

T3.4





## SWEET SPOT WHITEBOARD

**How might we analyze innovation ideas by assessing how desirable, feasible, viable, and ethical they are?**

[tinyurl.com/cctboxt34](https://tinyurl.com/cctboxt34)



### ABOUT THIS TOOL

This tool is inspired by IDEO, the global design thinking organization. Years ago, the IDEO team recognized that innovations succeed when they satisfy three criteria. They have to be **DESIRABLE** (Is there a need and want?), **FEASIBLE** (Is it technically possible?) and **VIABLE** (Does it make organizational sense?). The goal is to find the "sweet spot" where all three of these criteria are simultaneously optimized. In addition, for changemaking innovations, I find it helpful to add one more important criterion. Innovations must be **ETHICAL** (Is this morally right?). This **SWEET SPOT WHITEBOARD** tool should help you analyze, ideate, and prioritize innovations using these four criteria in.

As you work with this tool, consider the following questions (not all-inclusive).

**DESIRABLE:**

- How's this innovation getting people what they really need and want?
- How's this innovation solving a clear and urgent problem in a compelling way?
- How are people drawn to and excited by this innovation?

**FEASIBLE:**

- Is this an innovation that you can actually build given resource, time, and financial constraints?
- Can you distribute this innovation effectively?
- Is there a supportive ecosystem in place?

**VIABLE:**

- Will this work economically?
- Can you access the required investment(s)/funding?
- Are the costs manageable?
- Can you set a price and/or solicit donations that will generate sufficient revenues?

**ETHICAL:**



- Are you positively impacting stakeholders?
- Are you being contextually and culturally respectful?
- Are you taking power dynamics into account?
- Are you watching out for unintended negative consequences?

### HOW TO USE THIS TOOL

- 1 Start at the top of the tool. Jot down descriptions of **THE PEOPLE** you hope to support, **THE GOAL** they're trying to achieve, **THE PROBLEM** that's getting in the way of them achieving **THE GOAL**, and **THE INNOVATION IDEA** to solve **THE PROBLEM**.
- 2 Next, go to the **DESIRABLE** header. Use the spaces under **HOW?** to describe how you believe **THE INNOVATION IDEA** might be **DESIRABLE**. Be specific. Then rate the **STRENGTH** of desirability to the right of each **HOW?** on a scale of "1" (very weak) to "5" (very strong).
- 3 Do the same for **FEASIBLE**, **VIABLE**, and **ETHICAL**.
- 4 To conclude, go to **NOW WHAT?** and note down a few priority next steps based on what you've learned and/or new insights you've gained from using this tool.

**CHANGEMAKER COACH | TOOL TIPS**

Although I have them in design toolkits, three other super helpful tools to help you evaluate innovations are T7.4 **VALUE PROPOSITION BLUEPRINT** (p. 244), T11.1 **KEYS TO INNOVATION ADOPTION** (p. 298), and T11.3 **USER EXPERIENCE STRATEGY** (p. 302). Note that all of the tools in the design module can also be used for diagnosis/ evaluation of existing innovations.

CHANGEMAKING INNOVATION MINI-CASES	CHANGEMAKING TRIMTABS
	
V25 p. 362	CT7 p. 38
V27 p. 363	CT12 p. 48
V82 p. 374	CT13 p. 50

<b>THE PEOPLE</b>	
<b>THE GOAL</b>	
<b>THE PROBLEM</b>	
<b>THE INNOVATION IDEA</b>	

DESIRABLE		FEASIBLE		VIALE		ETHICAL	
HOW?	STRENGTH	HOW?	STRENGTH	HOW?	STRENGTH	HOW?	STRENGTH
	1 2 3 4 5		1 2 3 4 5		1 2 3 4 5		1 2 3 4 5
	1 2 3 4 5		1 2 3 4 5		1 2 3 4 5		1 2 3 4 5
	1 2 3 4 5		1 2 3 4 5		1 2 3 4 5		1 2 3 4 5
	1 2 3 4 5		1 2 3 4 5		1 2 3 4 5		1 2 3 4 5
	1 2 3 4 5		1 2 3 4 5		1 2 3 4 5		1 2 3 4 5

<b>NOW WHAT?</b>	
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