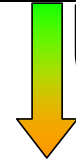


# QUADRANT's SIMPLE WAYS TO FILTER THE PRIORITIES FOR DEVELOPMENT OF THE BEST POSSIBLE NEW PROPOSITIONS

Customer Proposition (CP) Name PrePaid Card for Integrated Travel..... Scorer .....

1. <u>Essential</u> Criteria for a New Service Proposition		Yes/No
The service's customer proposition must deliver against the following statements:		
A	<b>Simplifies</b> the customer experience ?	Yes
B	<b>A customer need not already offered</b> by better placed providers	Yes
C	<b>Reduces cost and risk of cash</b> across our network	No
D	<b>Improves revenue protection</b>	No

Yes  
No



**Filter Out if any 'N'**  
or agree to rework

	Zone	2. <u>Desirable</u> Criteria for Our Products/Services	weighting ( set )	Input your scoring (0-4)	Derived Total
		Propositions which deliver on the above <u>Essential</u> Criteria will gain support if they deliver well on the following <u>Desirable</u> Criteria:			
political	1	<b>Aligns with policy</b> for regional integrated transport	4	4	<b>16</b>
economic	2	<b>Net present value positive</b> compared to cash/ticket method	4	4	<b>16</b>
social	3	<b>Anticipates major social trend</b> for seamless payments and travel	2	4	<b>8</b>
technical	4	<b>Proven technology</b> simply applied in new context	3	4	<b>12</b>
legal	5	<b>Data protection risks</b> fully mitigated	1	4	<b>4</b>
environmental	6	<b>Service has positive carbon footprint</b> compared to replaced options	1	4	<b>4</b>
customer	7	<b>Customer insight</b> has been at the heart of service design	1	4	<b>4</b>
competitor	8	<b>Fair competition can be established</b> without unfair market distortion	3	4	<b>12</b>
company	9	<b>Fits within agreed scope</b> and competency of organisation	2	4	<b>8</b>
stakeholder	10	<b>Gains stakeholder endorsement</b>	4	4	<b>16</b>
		<b>Grand Total</b> (towards a maximum of 100 )			<b>100</b>

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3. <u>Scoring Mechanics</u> for your 0-4 input above	
Each proposition must meet <b>all</b> the Essential Criteria in order to progress. Once beyond this, each proposition will be scored a scale which measures how well each Desirable Criteria is met, as follows	
0	<b>Contradicts</b> the criteria statement
1	<b>Does not meet</b> the criteria statement
2	<b>Partially</b> meets the criteria statement
3	<b>Mostly</b> meets the criteria statement
4	<b>Fully</b> meets the criteria statement

The ideal proposition will achieve top scores in all desirable criteria. To fully assess each proposition, the score is multiplied by weighting factor. The weighting factors, 0-4, should be a consensus with the stakeholders. The total of this calculation will help determine a ranking for the proposition, which will attract more effort and resources the closer they are to 100, or whatever hurdle rate is agreed at the outset. Product developers can see how an objective panel would score an idea, and either re-work it to perform better, or look for better ideas.