



ADDITIONAL CRITERIA FOR ASSESSING IDEAS

Developed by Princeton Creative Research

Have you considered all the advantages or benefits of the idea? Is there a real need for it?

Have you pinpointed the exact problems or difficulties your idea is expected to solve?

Is your idea an original, new concept, or is it a new combination or adaptation?

What immediate or short-range gains or results can be anticipated? Are the projected returns adequate? Are the risk factors acceptable?

What long-range benefits can be anticipated?

Have you checked the idea for faults or limitations?

Are there any problems the idea might create? What are the changes involved?

How simple or complex will the idea's execution or implementation be?

Could you work out several variations of the idea? Could you offer alternative ideas?

Does your idea have a natural sales appeal? Is the market ready for it? Can customers afford it? Will they buy it? Is there a timing factor?

What, if anything, is your competition doing in this area? Can your company be competitive?

Have you considered the possibility of user resistance or difficulties?

Does your idea fill a real need, or does the need have to be created through promotional and advertising efforts?

How soon could the idea be put into operation?