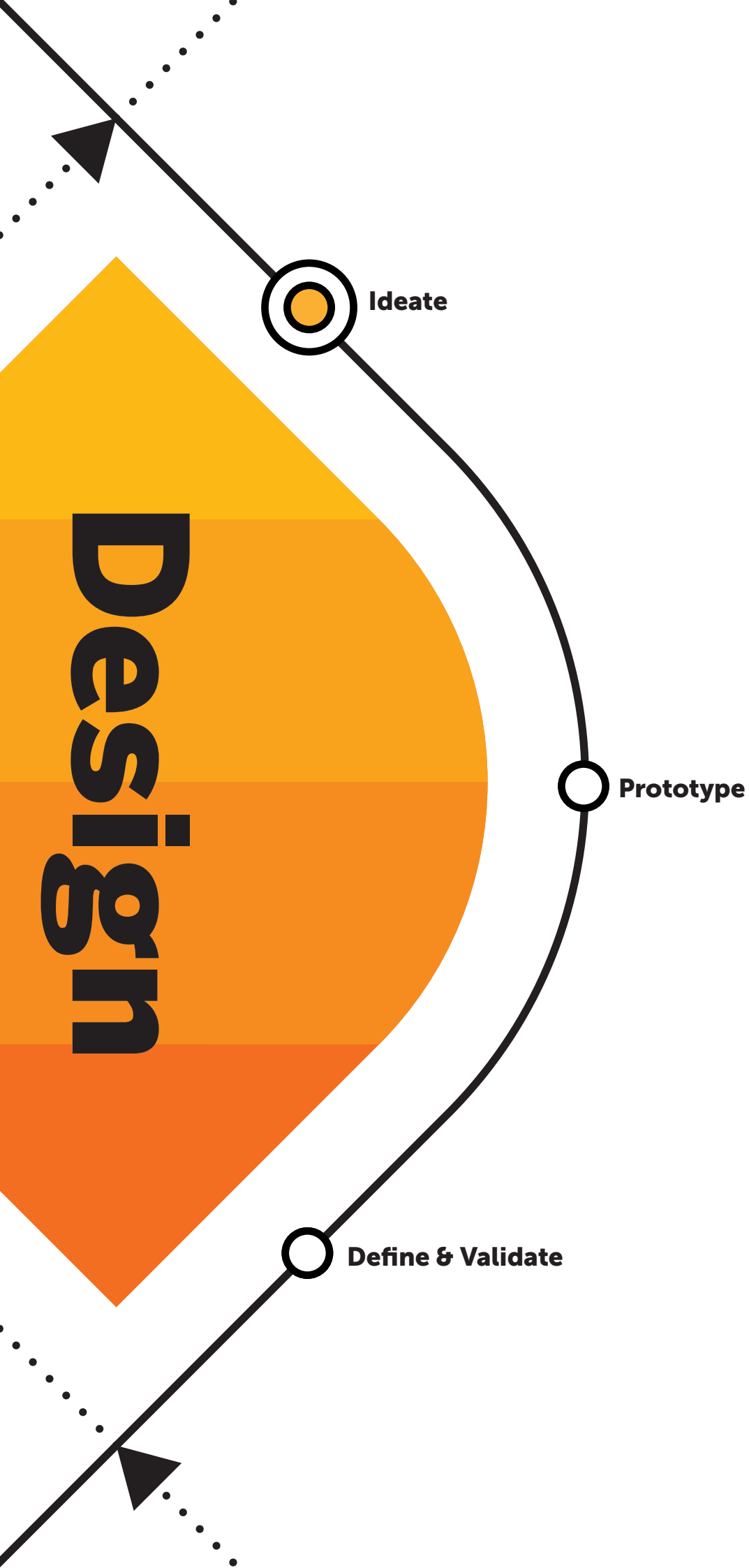




DESIGN PHASE / Joint Activity

# Create an Idea Napkin

Make your brainstorming ideas easier to prioritize.



