Idea capture form

What is it

- A template that provokes a product mindset and critical thinking to develop, articulate and self-validate the idea has genuine value and potential to meet real user needs and support the objectives of the directorate and/or Westminster

Who

- Owner of the idea. If they struggle completing some of the sections support from a CSM or strategy or subject matter expert related to the opportunity space

Running the technique

- Complete the form in this order:
- **Idea name**: Write a simple phrase that captures the essence of the idea.
- **Idea description**: Complete the following value statement to summarise to illustrate why this is a valuable idea. If this idea helps more than one end user, please repeat this for each user group. " **The idea..... helps ....end user who want to.... what they want to achieve..... by ....describe how it helps the user achieve this** "
- **Which strategic objective does this support**: Prefilled options reflecting the current organisational/directorate objectives
- **Understanding the problem**: What evidence is there that there is a real problem for these end users today? Please describe any evidence you are aware of that illustrates there is a real need for this idea. Where possible provide any data / numbers that supports your view.
- **Understanding the size of the opportunity**: Can you quantify how many or what percentage of the council users would directly benefit from this idea? If possible, estimate the number. Please demonstrate your assumptions in reaching that estimate
- **Key assumptions/unknowns**: What are your biggest assumptions that underpin the idea delivering this value? Are there any key unknowns that need to be addressed to validate the idea may have value.

🗂️Additional source

(Idea capture form template on Ways of working Miro)

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