A team that has done a good job of idea generation will most likely have generated more than 100 concepts to consider as possibilities. Listed below are some guidelines and techniques for reducing that large number of concepts to a more manageable group of viable ideas. The selection proceeds in stages:

**Stage 1: Group Ideas**
The raw list of ideas from the creative/brainstorming sessions should be organized and categorized so that duplicate ideas can be discarded and similar ideas can be grouped together. Teams may want to consider marking each idea on a single note card in order to facilitate this process.

**Stage 2: Go...No-Go**
The next step is a quick “Go...No-Go” decision. As a team, consider each idea one at a time. Each member gives a gut reaction as to whether the idea has potential and should either be kept or dropped.

1. Majority rules – keep it simple.
2. A person with a vested interest in an idea (if you originated the idea and think of it as your own) should not vote on that particular idea.
3. If the majority votes down an idea, but at least one person feels strongly that it should be kept alive, that should be noted.

The Go...No-Go decision process should reduce the overall list to the range of 30-50 ideas.

**Stage 3: Matrix Analysis**
The remaining ideas should be assessed using several different criteria. The most common way to do this is to make a matrix (i.e. spreadsheet) with the ideas listed in the first column on the left side and the criteria across the columns on the top. Some or all the following concept selection criteria should be considered:

1. Does the idea fulfill a strong or important consumer need?
2. How well does this opportunity leverage Copco’s core capabilities?
3. Does it begin with, or does it relate to, something Copco knows or is familiar with?
4. Is this a significant opportunity for revenue generation?
5. Would you be personally excited about working on this opportunity?
6. How well do you think Copco could sell this new product into its channels of distribution?
7. Would this opportunity be a brand fit with who and what Copco is?
Assignment No. 8 Concept Screening, continued

Project Description

Each team can determine their own selection criteria, for example, use numbers 1, 4, 5, and 6 from the list above, and perhaps add one or two columns germane to your particular 'Total Beverage' domain.

Once the matrix is established, each group member ranks each idea for each criterion. Use a 1-5 scale, with 1 being the worst and 5 the best. Average the group votes in each matrix entry, and then sum the rows (add a column to do this). In some methods, you can attach weighting factors to the columns; in this case, assume they are equally weighted.

Once all ideas are ranked, reorder the matrix (you can now understand why a spreadsheet is appropriate), and move from best (highest score) to worst. It should be relatively easy to discard a large number of alternatives, and the goal is to pick the top ten, but not to rank those ten. The matrix provides guidance and a forum for discussion, not answers. The team should reach consensus about the final set of 10 (Top 10). Be aware that it may not be exactly the same as the 10 ideas with the highest numerical scores.

In a subsequent assignment, Concept Cards and Concept Testing, will be used to assist your team to further reduce its top 10 ideas down to the single best, most viable, most appropriate idea to develop into a new product.

Each team should prepare a short report of 3 to 5 pages length plus exhibits and tables, which will describe the three stage idea screening process you used and the results for each stage in the form of tables. This report will be given to Copco and should be handed in, in both hard copy (to Prof. Page) and electronic formats (uploaded to IPD .ftp site), on the fourteenth class meeting (November 23).

Project Requirements

1. Organize/categorize all ideas, discard redundancies.
2. Establish evaluation/screening criteria and create spreadsheet.
3. Team evaluation - Go...No Go
4. Prepare 3-5 page report with all accompanying exhibits/tables.

Due Date Tuesday, November 23, 2004