## Why to create an Idea Napkin?

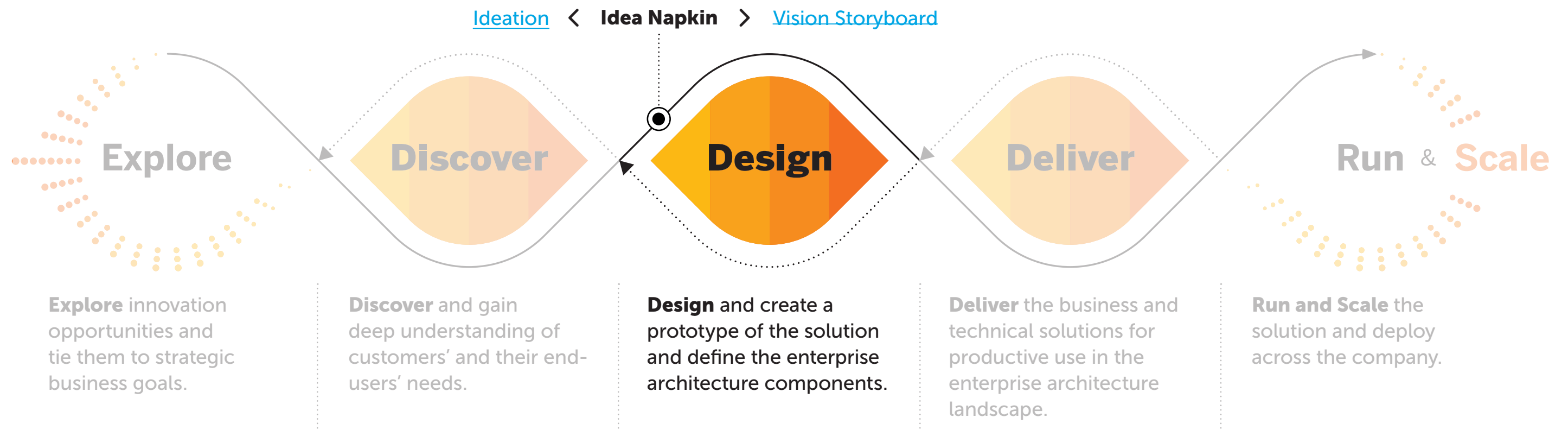
The ideas generated during a brainstorming session might not always be clear or complete.

The Idea Napkin is a document that helps a team detail out a solution idea selected during a brainstorming session, including the idea name, a sketch of the idea, the target group, the innovative aspect about the idea, and the value of the idea for the business and for the target users.

# When to create an Idea Napkin?

The Idea Napkin is used during the Design Phase to flesh out ideas generated in a previous brainstorming session. Therefore, it is recommended to have an

[ideation session](#) previous to this exercise, where several ideas are discussed and the best ones are chosen.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

# How to create an Idea Napkin?



Duration  
**15 Minutes**



Participation  
**5 - 6 People**



Roles  
**Designers, Architects,  
End-Users**



Use input from  
• **Ideation**

## Steps

- 1** Have the post-it notes with your selected ideas close to you for reference. Start by giving your ideas a name and a short description.
- 2** Create a rough sketch that represents what your idea is about. You can either sketch out the solution or draw a comic scene showing how your solution idea is experienced/ used.
- 3** Indicate who will benefit from your idea and list all possible user groups. Then describe the value your idea brings to the defined target group(s). Use different colors for each user group.
- 4** Write all aspects that make your idea unique or innovative compared to other similar existing solutions.
- 5** On a scale from 1 to 10, rate your idea from different perspectives: business value, sustainability, innovation potential and user value. Sum up all the ratings to obtain an overall score. You can use this score to prioritize your idea against others.

## Expert Tips

Create an Idea Napkin only for the best ideas selected during a brainstorming session.

# Example Idea Napkin

**Company Example:**


“Future Breeze” –  
producer of wind  
turbines and wind  
parks

**Vision of the project:**

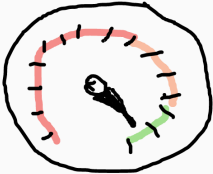
Make the internal repair  
and maintenance  
processes more  
efficient and  
transparent, to ensure  
a stable production  
and more accurate  
planning.

Idea Name  
**MAINTENANCE PERFORMANCE OPTIMIZER**

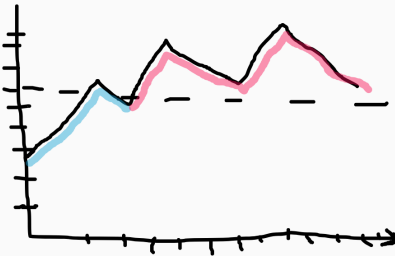
Idea Sketch



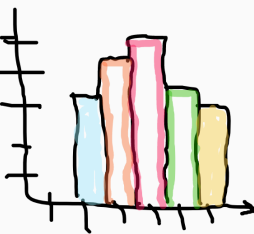
TICKETS



OEE 98 %



WEEKLY REPORT



PLANT


Short Description  
**VISUALIZATION OF IMPORTANT KEY FIGURES FOR THE  
MAINTENANCE PROCESS, INCLUDING MACHINE DATA  
GATHERED THROUGH SENSORS**

