

Example of Concept Screening

Four different pencil boxes:



From *Product Design and Development* by Karl Ulrich and Steven Eppinger (McGraw-Hill/Irwin)

Concept Screening

	Concepts			
<i>Selection Criteria</i>	Zip Pouch	Screw Cap	Clam Shell	Slider
Bulkiness	+	-	-	0
Ease of Opening	0	-	-	0
Ease of Manufacture	-	+	-	0
Access/Organization	-	-	0	0
Tip Protection	-	-	0	0
Aesthetics	+	-	-	0
Reliability	0	+	-	0
Sum +'s	2	2	0	0
Sum -'s	3	5	5	0
Sum 0's	2	0	2	7
Net Score	-1	-3	-5	0
Rank	2	3	4	1
Continue?	Yes	No	No	Yes

Now, Concept Screen for your own ideas! Load onto Google drive.