



An Accredited Institution of the University of Westminster (UK)

Seminar 9

Selection Matrix and Choosing the Best Solution

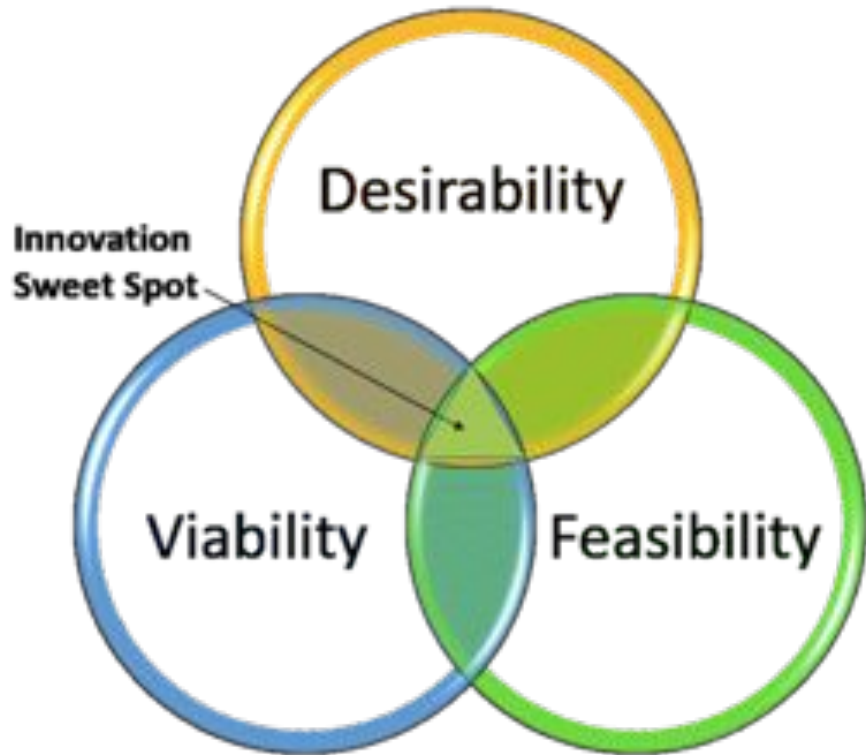
By the end of this seminar you will be able to:

- apply the Selection Matrix to evaluate the solutions;
- apply the Pyramid Principle to communicate the best solution;
- use the checklist to evaluate your CW.

Use Brainstorming, SCAMPER or MORPHOLOGICAL ANALYSIS to create 3 solutions for the following problem statement:

How can the administration of Havas chain supermarkets increase the number of customers considering the needs of the users?

Selection Matrix



Desirability

A solution, service, or product must be desirable. It has to meet users' needs. It is about whether users want your solution(s).

Feasibility

A solution must be feasible to put in practice effectively. The technology must exist to implement the solution. The owner must possess the resources and capabilities for implementation.

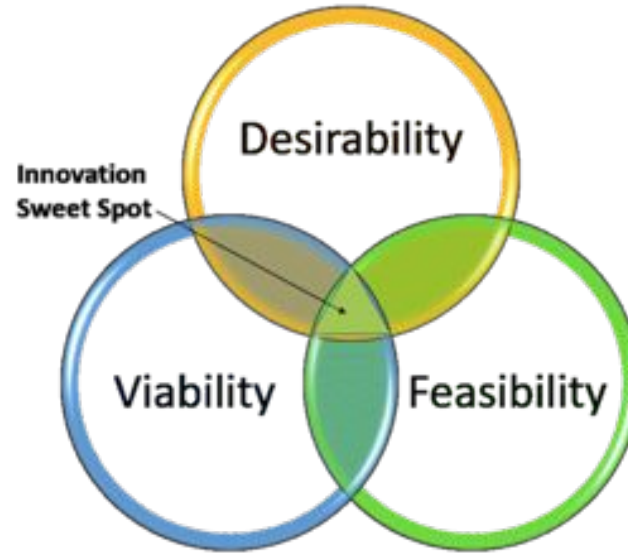
Viability

Viability is about practicality of an idea. Simply put, will a suggested solution work as intended or succeed now and in future, and benefit the owners and users?

