PERSONAS

Target users for the idea.

Group of kids

A group of pupils that cooperate together.

Personas   P-2

PERSONAS

Target users for the idea.

Group of elderlies

A group of old people that cooperate together.

Personas   P-3

PERSONAS

Target users for the idea.

Group of disabled

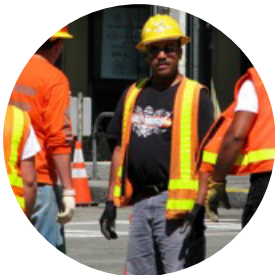A group of disabled people on wheelchair that cooperate together.

Personas P-4

PERSONAS

Target users for the idea.

Group of workers

A group of workers in the city that cooperate together for a job task.

Personas   P-5

PERSONAS

Target users for the idea.

Bea

A 3 years old girl.

👤 **Personas**   P-6

PERSONAS

Target users for the idea.

Harry

A 72 years old, retired from work.

Personas

PERSONAS

Target users for the idea.

Tom

A 43 years old that lives on a wheelchair.

Personas P-8

PERSONAS

Target users for the idea.

Paul

A 37 years old that works in the city.

Personas   P-9

PERSONAS

Target users for the idea.

v 0.8

Yourself

You, your family, or other social groups or communities you are part of.

 Personas

P-10

PERSONAS

Target users for the idea.

Custom scenario

Describe your own scenario or societal challenge.

Scenarios   SC-1

SCENARIOS

Context traces where the idea is applied.

Waste reduction

Solid waste management can account up to 50% of municipal budget. Awareness of citizens about their own production can help reducing waste generated. Promoting a lifelong learning approach can support improvements in recycling and waste reduction, also maintaining the results acquired. Which technical solution can be helpful in supporting local communities and families in this process?

Scenarios   SC-2

SCENARIOS

Context traces where the idea is applied.

Sustainability

In cities, 70% of land use is for housing. The impact of in-house sustainable behaviors can be significant on cities ecologies. Learning and acquiring these behaviors can be challenging due to the abstract nature of concepts like energy and water consumption. How technology can support awareness of these concepts and promote learning of sustainable bahaviors in children?

Scenarios   SC-3

SCENARIOS

Context traces where the idea is applied.

Participation

Citizen participation in public life is a key factor to achieve the goals of a smart city. It is often challenging to convince citizens to participate even when decisions will affect their lives directly like in urban planning, public transport organization and planning of cultural activities. How can technology help promoting awareness and participation in urban life?

 Scenarios

SC-4

SCENARIOS

Context traces where the idea is applied.

Transportation

Urban mobility contributes vastly to emissions, with passenger cars being mostly used. This development entails a necessary change in people's behaviour towards sustainable transportation means such as walking, biking or public transport. How can technology facilitate reflection as a strategy to support people or communities in adopting more sustainable mobility behaviours?

Scenarios   SC-5

SCENARIOS

Context traces where the idea is applied.
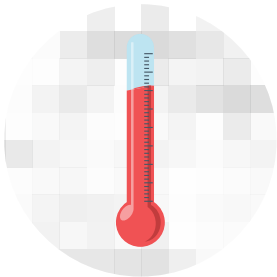
Custom sensor

Describe your own sensor.

Sensors

SN-1

SENSORS

Sensors that register some aspect of the thing's surroundings.

Temperature

Temperature data from the ambient surrounding the object.

Sensors   SN-2

SENSORS

Sensors that register some aspect of the thing's surroundings.

Humidity

Air humidity of the ambient where the object is placed.

Sensors   SN-3

SENSORS

Sensors that register some aspect of the thing's surroundings.

Weight

Weight or change of weight of the object.

Sensors   SN-4

SENSORS

Sensors that register some aspect of the thing's surroundings.

Air pollution

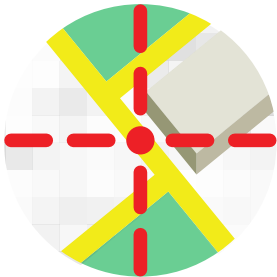Pollution of the air surrounding the object.

Sensors   SN-5

SENSORS

Sensors that register some aspect of the thing's surroundings.

GPS coordinates

Latitude and longitude
coordinates of the object.

Sensors   SN-6

SENSORS

Sensors that register some aspect of the thing's surroundings.

Water quality

Water quality of the ambient
where the object is placed.

SENSORS

Sensors that register some aspect of the thing's surroundings.

