

# **Guide: Satisfaction and Importance**



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# What is an Opportunity Score?

## Introduction

A key part of understanding and developing a needs statement is verifying the need through sharing it with others and gaining their insights. EBNLab draws on “best practice” in the innovation space. At Stage 2 it uses an approach that developed from the outcome driven innovation and Jobs to be Done approach to gain insights from key stakeholders to help refine and prioritise needs.

## How the Satisfaction Importance Score Works

At its simplest the opportunity score at Stage 2 derives from asking people:

- The importance of the problem within the needs statement
- How satisfied they are with the present outcomes.

It draws on the idea that we can learn most from these people who are least satisfied with how we address their needs. With:

- A highly important problem where people are not satisfied within the present outcome represents a significant opportunity,
- A problem that is not important where people are highly satisfied does not represent an opportunity.

From these two questions the platform is able to derive an Opportunity Score for the needs statement and the graphic displayed opposite, which maps out the needs statement in on a scale from underserved needs with significant opportunities and overserved needs where opportunities may be more limited.

The Opportunity Score is a component of the EBNScore as the evidence you collect as part of surveying those key stakeholders and helps you prioritise needs and decide which ones to progress to Stage 3. The survey also allows key stakeholders to add comments and these comments and are an important part of refining the needs statement.

Remember, EBNLab is an iterative process, to get the most from your key stakeholders you may want to conduct further inquiries and add evidence as part of refining your needs statements before sending it out. In addition, the insights you get from those key stakeholders may prompt further research and refinement of the need.