

OPTION PRIORITIZATION FORM



Attractiveness

Criteria:

1. _____

2. _____

3. _____

Hi			
Med			
Low			
	Low	Med	Hi

Achievability

Criteria:

1. _____

2. _____

3. _____

Instructions:

1. Decide on the criteria you will use to define Attractiveness and Achievability
2. Rate each idea as high, medium, or low Attractiveness and high, medium, or low achievability
3. Map the number of each option you generated (e.g., a1, a2, b1, b2) onto the matrix to the left
4. Circle your top 5-7 options