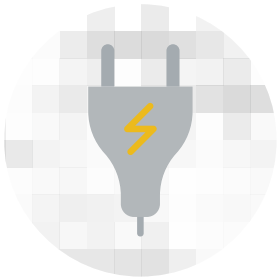# Noise

Noise data from the ambient surrounding the object.

Sensors SN-8

SENSORS

Sensors that register some aspect of the thing's surroundings.

Energy

Energy usage of the object.

Sensors   SN-9

SENSORS

Sensors that register some aspect of the thing's surroundings.

Reflective learning

GOAL

Create a concept that helps an individual or community to form or change a (long-term) habit through reflection.

EXAMPLE

A column that visualises individual, neighbourhood, and city-wide energy consumption over time on a semi-public space.

Missions   M-22

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

Street lamp

A public illumination lamp found
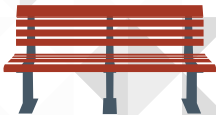in streets or other urban areas.

Things

T-26

THINGS

The physical objects that are augmented with technology to be made interactive.

Bench

A public bench.

Things   T-27

THINGS

The physical objects that are augmented with technology to be made interactive.

Public bin

A public bin for waste or recycling.
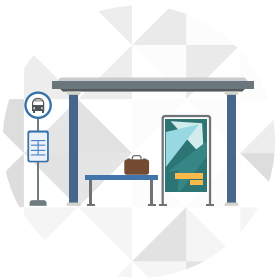
Things   T-28

THINGS

The physical objects that are augmented with technology to be made interactive.

Bus stop

A bus, tram or tube stop.

Things   T-29

THINGS

The physical objects that are
augmented with technology to be
made interactive.

Kids playground

A playground for children found in parks and green areas.

Things   T-30

THINGS

The physical objects that are augmented with technology to be made interactive.

Wheelchair

A wheelchair to be used by
people with limited mobility.

Things   T-31

THINGS

The physical objects that are augmented with technology to be made interactive.

Light bulb

A light bulb used in indoor or outdoor lamps.
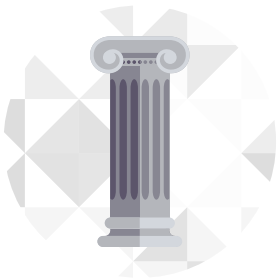
Things   T-32

THINGS

The physical objects that are augmented with technology to be made interactive.

Column

A column that is part of a building or free standing in a public space.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Park

A public park in an urban area.

Things   T-34

THINGS

The physical objects that are augmented with technology to be made interactive.

Building

A building found in urban areas, e.g. office, gym, store, school, university, restaurant.

Things   T-35

THINGS

The physical objects that are augmented with technology to be made interactive.

Stairs

Stairs in front of apartment houses, underground stations or other urban places.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Street

A street that is either used by cars
or as a sidewalk by people.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Traffic light

A traffic control signal found in streets.

Things

T-38

THINGS

The physical objects that are augmented with technology to be made interactive.

Tram/Tube

A tram or tube that is part of
public transport, including parts
such as doors, seats, or handles.

Things   T-39

THINGS

The physical objects that are augmented with technology to be made interactive.

Bus

A bus that is part of public transport, including parts such as doors, seats, or handles.

Things   T-40

THINGS

The physical objects that are augmented with technology to be made interactive.

Car

A vehicle that is privately owned.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Landmark

Notable object or building in an urban space.

Things   T-42

THINGS

The physical objects that are augmented with technology to be made interactive.

Car sharing

Data from a car sharing service such as car2go.

☁ **Services**   S-26

SERVICES

Sources that exchange data with the
objects, like web services,
apps or sensors.

Bike sharing

Data from a bike sharing service.

☁ **Services**   S-27

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Double tap

The user taps the object, with a double tap.

🖐 **Human actions**   A-10
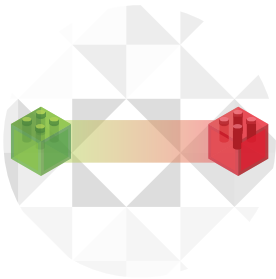
HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Color fade

The object changes its color gradually fading into a new one.

💡 **Feedback**

F-10

FEEDBACK

How the object can communicate
back to the user.

Timeline

Display collected or input data over time.

FEEDBACK

How the object can communicate
back to the user.

Plan & Do Activity

WHAT

Ideas that support planning, doing, monitoring, or simulating an activity.

