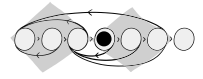


Project:
Team:
Version & Date:

2x2-MATRIX



Lewrick / Link / Leifer
The Design Thinking Toolbox
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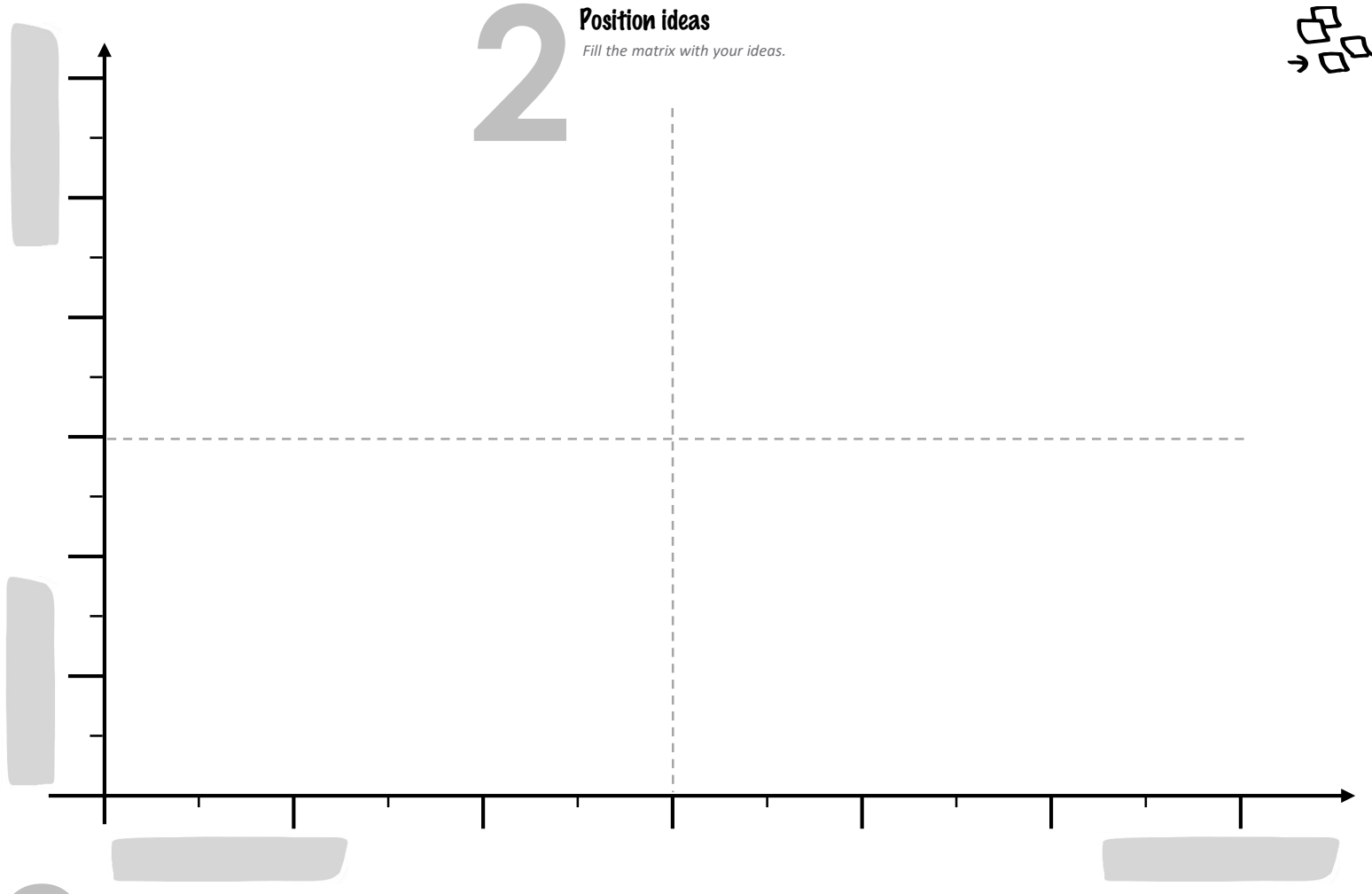
Quick guide: The 2x2 matrix can be used for the evaluation, clustering and sorting of ideas. First select a suitable axis label that fits into the context of the project. Typical axis labels are, for example, *high* and *low*, or opposite attributes.

More tips & tricks for this template on book page: 155

1 Define axes
Think about and sketch different possibilities how the axes could be labelled meaningfully.



2 Position ideas
Fill the matrix with your ideas.



3 Findings
Record the findings