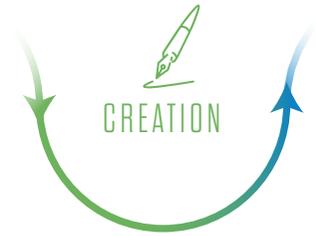




# NOW-HOW-WOW MATRIX

*The How-Now-Wow matrix is an idea selection tool, made popular by Gamestorming. It helps designers to organize their ideas collaboratively as the matrix categorizes ideas based on their originality and the ease of implementation.*



**PREPARATION:**  
up to 15 minutes

**DURATION:**  
20-60 minutes

**FACILITATORS:**  
1 per workshop

**RESOURCES:**  
Pens, Post-its, a large sheet of paper or whiteboard

**PARTICIPANTS:**  
Up to 30 per group, design team, partners, community members

**EXPECTED OUTCOME:**  
Filtering ideas

**DESIGN PHASE:**  
Creation

**TEMPLATE OR GUIDELINES:**  
Now-How-Wow matrix sheet

## 1. START:

State the design challenge (i.e. the selected "How Might We" statement) or a sub-focus area of it

## 2. IDENTIFY:

Based on your HMW statement or the focus of what you are interested in, select suitable participants.

## 3. PREPARE:

Think about what expectations will be set up-front, how you will start and end the workshop, and how much time participants are expected to dedicate to this activity. Organize a meeting with the selected participants, and prepare the results of the idea generation by printing out the full list of ideas in cards or Post-its (visual way). Gather the necessary resources and supplies. Print Now-How-Wow Matrix in A3 or bigger, or draw it on the white board.

## 4. CONDUCT:

All members of the design team and other evaluators put each idea in one of the quadrants of the matrix – Now-How-Wow:

- *Now: ideas that you can implement immediately but which lack novelty.*
- *How: ideas that you could implement in the future and are innovative.*
- *Wow: ideas that you can implement immediately and are innovative.*

## 5. REPORT:

Discuss the results and develop a plan to prototype, test or realize the Wow ideas.