HOW TO JUDGE

Does the tool help the user:
- do or plan an activity
- simulate an activity
- collect data about the activity, used later to recall experiences

👓 **Criteria**   C-11

CRITERIA

Different criteria to help you evaluate the ideas you come up with.

Reflection trigger

Ideas that trigger reflection.

Does the tool help the user:
- signalize what to reflect about
- invole others in reflection

Criteria   C-12

CRITERIA

Different criteria to help you evaluate the ideas you come up with.

Conduct reflection

Ideas that support a user or group during reflection by providing the required data, contributing to a concrete reflection outcome.

HOW TO JUDGE

Does the tool help the user:
- recall past activities experiences
- learn about related experiences
- understand experience meaning
- envision future activities

∞ **Criteria**   C-13

CRITERIA

Different criteria to help you evaluate the ideas you come up with.

Apply reflection

WHAT

Ideas that support implementing the outcome of reflection to create change.

HOW TO JUDGE

Does the tool help the user:
- access reflection outcome
- decide how to change bahaviour
- involve others in the change

Criteria   C-14

CRITERIA

Different criteria to help you evaluate the ideas you come up with.

Custom connector

Add your idea for a new
connector here if you have one.

CN-1

CONNECTORS

Connections between objects that are used of function together.

While...

Multiple objects are triggered at
the same time.

CN-2

CONNECTORS

Connections between objects that are used of function together.

Then...

Actions are performed in
sequence after each other.

CN-3

CONNECTORS

Connections between objects that are used of function together.

Together...

Objects are at the same place or grouped together.

CN-4

CONNECTORS

Connections between objects that are used of function together.

Custom mission

A mission or goal of your choosing to ideate on.

Missions   M-1

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Trojan horse

Create a concept that seemingly does one thing, but where the intention is to produce another, deeper effect.

A coffee cup that changes color when you have a scheduled appointment.

Missions

M-2

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Coded information

GOAL

Create a concept that displays information that is useful to the owner, but not understood by anyone else.

EXAMPLE

A wallet with a light that turns green when your account balance is low.

Missions   M-3

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Habit changing

GOAL

Create a concept that helps a user to form or change a long-term habit. The usefulness decreases over time as the habit is established.

EXAMPLE

Shoelaces that glow brighter or darker according with the number of steps taken during the day.

Missions   M-4

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Social interaction

GOAL

Create a concept that helps to facilitate some kind of interaction between people.

EXAMPLE

A pin for breaking the ice at a party that lights up when you are near your table companion.

Missions

M-5

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Enjoyable objects

GOAL

Create a concept where the objects are so pleasant or fun to use that people will want to spend time with, regardless of what else it does.

EXAMPLE

A piggy bank that starts smiling and grunting when you give it money.

Missions   M-6

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Time-saver

Create a concept that simplifies or removes some task that people normally have to spend time doing against their wishes.

EXAMPLE

A washing machine that orders new detergent when it notices you are running low.

Missions   M-7

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Transactions

GOAL

Create a concept that allows users to give and receive something. That something can be currency, likes, objects, etc.

EXAMPLE

A glove that accepts donations each time someone gives it a high-five.

Missions   M-8

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Immortality

GOAL

Objects that can help the user save something for posterity, or perhaps objects that give health benefits to the user himself.

EXAMPLE

A mirror that takes a picture of you every day to keep a capsule of that day in your life.

Missions   M-9

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

In the mood

GOAL

Create a concept where the behavior of the objects are determined or influenced by the owner's mood or state of mind.

EXAMPLE

A lamp that changes its color based on a friend's mood.

Missions

M-10

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

Omniscience

GOAL

Objects that provide the user with knowledge, or with access to information.

EXAMPLE

An earring that can translate foreign languages spoken around you to your native tongue.

Missions

M-11

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

Obstacles

GOAL

Create a concept where a task is intentionally made harder to accomplish - to discourage bad habits or create added challenge.

EXAMPLE

An alarm clock that moves around the room to force the users to chase it if they are oversleeping.

Missions   M-12

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

Feeling blue?

An object that helps communicate your mood or state of mind to others around you.

An office workspace that alerts others whether or not you are busy.

Missions   M-13

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Teleportation

Objects that allow the sensation of being in multiple places at once, or that let you experience some aspect of a different place.

EXAMPLE

An alarm clock that wakes you up with the sound and light of a different place in the world every morning.

