



DESIGN THINKING MINDSET / DESIGN PHASE / IDEATE

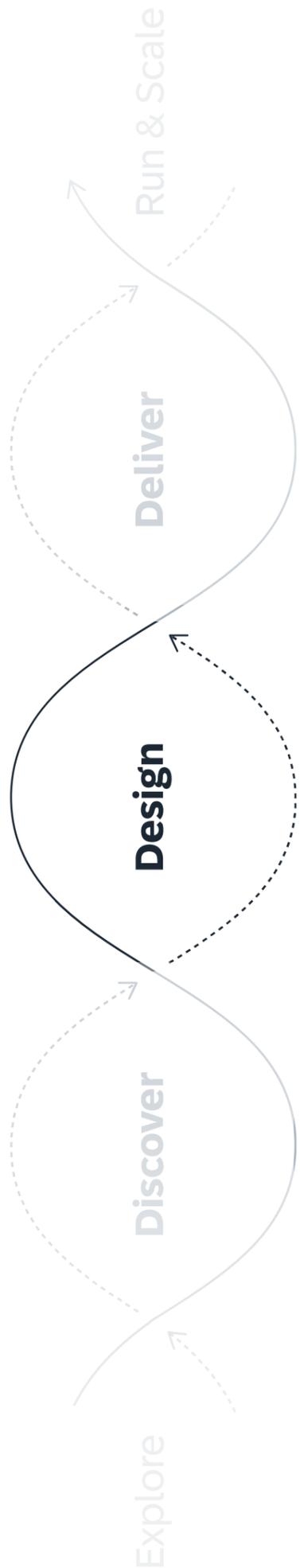
Create an Idea Napkin

Develop and refine your brainstormed ideas to make prioritization easier.

Why To Create an Idea Napkin

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

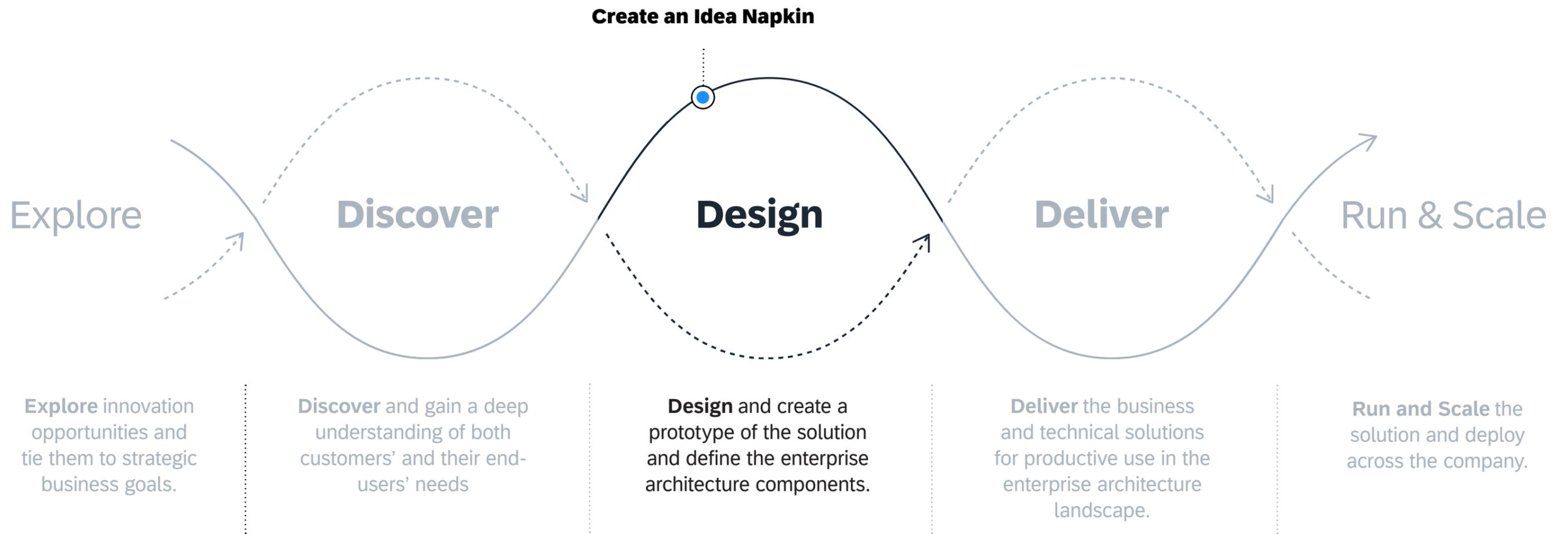
The “Idea Napkin” is a document that helps a team detail out a solution idea selected during a brainstorming session, including the idea name, a sketch of the idea, the target group, the innovative aspect about the idea, and the value of the idea for the business and for the targeted end users.



