

Four-Field Ideation Matrix

Project name:

Designed by:

Date:

Version:

1. Idea description



2. Benefits of the idea



4. How the idea works



3. Customer groups



1. Idea description:

Describe your idea and how it works

2. Benefits of the idea:

Describe why the idea is important and which problem or need your idea solves or fulfills

3. Customer groups:

Describe who would benefit of the idea and why

4. How the idea works:

Explain how the idea would work in practice. Describe, how the problem or need mentioned in question 2 can be solved or fulfilled with your idea