Missions   M-14

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

Tangibles

Create a concept where the object itself solves a task where you would normally have had to use a screen

EXAMPLE

An umbrella that lights up when there is rain on the forecast for the day.

Missions   M-15

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

Sixth sense

GOAL

Create an object that gives its owner some kind of superpower, like new types of senses, perceiving new information, etc.

EXAMPLE

A necklace that changes color based on the air quality of your surroundings.

Missions

M-16

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Safekeeping

Objects that protect the user or something that is valuable to the user.

A bike that alerts you when it has moved while you are not around.

Missions   M-17

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

Super shopper

GOAL

An object that helps stores or service providers sell more of their products.

EXAMPLE

A coaster that orders you another beer when an empty glass is placed onto it.

Missions   M-18

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Big brother

GOAL

An object whose purpose is to collect data that is valuable either to you or a third party.

EXAMPLE

A car key that registers your driving habits to give you better insurance deals.

Missions   M-19

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Telepathy

Objects that enable users to communicate each other in non-verbal ways, such as describing their mood for others to see.

A wristband that glows when your significant other is thinking of you.

Missions   M-20

MISSIONS

The purpose, value or utiliy that the IoT product provides to people.

Expression

Objects that allow new ways to express yourself creatively or emotionally.

Stairs that turn into piano keys when someone walks across them.

Missions   M-21

MISSIONS

The purpose, value or utiliy that the
IoT product provides to people.

Custom thing

Add your ideas for new objects here.

📦 Things   T-1

THINGS

The physical objects that are augmented with technology to be made interactive.

Bike

An object that integrates with your bike or is brought along with the bike, like a helmet or a lock.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Wallet

A wallet, purse or card case that you carry your money and credit cards around in.

Things

T-3

THINGS

The physical objects that are augmented with technology to be made interactive.

Watch

An ordinary wristwatch.

THINGS

The physical objects that are augmented with technology to be made interactive.

Eyewear

A pair of ordinary glasses or sunglasses.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Keychain

A keychain or a key.

Things   T-6

THINGS

The physical objects that are augmented with technology to be made interactive.

Pen or pencil

A writing utensil like
a pen or pencil.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Luggage

A bag or backpack that is brought along on travels.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Clothing

Any piece of ordinary clothing like
a sweater, jacket or hat.

Things   T-9

THINGS

The physical objects that are augmented with technology to be made interactive.

Refrigerator

An object attached to the frigde,
or integrated into the fridge.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Office desk

Some part of your office
workspace, like the desk itself
or a lamp.

Things   T-11

THINGS

The physical objects that are augmented with technology to be made interactive.

Shoe

Shoes or some part of a shoe, for example shoelaces or sole.

Things

T-12

THINGS

The physical objects that are augmented with technology to be made interactive.

Headgear

A piece of headgear like a cap, a beanie or a helmet.

THINGS

The physical objects that are augmented with technology to be made interactive.

Camera

A standalone camera like a DSLR

Things   T-14

THINGS

The physical objects that are augmented with technology to be made interactive.

Piggy bank

A piggy bank or similar object that is used to save money.

Things   T-15

THINGS

The physical objects that are augmented with technology to be made interactive.

Furniture

A piece of furniture in the home,
like a chair or a cooffee table.

Things

THINGS

The physical objects that are
augmented with technology to be
made interactive.

Coffe cup

A coffee cup or tea cup.

Things

THINGS

The physical objects that are augmented with technology to be made interactive.

Umbrella

An umbrella or some part of it.

Things   T-18

THINGS

The physical objects that are
augmented with technology to be
made interactive.

Sport equipment

A football, a tennis racket
or another piece of sporting
equipment.

Things

T-19

THINGS

The physical objects that are augmented with technology to be made interactive.

Plant

A household plant, flower or its planter.

Things   T-20

THINGS

The physical objects that are augmented with technology to be made interactive.

Jewelry

A piece of jewelry like a ring, an armlet or a necklace.

Things

T-21

THINGS

The physical objects that are augmented with technology to be made interactive.

Medication

An object related to personal medication lika a pill bottle, medicine cabinet, etc.

Things

T-22

THINGS

The physical objects that are augmented with technology to be made interactive.

Pets

An object related to a pet, like dog collar, cat door or bird cage.

Things   T-23

THINGS

The physical objects that are augmented with technology to be made interactive.

Stove

A stove, an hoven, a pot or any other cooking equipment.

