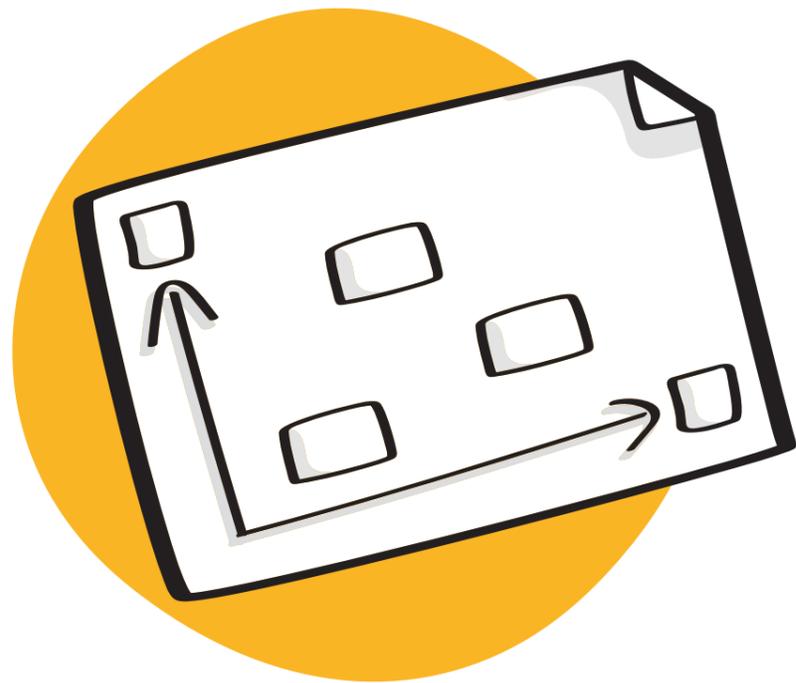


EXPLORE PHASE / Joint Activity

Value Heatmap

Evaluate and prioritize project or use-case ideas collaboratively based on selected criteria.



Why to use a Value Heatmap

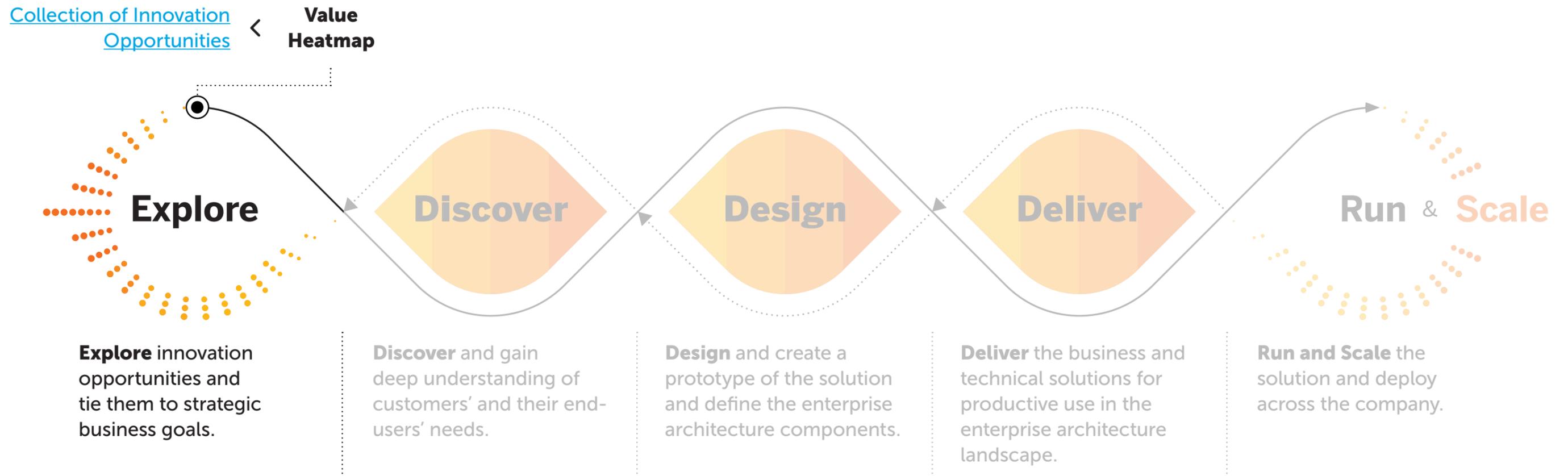
A Value Heatmap helps a team evaluate generated project or use-case ideas based on two preferred criteria. This exercise makes it easier to visualize which ideas are worth pursuing further.

