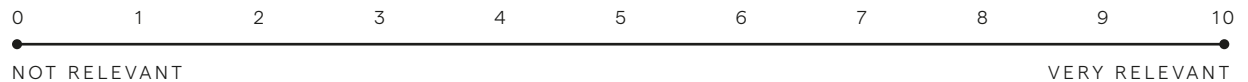


Evaluation of shortlisted projects

This tool is used to provide a detailed understanding of the clients response to each service concept. Use this tool or a digital surveying tool. Once you have all the responses you can compare quantitative results and discuss the selection.

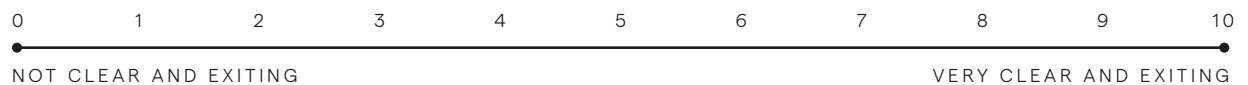
Service Concept Name:

01 How relevant is this service concept for your company's strategy?



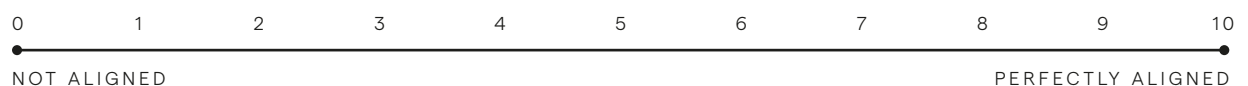
Why?

02 How clear and exciting is this service concept?



Why?

03 How aligned is this service concept with your company



Why?