

## A Better Way to Avoid Bad Ideas

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### Input and output dimensions for exemplary ideas

<b>Input dimensions</b>	<b>Explanation</b>	<b>Gift idea</b>	<b>Food idea</b>	<b>Truck idea</b>
Budget	The amount of money required for end-to-end idea implementation.	2.43	3.50	4.20
Employee training	The information and knowledge acquisition procedure that employees need to undergo to ensure a successful idea implementation	1.79	3.00	4.40
Time	The period of time required in order to implement an idea.	3.07	3.67	4.20
Technology	The technology infrastructure required to implement an idea.	1.57	2.17	4.25
Market research	The amount of market research necessary to assess the viability of a new product or service idea.	2.86	3.83	4.55
<b>Output dimensions</b>	<b>Explanation</b>	<b>Gift idea</b>	<b>Food idea</b>	<b>Truck idea</b>
Customer satisfaction	The degree of satisfaction provided by the goods or services of a company as measured by (i) customer in-store, (ii) pre- and (iii) post-service experience, (iv) quality, (v) quantity of services and goods, as well as (vi) the store experience.	4.00	4.67	3.56
Profit	The positive impact of an idea on the financial position of a company, as reflected in its financial statements.	3.75	4.00	2.78
Brand image	The impressions and connotations a brand creates on its consumers, including real and imaginary qualities, benefits. Also, the extent to which a company builds a community feeling and creates a culture of warmth and belonging	4.00	4.17	2.67
Customer loyalty	The consistency by which existing customers continue to buy from a specific organization.	4.00	4.17	3.22
Sustainability	The ability to maintain or support an activity or process over the long-term. Continued development and growth, without significant deterioration of the environment and depletion of natural resources on which human well-being depends.	3.25	2.83	2.22
<b>Idea efficiency</b>		1.00	0.75	0.40