

# TOOL | IMPACT FEASIBILITY MATRIX

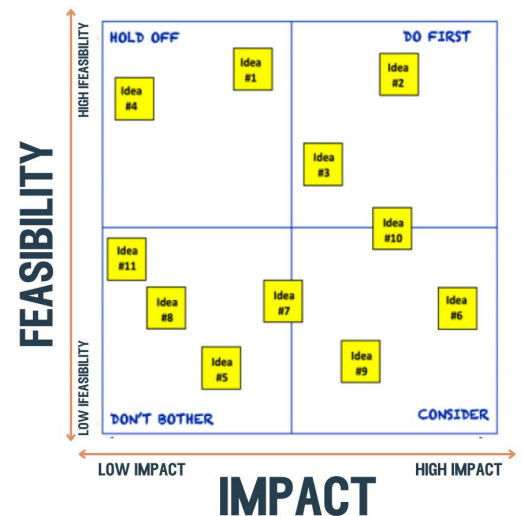
This tool is one method for assessing and prioritizing innovative ideas based on feasibility and importance/impact. Ideas that are feasible and have high impact are ones to prototype first.

## TOOL DESCRIPTION

Once a group has generated lots of possible ideas/solutions for addressing a particular issue or opportunity, it's helpful to use a visual tool to guide the group as they discuss, consider and prioritize which of their ideas they want to prototype first. When prioritizing options, it's helpful to focus on what is:

- **Most Desirable** – Which of these ideas generates the most energy and/or excitement in the organization/community? Which has the greatest potential impact (and for whom)?
- **Most Feasible** – This includes what's easiest, most affordable and/or the quickest to implement
- **Most Viable/Usable** – Which ideas have the fewest possible barriers to success? Also remember, the best solution may involve a few innovative ideas that get “linked up” together.

To use the tool effectively, the problem/issue/idea definition should be clearly articulated. It is a tool that can be used to encourage brainstorming about how to strengthen existing solutions as well as to identify and imagine transformative new approaches.




Source: [Co-Creative Consulting](#)

## TOOL HOW-TO

1. Collect all your ideas in one place and note each idea on its own post-it
2. Determine and agree on how you would define feasibility (the degree to which an idea is doable.) Some examples of feasibility include having the necessary resources, having the solution ready within a specific timeframe etc.
3. Determine and agree on a shared definition for what you mean by impact/importance (the degree to which an idea makes attaining your goal possible.) Examples of impact can include: the likelihood that benefits will accrue to our community's most vulnerable members; or the degree to which an idea has broad community support.
4. As a group, review and discuss the ideas you have generated and place them onto the matrix
5. Consider also inviting potential users and/or other stakeholders to also help prioritize possible ideas for prototyping.



Key Definitions	
<b>Feasibility</b>	<p>The degree to which an idea is doable. For example:</p> <ul style="list-style-type: none"> <li>• Having the necessary resources</li> <li>• Having the solution ready within a specific timeframe</li> </ul>
<b>Importance/Impact</b>	<p>The degree to which an idea makes attaining your goal possible. For example:</p> <ul style="list-style-type: none"> <li>• The likelihood that benefits will accrue to our community's most vulnerable members</li> <li>• the degree to which an idea has broad community support</li> </ul>



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