Things   T-24

THINGS

The physical objects that are augmented with technology to be made interactive.

Shower

A shower, a sink, a mirror or any other bathroom equipment.

Things

T-25

THINGS

The physical objects that are augmented with technology to be made interactive.

Custom channel

If you have ideas for other data sources or sensors, add them here.

☁ **Services**   S-1

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Health and fitness

A health or fitness related service
such as Fitbit or Endomondo

Services   S-2

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Mail

A service that allows to send and receive emails.

☁ **Services**

S-3

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Bank account

Data from an online banking account.

☁ **Services**   S-4

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Weather

Data from a weather forcast service, like temperature, chances of rain, UV index etc.

Services   S-5

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Twitter

Data from a Twitter account,
like tweets, trending topics and
mentions.

☁ **Services**   S-6

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Instagram

Data from an Instagram account,
like likes or mentions.

☁ **Services**   S-7

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Facebook

Activity on your facebook account such as images, comments, likes, friends' activities and location.

☁ **Services**   S-8

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

To-do list

Data from a To-do list such a as a Trello account

☁ **Services**   S-9

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Cloud documents

Text documents or spreadsheets stored in a cloud service like Google Drive or Dropbox.

☁ **Services**   S-10

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Maps

Geographic data from a map service, like directions, travel time, or points of interest.

☁ **Services**   S-11

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Calendar

Data from a calendar like
scheduled appointments.

Services   S-12

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Stocks

Data from the stock markets or other financial data like currencies or bonds.

☁ **Services**　　　　　　　　S-13

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Traffic

Traffic data like traffic jams and road accidents.

☁ **Services**   S-14

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Public Transit

Data from public transit systems like bus or train schedule.

Services   S-15

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Storage

A database or generic online data storage.

☁ **Services**   S-16

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Messages

Messaging services like
WhatsApp, Facebook Messenger,
Skype or Slack.

Services   S-17

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Music

Control the playback or receive data from a music streaming service like Spotify.

☁ **Services**   S-18

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

News & sports

Data from news providers like breaking news or sports scores.

☁ **Services**   S-19

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Alarm

Time-related events such as alarms or reminders.

☁ **Services**　　　　　　　　S-20

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Car

Data from your car, like its
location, speed or fuel.

☁ **Services**   S-21

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Public webcam

A video feed from a public webcam or surveillance camera

☁ **Services**   S-22

SERVICES

Sources that exchange data with the
objects, like web services,
apps or sensors.

Marketplace

Data from an online marketplace for ecommerce, like number or amount of purchases.

Services   S-23

SERVICES

Sources that exchange data with the
objects, like web services,
apps or sensors.

Smart speaker

Data from a wireless smart speaker like Amazon Echo

☁ **Services**   S-24

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Smart home

Data from internet-connected home-control system, including sensors and smart fornitures.

☁ **Services**   S-25

SERVICES

Sources that exchange data with the objects, like web services, apps or sensors.

Custom action

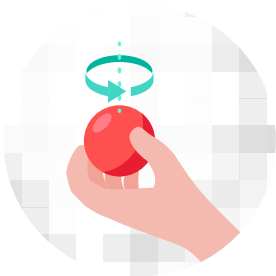If you have other actions to trigger the objects you can add them here.

Human actions

A-1

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Rotate

The user rotates the object along one of the three axes.

👆 **Human actions**   A-2

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Shake

The user shakes the object.

👆 **Human actions**   A-3

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Drop

The user drops the object
to the ground.

👆 **Human actions**   A-4

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.
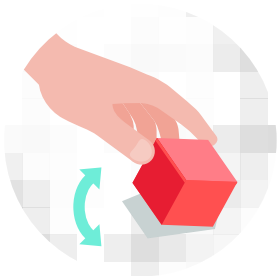
Lift

The user lifts the object
from a static surface

👆 **Human actions**   A-5

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Tilt

The user tilts the object on one of three axes.

👆 **Human actions**

A-6

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Location change

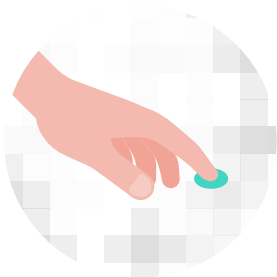The user brings the object to a specific location (or away from a specific location).

👆 **Human actions**

A-7

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Tap

The user taps the object, either with a single tap or double tap.

