

Feasibility–Originality Prioritization Matrix

Evaluate feasibility and originality of the ideas.

WHITE IDEAS

- / non-original
- / not possible to implement
- / expensive
- / low price-performance ratio

YELLOW IDEAS

- future ideas /
- dreams /
- challenges /
- visionary /
- red ideas for tomorrow /

BLUE IDEAS

- / easy to implement
- / previous examples
- / high acceptability
- / low risk
- / quick wins

RED IDEAS

- innovative ideas /
- potential breakthroughs /
- exciting ideas /
- make a distinction /
- can be implemented /