DIGITAL SOCIAL IMPACT

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Idea Selection Based on Weighted Criteria

Description

Idea Selection based on Weighted Criteria

This activity is used to select ideas or concepts based on weighted criteria. This way a dialogue is created within the group work about the development and prioritization of criteria.

Course Configurator > Step 2: Deliver

Best used for

Ideation.

Time to introduce this activity in lecture / Time to run this activity

15-30 min / 30 min

In the context of Digital Social Impact courses and learning activities

To acheive social impact, discussing and agreeing on the value of different ideas is crucial. Weighting of criteria for idea selection can help with this.

Main Target Group

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Students

Potential tools for digitising this activity

Best done with an excel sheet or similar.

Additional Resources

Weighted Idea Selection approach as profiled by the University of Copenhagen

Step by Step

1 The students decide on a minimum of five criteria that the solution needs to live up to. Here, criteria should be understood as properties/qualities that the solution can fulfill to a greater or lesser degree, and not as requirements that either can be fulfilled or not.

2 Thereafter each of the criteria are weighed on a scale from 1 (least important) to 5 (most important).

3 The students then create a chart or excel where they fill in their weighted criteria with each idea being given between 1-10 points on each of the criteria.

4 When all of the ideas have received points, the points are then multiplied with their allocated weighting. Finally, the total, weighted score per idea is calculated.

5 At this point it is important to reflect whether the idea that has received the most points, is in fact the best idea. This can be a good basis for a discussion about rating criteria and their weighting

6 After having selected 1-3 ideas the students continue with the development and detailing of these ideas.

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