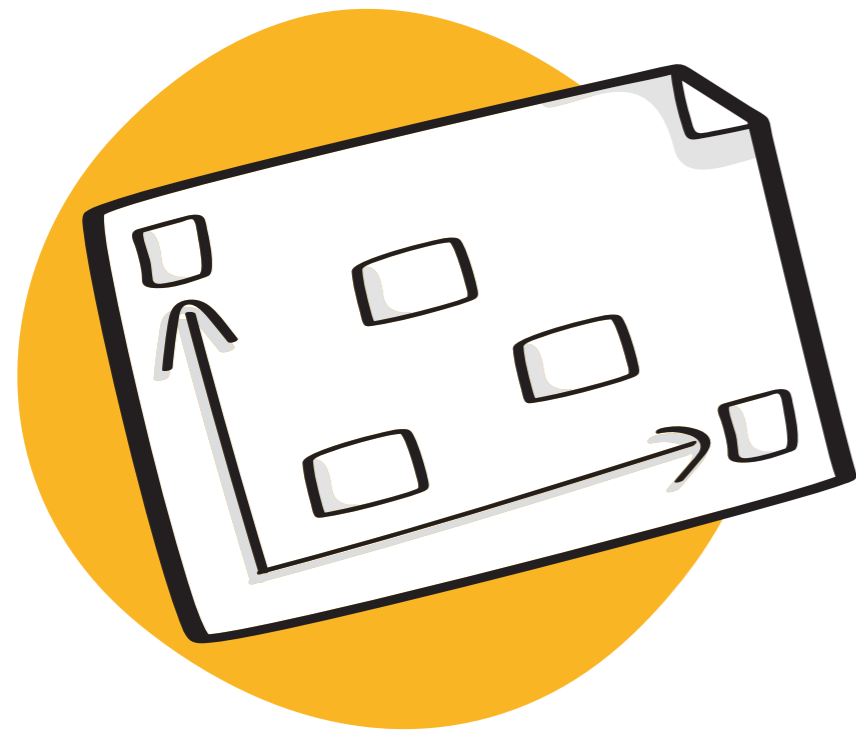# Value Heatmap

Evaluate and priorize project or use-case ideas collaboratively based on selected criteria.
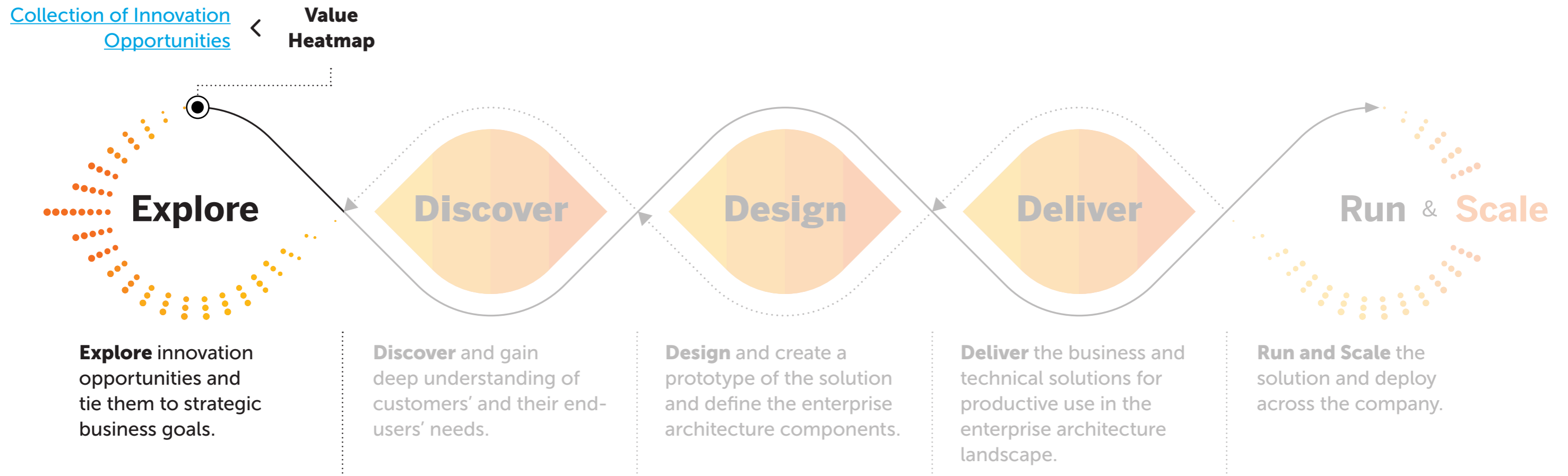
Why to use a
Value Heatmap

A Value Heatmap helps a team evaluate generated project or use-case ideas
based on two preferred criteria.
This exercise makes it easier to visualize which ideas are worth pursuing further.