Who is the idea targeting at?  
**SERVICE PLANNERS AND  
PRODUCTION SUPERVISORS.**

What value does it provide  
to the target group?  
**IMPROVED PERFORMANCE  
OVERVIEW, BETTER DECISION  
MAKING, FASTER REACTION,  
REAL-TIME ANALYTICS, BENCH-  
MARKING POSSIBLE, EFFICIENCY  
INCREASE**


Wat is innovative or unique about this idea?  
**GEO-TAGGING, SENSORS TO CAPTURE MACHINE DATA, AI TO  
BE USED FOR FORECASTING, NEW WAYS OF COMMUNICATION,  
COMBINE HARDWARE AND SOFTWARE**

Idea assessment




Business Value

8




Sustainability

6




Innovation  
Potential

5



User Value


6




Total Value

25

Created by SAP AppHaus

member of the 

 AppHausNetwork



# Template for Print

Idea Name

Idea Sketch

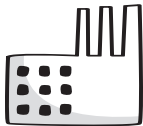
Short Description


Who is the idea targeting at?


What value does it provide to the target group?


What is innovative or unique about this idea?


Idea assessment

  
Business Value

  
Sustainability

  
Innovation Potential

  
User Value

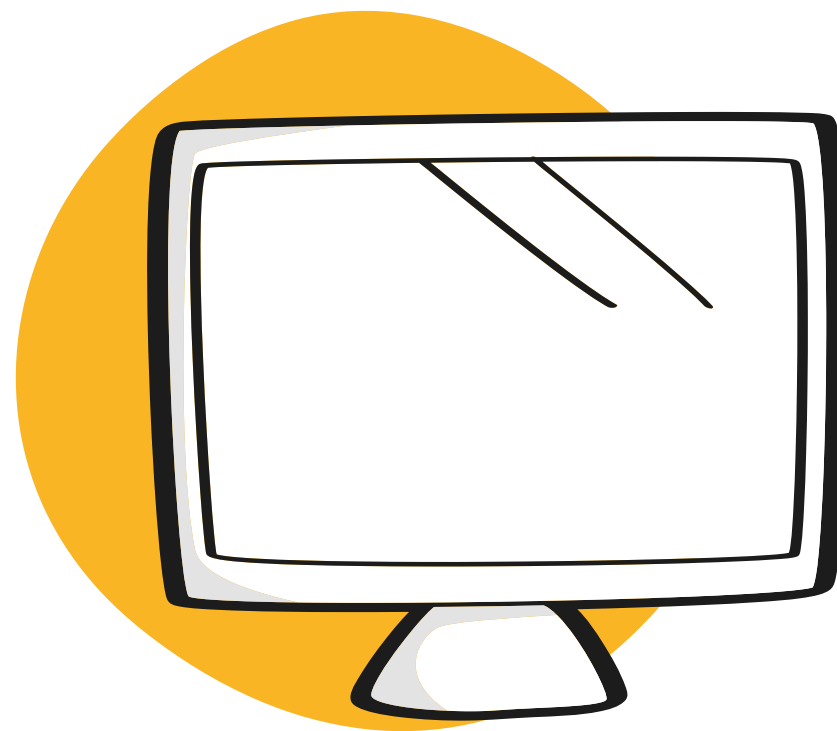
  
Total Value

+

+

+

=



# Virtual Collaboration Template



# MURAL Template

## Idea Napkin

Idea Napkin

All changes saved

# Idea Napkin

Describe your idea in detail

[your idea name here]

## Short Description

What is the idea about?

## Target Group

Who is the idea targeting at?

## Value to Target Group

What value does the idea provide to the target group(s)?

## Idea Sketch

Visualise your ideas by dragging or copying/pasting pictures and icons from the icon library or any other sources available to you.

## Innovative Aspect

What is unique or innovative about this idea?

## Assessment

Rate your idea to the criterias. Use 1 as lowest rating, and 10 as highest.

Business Value

+

Innovation Potential

+

User Value

=

Total Value

Access the MURAL template: <https://app.mural.co/template/125da302-fd82-44a1-8f0b-d43887d64175/30e579a2-3860-4730-8a81-fb9a4a734251>