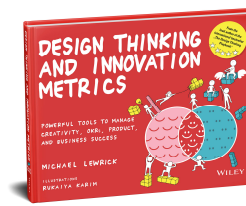




Quick guide: For measurement purposes over the design thinking cycle, it is possible to initially define success at various levels and applications. What constitutes success on a very high level may already be roughly anchored in a design brief, derived from the design principles or, in many cases, initially defined by the design thinking team itself.

EVALUATION AND SELECTION TEMPLATE FOR SUCCESS

More tips & tricks on book page: 107



Lewrick, M.
Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com

Define Key Questions

Imagine a possible solution and define the focus for defining success, for example:
What does "success" mean for our customers?
What does "success" mean for us as a company?
What might be the "value" of the project for our organization?



Evaluate Success

Brainstorm for each questions and evaluate afterwards the answers to relevance.



+
Importance

**Success for
Customers**

Importance

+
Importance

**Success for
Company**

Importance

+
High

**Value of
The Project**

Low

+
...
(to be defined)

...
(to be defined)

...
(to be defined)

Results

Use the results to define, for example, first Objectives & Key Results.

