

# Process Evaluation



## Process Evaluation

All information is confidential. Please feel free to fill out and return to Innovation Focus at [jarnold@innovationfocus.com](mailto:jarnold@innovationfocus.com).

Your Position

Related to Task: \_\_\_\_\_ Date: \_\_\_\_\_

### Product (or other) topic generally:

1.

2.

3.

Please describe your task (check the one that fits)

- Seeking line extension/add value
- Ways to meet a new consumer need
- How to use a technology/capability
- To add product features
- Other \_\_\_\_\_

How many people did you work with? (alone = 1) \_\_\_\_\_

Approximately, how many hours did you put against the task? \_\_\_\_\_

How many beginning ideas did you get? (see "generating Ideas") \_\_\_\_\_

How many did you select? (See "Selection") \_\_\_\_\_

How many concepts did you develop? (see Concept Cabaret list) \_\_\_\_\_

How many of them do you have next steps on? \_\_\_\_\_

Estimate the value of your idea(s), should you get it to market (annual sales) \_\_\_\_\_

What worked well for you?

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Concerns, wishes, gaps to fill in for the next edition (I wish / How to)

1.

2.

3.

What advice would you give someone else who wanted to use the book?