Explore

When to create a
Value Heatmap

The Value Heatmap is most useful during early stages of an innovation project, where initial project ideas need to be evaluated. It ca be particularly useful to evaluate and prioritize use-case ideas based on value and effort. In this case, a

previous session is required to identify a list of possible use-case ideas. See the method Collection of Innovation Opportunities for more information.

Collection of Innovation
Opportunities   <   Value
Heatmap

Explore

Discover

Design

Deliver

Run & **Scale**

Explore innovation opportunities and tie them to strategic business goals.

Discover and gain deep understanding of customers' and their end-users' needs.

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

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

Created by SAP AppHaus

How to create a
Value Heatmap

Duration
30 - 45 Minutes

Participation
2 - 10 People

Roles
Department leads from business and IT, strategic decision makers

Use input from
- **Collection of Innovation Opportunities**
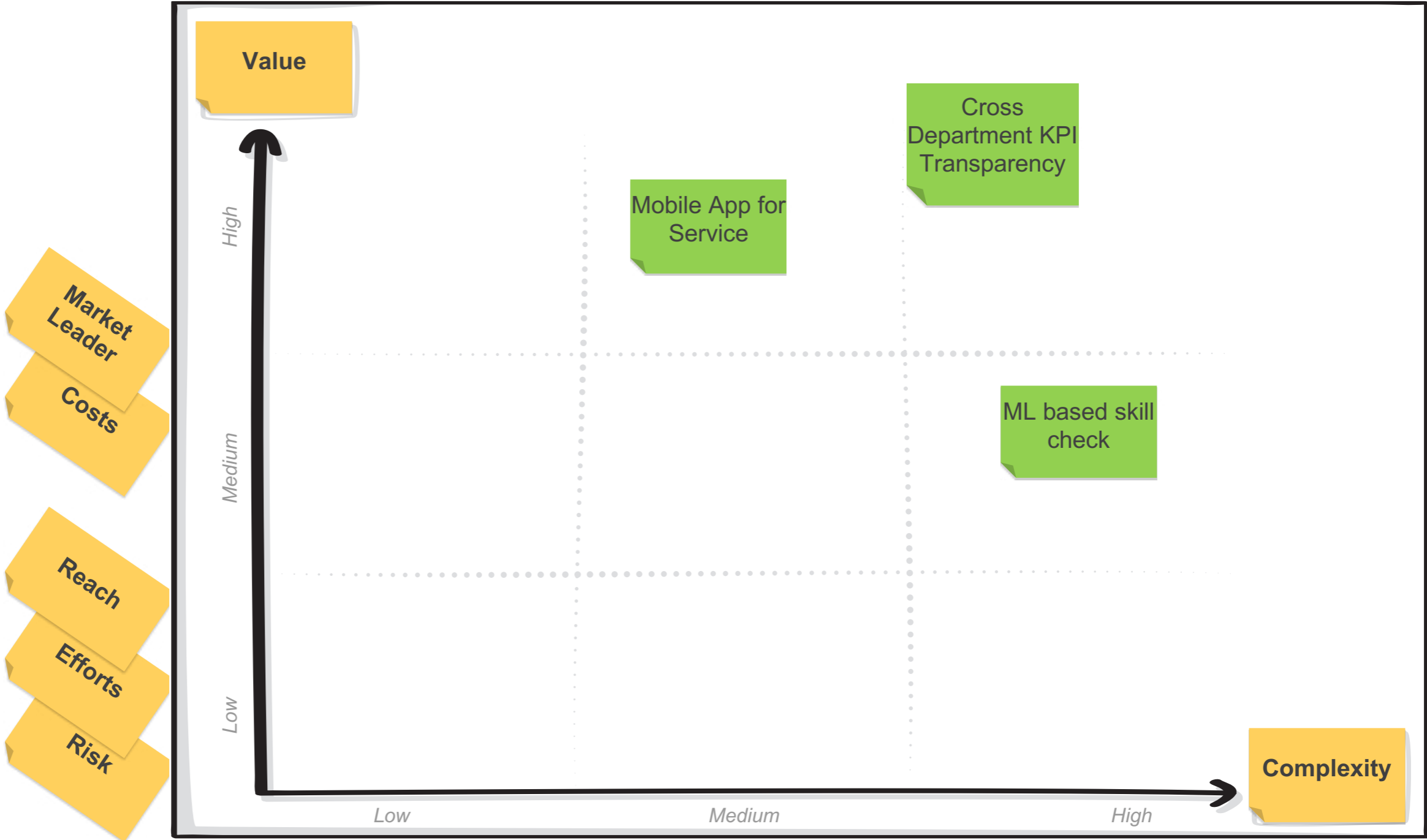- **Ideation / Brainstorming sessions**

