

PHASE 3 | IDEATE

Impact / Effort Matrix

Shortlisted ideas from the brainstorm

Sample project: A food-delivery app for university students in Islamabad. The blue italic text is an example of a completed sheet.

FACILITATOR INSTRUCTION

“Place each shortlisted idea on the grid: how much value it gives the user (vertical) against how hard it is to build (horizontal). Start with the quick wins, and challenge anything that is high effort and low value.”

MATRIX

High impact, low effort (Quick wins) • <i>Pickup code in the app</i> • <i>Delivery time shown as a range</i>	High impact, high effort (Big bets) • <i>Campus lockers</i> • <i>Real-time kitchen load balancing</i>
Low impact, low effort (Fill-ins) • <i>Rider greeting message</i> • <i>Order-again shortcut</i>	Low impact, high effort (Avoid) • <i>Drone drop-off</i> • <i>Custom rider uniforms</i>

DECISION

Build the two quick wins first and test them with students next week. Revisit lockers once the pilot shows demand.