

# Desirability, feasibility, viability

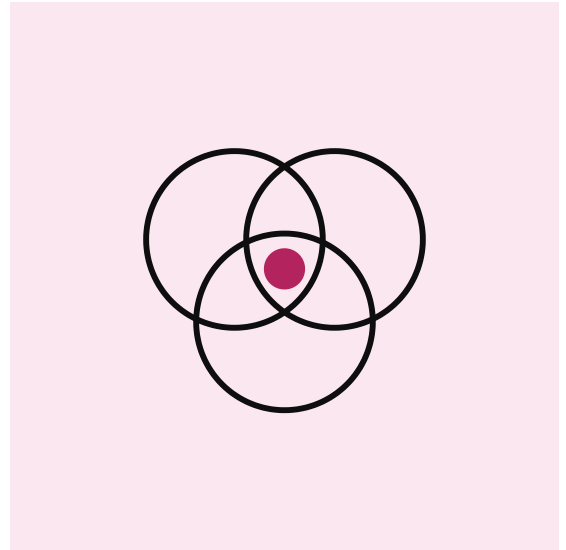
Three criteria an idea must balance: it meets what people need and want, it can be built with the available means, and the organization can sustain it.

In Spanish

*Deseable, factible y viable*

Origin

IDEO practice; popularized by Brown (2008, 2009)



## What problem it addresses

It keeps you from moving ahead with ideas that people like but that can't be built, or that can be built but nobody wants.

## Components

### Desirable

For the people it serves.

### Feasible

With the available technology and means.

### Viable

For the organization that sustains it.

## How it works

1



**Assess** each idea against the three criteria.

2



**Spot** which of the three raises the most doubts.

3



**Test** that doubt first, with a prototype or with data.

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## Applications in design

### ✓ Use it like this

Run each idea through the three criteria when choosing between ideas or deciding what to test first.

### ✗ Avoid

Using it as a quick vote, without data.

### 👁 Don't fall for it

A highly desirable idea with doubts about viability isn't discarded: you test what is missing.

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## Connections

Used in

■ Design thinking

■ Prototyping

■ Six Thinking Hats

Related to

■ User experience honeycomb

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## Authors and works

|      |           |                                                                                                                                             |
|------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 2008 | Tim Brown | Described design thinking as matching people's needs with what is technologically feasible and what a viable business strategy can sustain. |
| 2009 | Tim Brown | Presented the three criteria as overlapping constraints that a good idea must balance.                                                      |

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## Sources

### Original sources

- Brown, T. (2008). Design thinking. Harvard Business Review, 86(6), 84–92. [View source \(https://hbr.org/2008/06/design-thinking\)](https://hbr.org/2008/06/design-thinking)
- Brown, T. (2009). Change by design: How design thinking transforms organizations and inspires innovation. HarperBusiness.

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