Selection Matrix

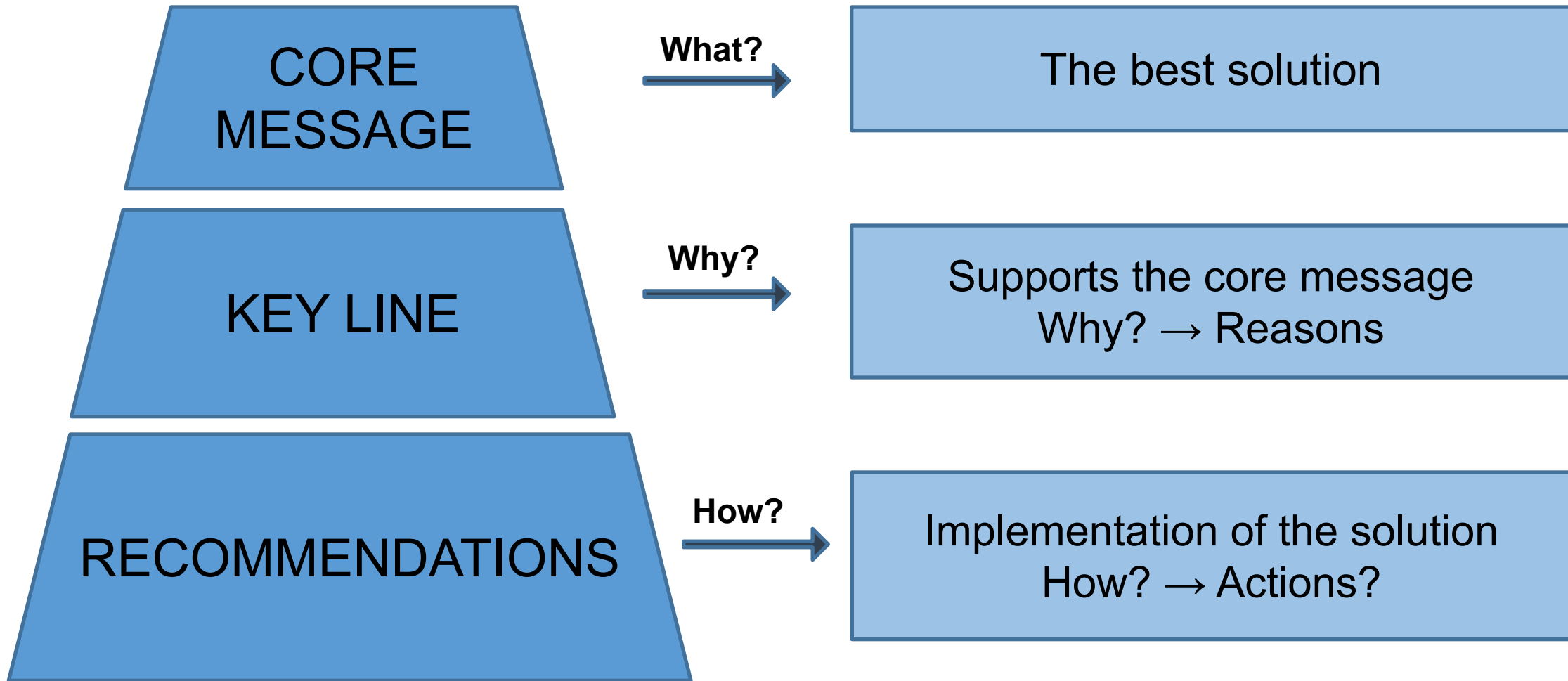
Criteria	Questions	Solution 1	Solution 2	Solution 3
Desirability (max 3) 3- very desirable 2-desirable 1-somewhat desirable 0- undesirable	Will this solution fill a need?			
	Will it fit into people's lives?			
	Will it appeal to them?			
	Will they actually want it?			
Feasibility (max 2) 2-feasible 1-somewhat feasible 0- not feasible	Is the technology needed to power the solution available or within reach?			
	How long will this take?			
	Can the owner actually make it happen?			
Viability (max 2) 2-viable 1-somewhat viable 0- not viable	Will a suggested solution work/succeed as intended?			
	Will it benefit owners and users?			
	Will it survive in the future?			
Total score:				

Promoting reading among the youth



How can owners increase the number of customers in Havas chain of supermarkets considering the needs of the users?

The Pyramid Principle



Adapted from: Cracked it! How to solve big problems and sell solutions like top strategy consultants (B. Garrette, C. Phelps, & O. Sibony, 2018)

Tips to communicate your solution

Communicate a core message clearly.



- Provide clear reasons to support your solution.



Avoid pros and cons in your recommendation.



Avoid reporting your problem-solving process, instead explain your recommendations.



The case

T- The visitors of Tashkent Zoo are not satisfied with their experience

O- Zoo administration

S- to improve the visitor experience and encourage them to return for more

C- budget, space

A- Zoo administration, staff, visitors

P.S. How can Tashkent Zoo administration enhance the visitor experience by next year considering the space and budget constraints?

Success criteria:

- Visitors should have an interaction with animals
- The zoo should be clean and free of smell
- The zoo should be free from informal businesses

Example (the potential best solution 1)

CORE
MESSAGE

What?

The most effective way of improving the experience of visitors is creating **animal exploration trails** as it's important to engage visitors in a way that makes them want to return to the zoo.

KEY LINE

Why?

For visitors, such trails will create a dynamic engagement with animals. The trails will enhance visitors' hands-on experience and make them feel like they are part of the exhibit. It will also give animals more space and allow them the ability to roam above and around the zoo grounds.

RECOMMENDATION

How?

1. Create metal mesh trails both for animals and people and identify the spots where it is possible to make such trails
2. Create themed walk-through aviaries to inspire and connect visitors to birds in new ways
3. Create an opportunity to touch or feed wild animals/birds

The case

- T-** many students are experiencing problems with finding a job after graduation
- O-** WIUT Career Support Center
- S-** students are supported to find a job and feel satisfied
- C-** lack of cooperation between the WIUT Career Support Centre and employers; no specific strategy/plan
- A-** administration, students, parents

Task

- Generate solutions using one of the methods of Ideation.
- Evaluate your solutions based on the evaluation matrix.
- Apply the Pyramid Principle to communicate the best solution.
- Communicate your Solution in front of the class.

Example (the potential best solution 1)