Explore

When to create a Value Heatmap

The Value Heatmap is most useful during early stages of an innovation project, where initial project ideas need to be evaluated. It can be particularly useful to evaluate and prioritize use-case ideas based on value and effort. In this case, a

previous session is required to identify a list of possible use-case ideas. See the method [Collection of Innovation Opportunities](#) for more information.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

How to create a Value Heatmap



Duration
30 - 45 Minutes



Participation
2 - 10 People



Roles
Department leads from business and IT, strategic decision makers



Use input from

- [Collection of Innovation Opportunities](#)
- [Ideation / Brainstorming sessions](#)

Steps

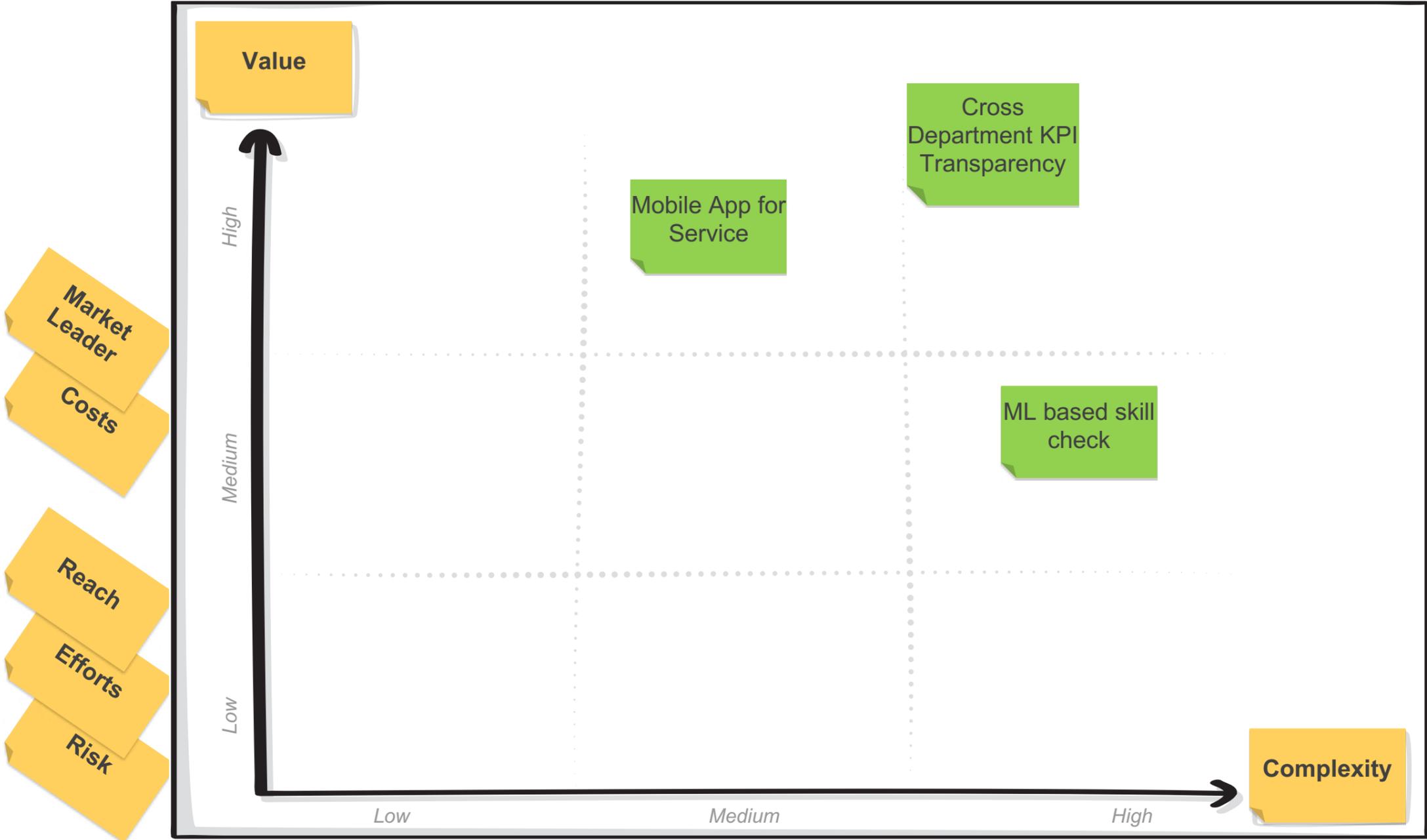
- 1** Collect your top voted project or use-case ideas on sticky notes.
- 2** Choose two axes criteria that make sense for the customer and situation. Suggested are "Business Value" vs. "Effort", "Value for employee" vs. "Costs".
- 3** Have the team select one project or use-case idea at a time, evaluate it against the two axes, and then place it on the heat map.
- 4** Discuss and decide which ideas to focus on based on their placement on the map.

