

Guide: IDEO Model



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IDEO Model

Feasibility, Viability, Desirability

Design Thinking sits at the centre of a tension between the technical and organisational feasibility, the viability of creating value, and whether it meets human needs.

The designer Tim Brown from IDEO and Roger Martin, a business academic, seminal article in the [Harvard Business Review](#) is shaped partly by the success of design-led companies within the technology sector. However, it pulled together a growing interest in design practice and signalled a shift from design as operations to design as a strategic function.

IDEO suggests the design process is shaped by tensions between three elements. We use them in assessing Strategic Alignment in Stage 3:

- Desirability is the degree to which developing a solution addresses a need.
- Viability is the degree to which something is economically viable. At EBNLab, we suggest expanding this to account for the viability of value creation in its broadest sense.
- Feasibility is the degree to which it is technically feasible. At EBNLab, we suggest this also includes operational feasibility.

These three criteria, at the EBNLab additions that emerge from our experience in practice and commitment to sustainable innovation practice, frame the discussion on strategic alignment. The team at EBNWorks will help you use this model to shape discussions.

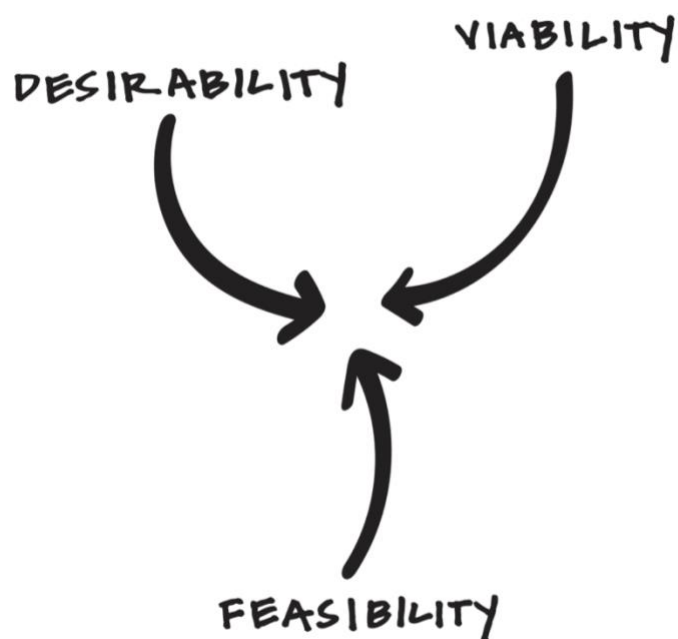


Figure 1:

Desirability, Viability, Feasibility, IDEO, <https://designthinking.ideo.com/> Public Domain