



Now Wow How Matrix

Why

At some point in your ideation sessions, you'll have reached a critical mass of ideas, and it will become unproductive to attempt to keep pushing for more. This is referred to as the 'convergent stage' where ideas are evaluated, compared, ranked, clustered and even ditched in an attempt to pull together a few *great* ideas to *act on*. Right now, the aim is spotting potential winners, or combinations of winning attributes, from a number of ideas.

The Now Wow How Matrix will help you apply the idea criteria which are right for your current design challenge. These methods will help you work through the pile of ideas which you've generated and select the *best* ones, which you can start prototyping and testing.

Best practice: How

- The facilitator should encourage the participants to split ideas according to a variety of form factors, such as their potential applications in:
 - **Now:** ideas that can be implemented immediately but which lack novelty.
 - **Wow:** ideas that can be implemented *and* are innovative.
 - **How:** ideas that could *possibly* be implemented in the future.

[Continued on next page]



[Continued from previous page]

- Your Now Wow How Matrix should contain two axes, with the vertical representing difficulty of implementation and the horizontal axis representing the degree of innovation. On the 2 x 2 grid formed, the three categories are located at the bottom left (now), bottom right (wow) and top right (how), with the top left block left blank to represent ideas which are *impossible* to implement. It provides an easy-to-follow formula for evaluating the viability of ideas as well as their innovativeness.
- You can also develop custom graphs with finer levels of gradation for a broader scale assessment of the many ideas.
- Provide participants with coloured dot stickers, each representing one of the categories, allowing group participants to vote on where they think ideas should be pitched on the scale.



Learn more about how to use this template

Methods of using this template are taught in our online course [Design Thinking: The Beginner's Guide](#). Make full use of this template and learn more about design thinking by signing up for it today.

Design Thinking: The Beginner's Guide

■□□ Beginner course

The world's leading companies, such as Apple, Google and Samsung, are already using the design thinking approach—because they know it's the way forward when it comes to innovation and product success. Through [Design Thinking: The Beginner's Guide](#), you will deep dive into the five phases of this paradigm-shifting approach to problem-solving—empathize, define, ideate, prototype, and test. By receiving detailed guidance on problem-solving activities ranging from ideation techniques—such as brainstorming and using analogies—to ways of gathering feedback from your prototypes, you'll be able to download the other templates involved and effectively use them in your work. Get ready to unpack, explore, and master design thinking—using it to set yourself apart and unlock the next stage of your professional life.

[Learn more about this course >](#)



INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG



Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, as long as you give credit to the Interaction Design Foundation. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.

About the Interaction Design Foundation



INTERACTION DESIGN
FOUNDATION

Founded in 2002, the Interaction Design Foundation (IDF) is on a mission to provide accessible and affordable design education to people across the world. We provide open-source educational materials as well as online, self-paced UX Design courses. Through taking our courses, you'll benefit from course materials developed by leading practitioners and academics from top-tier universities like Stanford University and MIT. [Learn more about the IDF](#)

How to advance your career with the IDF



Attend lessons at your own pace

Learn from UX experts and professors, from anywhere and at anytime



Network online and offline

Discuss with your peers in your courses, and meet with them in your city



Advance your UX career

Get an industry-trusted Course Certificate to add to your résumé

[See all our courses >](#)



INTERACTION DESIGN
FOUNDATION

[INTERACTION-DESIGN.ORG](https://www.interaction-design.org)



Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, as long as you give credit to the Interaction Design Foundation. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.