## **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:

Why?		1	2	3	4	5	6	7	8	9	
How clear and exciting is this service concept?  1 2 3 4 5 6 7 8 9  NOT CLEAR AND EXITING VERY CLEAR AND  Why?  How aligned is this service concept with your company  1 2 3 4 5 6 7 8 9	NOT R	RELEVANT			VERY RELEVA						
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