approval rating for the state government of AP. We should prototype and test this solution.

\_\_\_ Option B: This solution will POSSIBLY increase the approval rating for the state government of AP. We should work on other solutions first, not this one.

\_\_\_ Option C: This solution will PROBABLY NOT increase the approval rating for the state government of AP. We should put this solution aside and not work on it.