👆 **Human actions**   A-8

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Proximity

The user moves their hand near the object without actually touching it.

👆 **Human actions**   A-9

HUMAN ACTIONS

How the user can interact with an object to trigger some interactive behavior.

Custom feedback

Add your ideas for new types of feedback here.

Feedback

F-1

FEEDBACK

How the object can communicate
back to the user.

Emoji

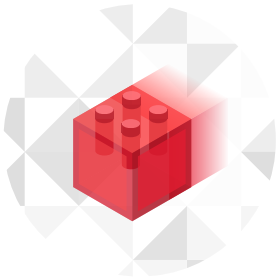The object displays some kind of
emotional response.

💡 **Feedback**   F-2

FEEDBACK

How the object can communicate
back to the user.

Motion

The object moves in response to a trigger.

💡 **Feedback**

FEEDBACK

How the object can communicate
back to the user.

Text

The object displays a short text message to the user.

💡 **Feedback**   F-4

FEEDBACK

How the object can communicate back to the user.

Sound

The object starts to
make a sound.

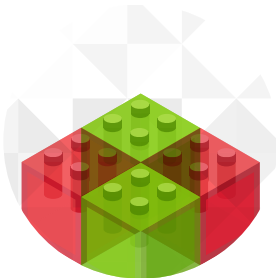💡 **Feedback**   F-5

FEEDBACK

How the object can communicate
back to the user.

Color change

A light on the object changes
from one color to another.

💡 **Feedback**   F-6

FEEDBACK

How the object can communicate
back to the user.

Blink

A point of light on the
object starts blinking.

FEEDBACK

How the object can communicate
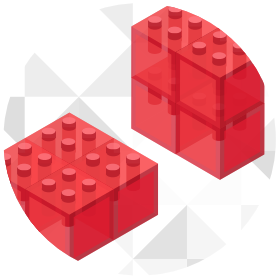back to the user.

Vibrate

The object starts vibrating.

💡 **Feedback**   F-8

FEEDBACK

How the object can communicate
back to the user.

Shapeshift

The object changes its shape in some way.

FEEDBACK

How the object can communicate
back to the user.

Custom criteria

If you see other types of important criteria, you can add them here.

Criteria

C-1

CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

Innovation

WHAT

Ideas that solve new problems through skillful use of technology.

HOW TO JUDGE

Would Elon Musk be interested in the product idea? What would the news headlines read like for the different ideas?

👓 **Criteria**   C-2

CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

Enjoyment

How fun or enjoyable are the ideas for their users.

Would you like to spend time with the product, even if you don't really need it? Is it something you would tell your friends about?

Criteria   C-3

CRITERIA

Different criteria to help you evaluate the ideas you come up with.

Utility

How useful are the ideas, and would they be practical to use.

Do the product solve a real problem for their users? Can you see it being used every day?

Criteria   C-4

CRITERIA

Different criteria to help you evaluate the ideas you come up with.

Attraction

Are the ideas attractive, as in products that the users would be proud to own?

Would you like to have the product for yourself? Do you think the target audience would like it as well?

Criteria   C-5

CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

Creativity

WHAT

Ideas that solve the problem in a clever and unusual way.

HOW TO JUDGE

Does the product idea surprise you or make you think twice about the problem? Would you turn your head if you saw someone else using it?

Criteria   C-6

CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

Feasibility

WHAT

Ideas that solve the problem in a plausible manner, and that seem realistic to develop.

HOW TO JUDGE

Would you invest your savings in the development of the product idea? Have you seen other similar products be successful?

👓 **Criteria**   C-7

CRITERIA

Different criteria to help you evaluate the ideas you come up with.

User friendly

Ideas that solve a real need for users, and which are easy to use for a large number of people.

HOW TO JUDGE

Would life be easier for the users with the product than without it? Could both your kids and grandparents use it?

🕶 **Criteria**   C-8

CRITERIA

Different criteria to help you evaluate the ideas you come up with.

Market potential

WHAT

Is there a large audience that would be willing to pay for the product.

HOW TO JUDGE

How would investors respond to the product idea? Can you see a big company formed around selling the product?

Criteria   C-9

CRITERIA

Different criteria to help you evaluate
the ideas you come up with.

Sustainability

Is the object environmentally friendly or can it encourage sustainable behavior?

Would the product be a net positive to the environment? What does its lifecycle look like?

Criteria   C-10

CRITERIA

Different criteria to help you evaluate
the ideas you come up with.