## PHASE 2 DESIGN & TEST

# Impact Effort Matrix

**Effort** ● ● ○ ○ ○

### Objective
To have an exciting set of prioritized ideas for prototyping.

🕐 **Time needed**
2–3 hours

👤 **Participants**
Design and research team, partners and stakeholders, individuals you are designing for
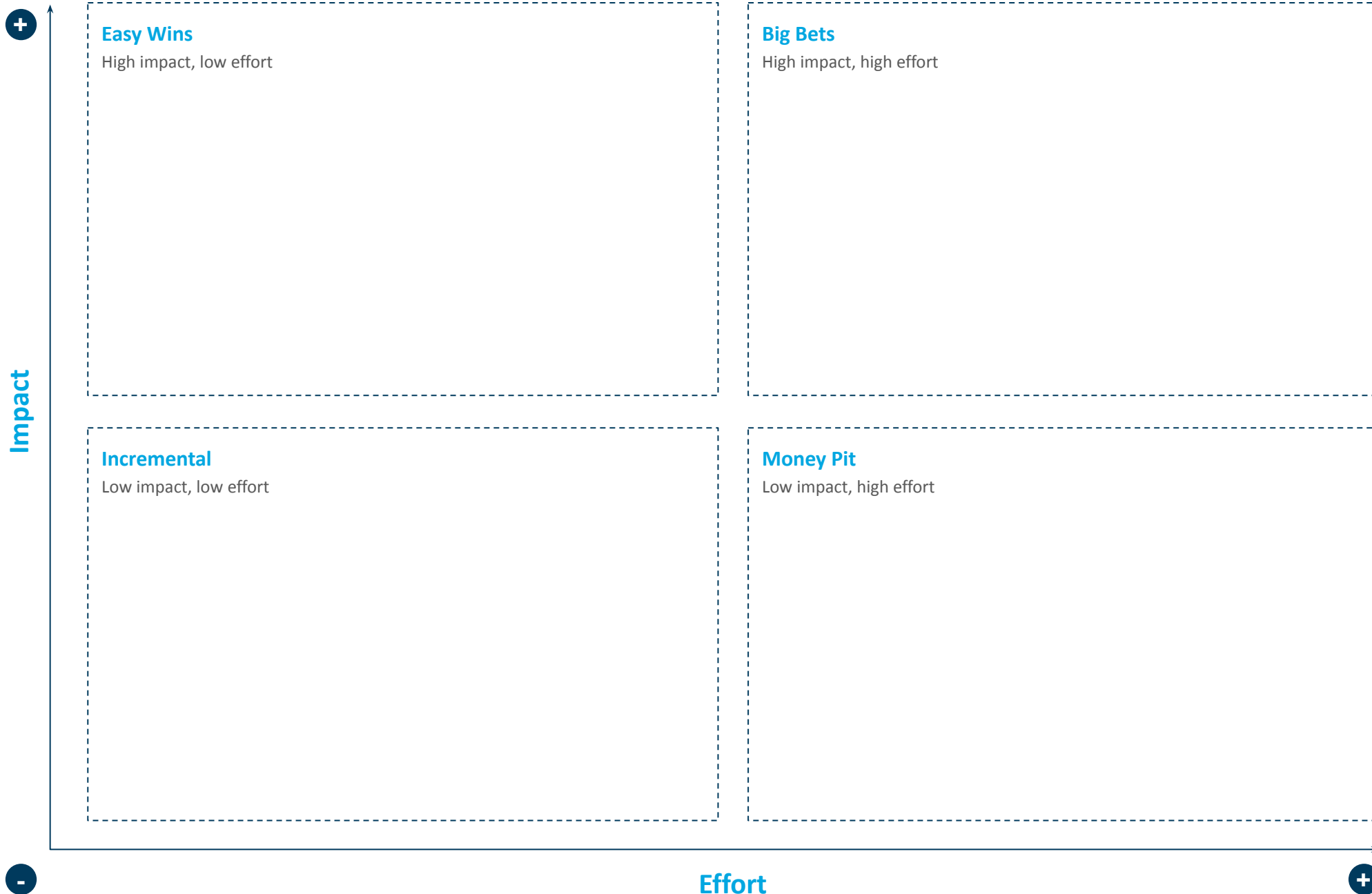
### How to use this tool
The impact effort matrix is a decision-making tool. It helps evaluate ideas by looking at their potential impact against the effort needed for execution. Use this matrix to assist you in the allocation of resources and decision making.

1. **Identify your axis points.** A good way to prioritize ideas is to look at impact versus effort. Tasks falling in the high impact, low effort quadrant represent quick wins, while those in the high impact, high effort category may be excellent ideas but necessitate strategic and thoughtful planning.
2. **Place your post it notes.** Discuss with your team and pace your post-it notes within the matrix.
3. **Determine where to focus.** Use the matrix to choose and think about the relevance for the "How might we?" question. How exciting they seem to be to explore. You want to stay away from those ideas with low impact but high effort.

*Note: You may choose to change the criteria you want to look at. Possible criteria include impact, effort, urgency, cost, innovative, value add, or importance.*

USAID FROM THE AMERICAN PEOPLE

Breakthrough ACTION FOR SOCIAL & BEHAVIOR CHANGE

**PHASE 2: DESIGN & TEST** | **Impact Effort Matrix**

**Impact**

**Easy Wins**
High impact, low effort

**Big Bets**
High impact, high effort

**Incremental**
Low impact, low effort

**Money Pit**
Low impact, high effort

**Effort**

# Citations

Andersen, B., , Fagerhaug, T., Beltz, M. (2010). *Root Cause Analysis And Improvement In The Healthcare Sector: A Step-by-Step Guide.* American Society for Quality.