Steps

1 Collect your top voted project or use-case ideas on sticky notes.

2 Choose two axes criteria that make sense for the customer and situation. Suggested are "Business Value" vs. "Effort, "Value for employee" vs. "Costs".

3 Have the team select one project or use-case idea at a time, evaluate it against the two axes, and then place it on the heat map.

4 Discuss and decide which ideas to focus on based on their placement on the map.

Expert Tips

You can change the criteria on the axis to run more than one evaluation round for the same ideas.

Select those ideas with high value and short realization time to ensure a positive feedback. This excitement will help you to plan and conduct further innovation projects following the same approach. Keep the shortlisted ideas as part of an innovation roadmap and try to find sponsors and budget for the ideas which require more budget and time.
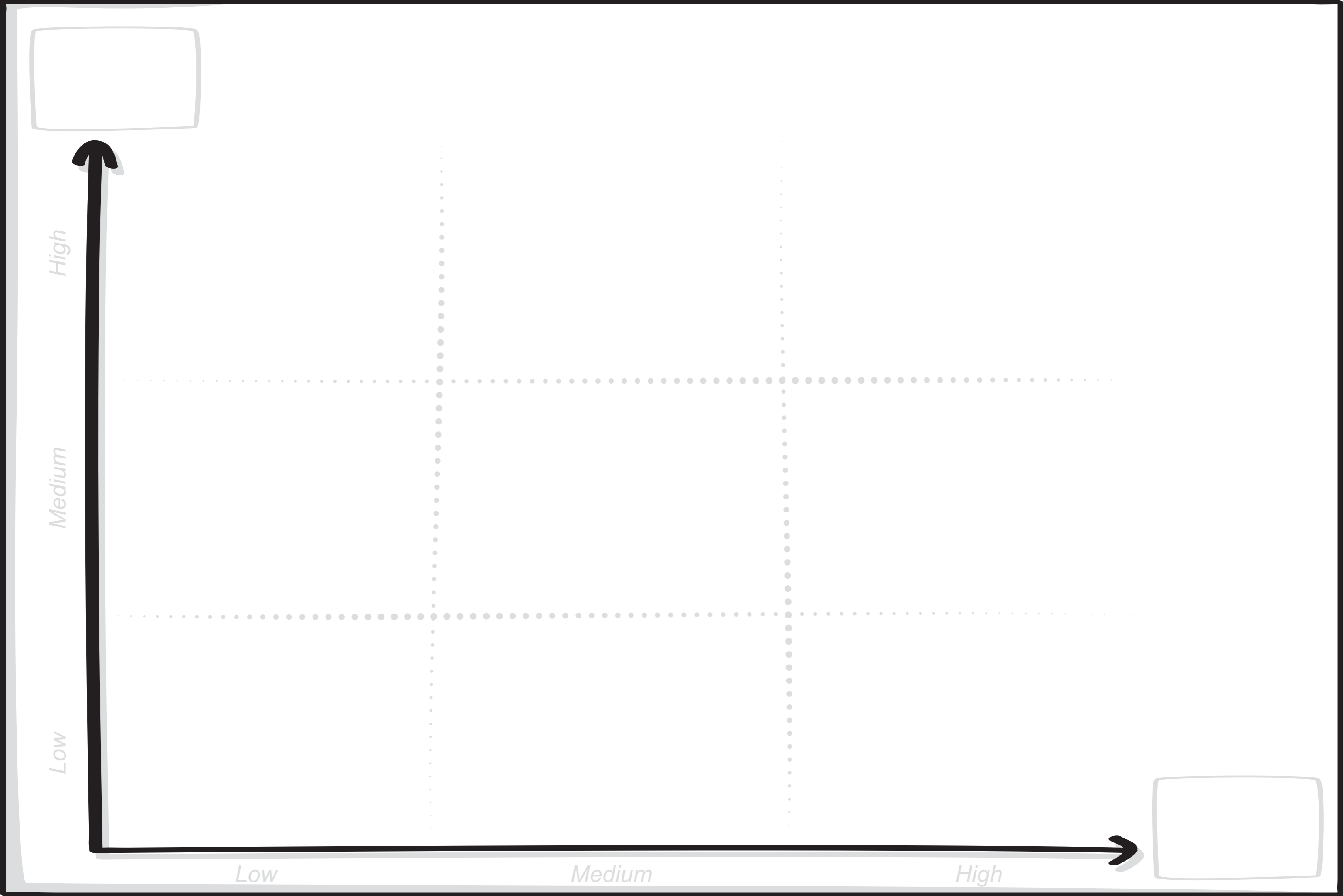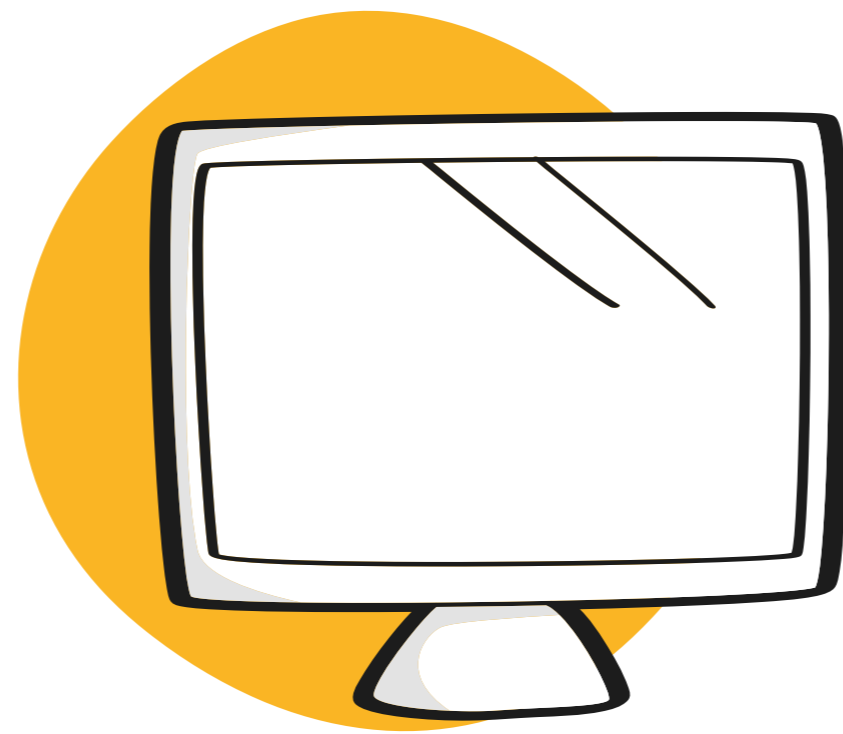
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Example
Value Heatmap