Expert Tips

You can change the criteria on the axis to run more than one evaluation round for the same ideas.

Select those ideas with high value and short realization time to ensure a positive feedback. This excitement will help you to plan and conduct further innovation projects following the same approach. Keep the shortlisted ideas as part of an innovation roadmap and try to find sponsors and budget for the ideas which require more budget and time.

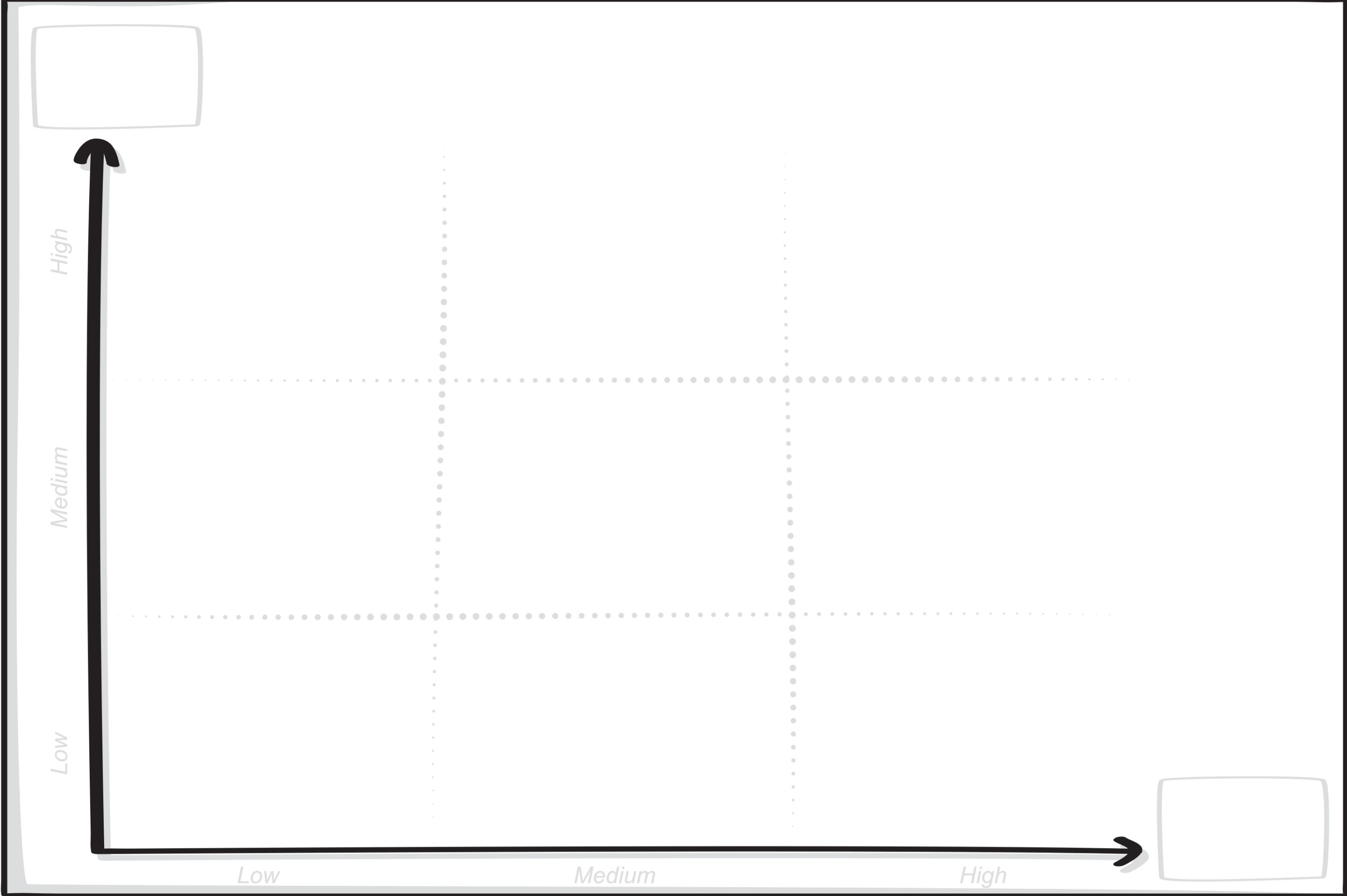
Example Value Heatmap

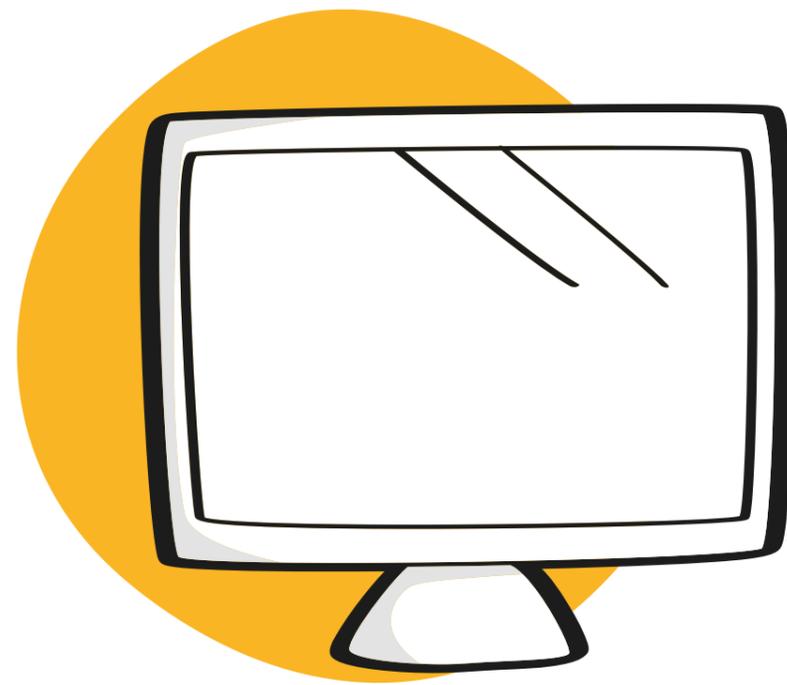




Template for Print

Value Heatmap





Virtual Collaboration Template

MURAL Template

Collection of Innovation Opportunities

The screenshot shows a MURAL workspace titled "Heatmap" with the AppHaus logo. The main heading is "Heat Map" with the instruction: "Prioritize the use case proposals that have the most value according to the selected criteria." The workspace is divided into three steps:

- 1. Collect the selected use-case ideas (3min)**
Copy the use-case idea names from the Solution Brief in this area.
Two blue boxes labeled "[USE-CASE IDEA NAME]" are shown.
- 2. Select the Criteria (5min)**
Select the criteria dimensions to prioritize the identified use-cases.
A vertical list of criteria is shown: Value (white), Complexity (yellow), Market Leader (yellow), Costs (yellow), Time (white), Reach (yellow), Effort (yellow), and Risk (yellow).
- 3. Complete the heatmap (45min)**
Drag the use-case ideas to the heatmap and place them according to the criteria agreed upon.
A 2D heatmap is shown with a vertical axis labeled "Time" (High, Medium, Low) and a horizontal axis labeled "Value" (Low, Medium, High). A blue box labeled "[USE-CASE IDEA NAME]" is placed in the Medium Time, Medium Value quadrant. Another blue box with "..." is placed in the High Time, High Value quadrant. A yellow box labeled "Time" is at the top of the vertical axis, and a yellow box labeled "Value" is at the right end of the horizontal axis.

Access the MURAL template: <https://app.mural.co/template/b8bcd9b6-bcf0-45e3-92aa-4526aee83e83/c3c8d8b4-970b-4132-a8ee-2b5a4b5435f5>