



Now Wow How Matrix

Why

At some point in your ideation sessions, you'll have reached a critical mass of ideas, and it will become unproductive to attempt to keep pushing for more. This is referred to as the 'convergent stage' where ideas are evaluated, compared, ranked, clustered and even ditched in an attempt to pull together a few *great* ideas to *act on*. Right now, the aim is spotting potential winners, or combinations of winning attributes, from a number of ideas.

The Now Wow How Matrix will help you apply the idea criteria which are right for your current design challenge. These methods will help you work through the pile of ideas which you've generated and select the *best* ones, which you can start prototyping and testing.

Best practice: How

- The facilitator should encourage the participants to split ideas according to a variety of form factors, such as their potential applications in:
 - **Now:** ideas that can be implemented immediately but which lack novelty.
 - **Wow:** ideas that can be implemented *and* are innovative.
 - **How:** ideas that could *possibly* be implemented in the future.

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- Your Now Wow How Matrix should contain two axes, with the vertical representing difficulty of implementation and the horizontal axis representing the degree of innovation. On the 2 x 2 grid formed, the three categories are located at the bottom left (now), bottom right (wow) and top right (how), with the top left block left blank to represent ideas which are *impossible* to implement. It provides an easy-to-follow formula for evaluating the viability of ideas as well as their innovativeness.
- You can also develop custom graphs with finer levels of gradation for a broader scale assessment of the many ideas.
- Provide participants with coloured dot stickers, each representing one of the categories, allowing group participants to vote on where they think ideas should be pitched on the scale.