



# Idea development

**What is the challenge?**

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**How will you develop your idea further??**

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**What are your major pieces of insight and evidence?**

**What policy decision or design change will that insight deliver?**



- |    |    |
|----|----|
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| 5. | 5. |

**How would you announce it?**

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**Draw or describe your idea**

Drawing an idea can help explain it in a more easy to understand ad simple manner.

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**Who will help deliver it?**

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**How will you test and scale your idea?**

Testing and scaling are really important to make sure an idea will work in the real world. Start very small and then grow and iterate from there.

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**What does success look like?**

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**... how will you measure that success?**

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**What are the risks and barriers ?**

**Actions to avoid**

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| 1. | 1. |
| 2. | 2. |
| 3. | 3. |

**What would a key user say?**

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**Who will love it? and who will hate it?** Place them on the line.