Value

Cross Department KPI Transparency

Mobile App for Service

High

Market Leader

Costs

ML based skill check

Medium

Reach

Efforts

Low

Risk

Low   Medium   High

Complexity

Template for Print

Value Heatmap

High

Medium

Low

Low

Medium

High

Virtual Collaboration Template

member of the SAP
AppHausNetwork

MURAL Template
Collection of Innovation Opportunities

Heatmap ⌄ ↺ ↻ ▣ 🥽 ⏱ ⚙ Facilitator

Heat Map

⬡ App**Haus**

Prioritize the use case proposals that have the most value according to the selected criteria.

1. Collect the selected use-case ideas (3min)
Copy the use-case idea names from the Solution Brief in this area

[USE-CASE IDEA NAME]   [USE-CASE IDEA NAME]

2. Select the Criteria (5min)

Select the criteria dimensions to prioritize the identified use-cases.

Value

Complexity

Market Leader

Costs

Time

Reach

Effort

Risk

3. Complete the heatmap (45min)
Drag the use-case ideas to the heatmap and place them according to the criteria agreed upon.

Time

High

...

[USE-CASE IDEA NAME]

Medium

Low

Low   Medium   High   Value

Access the MURAL template: https://app.mural.co/template/b8bcd9b6-bcf0-45e3-92aa-4526aee83e83/c3c8d8b4-970b-4132-a8ee-2b5a4b5435f5

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