

How-Now-Wow Matrix

Team:

About this tool:

The "How-now-wow matrix" helps you to map and rank your ideas based on the level of difficulty for your organization to implement

them, but also based on how innovative they are. Wow ideas are those that are most innovative but also easy to implement. Now ideas are those that

are not so innovative and are also very feasible. How ideas are the ones that are very innovative but also difficult to implement, so might require further exploration.