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.



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

How To

Create an Idea Napkin



Duration
15 Minutes



Participation
5 - 6 People



Roles
**Designers, Architects,
End Users**



Use Input From
**Generate Ideas with
Ideation**

Steps

- 1** Keep the sticky notes with your selected ideas nearby for easy reference. Start by giving each idea a name and a brief description.
- 2** Create a rough sketch that represents what your idea is about. You can either sketch the solution or draw a comic-style scene illustrating how your idea is experienced or 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** List all the aspects that make your idea unique or innovative compared to 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

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

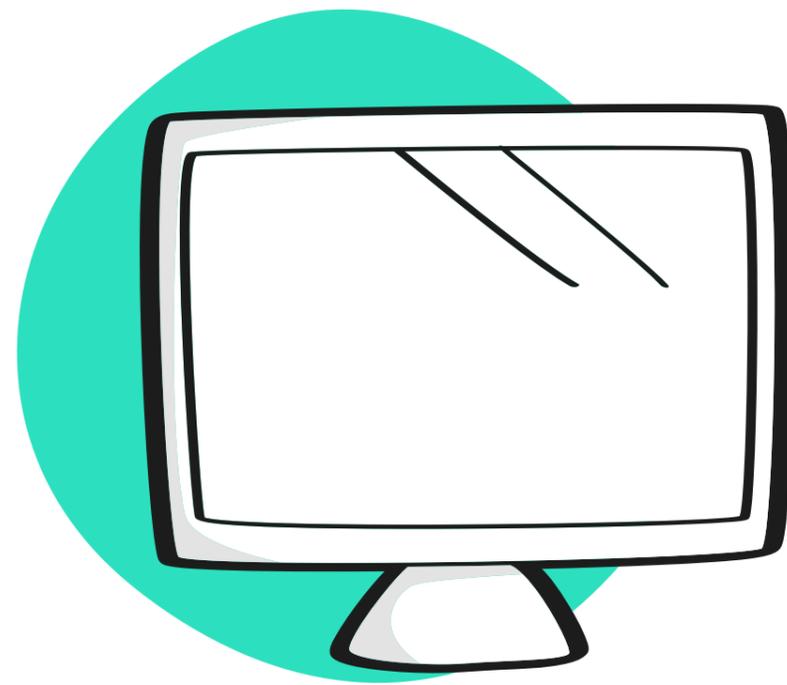
Who is the idea targeting at?
SERVICE PLANNERS AND PRODUCTION SUPERVISORS.

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

What is innovative or unique about this idea?
GEOTAGGING, SENSORS TO CAPTURE MACHINE DATA, AI TO BE USED FOR FORECASTING, NEW WAYS OF COMMUNICATION, COMBINE HARDWARE AND SOFTWARE

Idea assessment

Business Value	Sustainability	Innovation Potential	User Value	Total Value
8	6	5	6	25



Virtual Collaboration Template

MURAL Template

The screenshot shows the 'Idea Napkin' template interface. At the top left, the title 'Idea Napkin' is displayed with the subtitle 'Describe your idea in detail'. The AppHaus logo is in the top right. Below the title is a large text input field containing '[your idea name here]'. The main content area is divided into several sections: 'Short Description' (with a yellow placeholder), 'Target Group' (with a yellow placeholder), 'Value to Target Group' (with a yellow placeholder), 'Idea Sketch' (with a large empty box and instructions to visualize ideas), 'Innovative Aspect' (with a yellow placeholder), and 'Assessment'. The 'Assessment' section features a formula: Business Value + Innovation Potential + User Value = Total Value, with each term having a yellow placeholder below it.

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

*Registration required