

DELIGHT EXCELLENCE

		Yes/No
User Impact	Does the solution effectively help users achieve their goals?	<input type="checkbox"/> <input type="checkbox"/>
Business Impact	Does the solution effectively help to achieve business goals?	<input type="checkbox"/> <input type="checkbox"/>
Data and Insights	Did you use customer insights or data to validate emotional needs?	<input type="checkbox"/> <input type="checkbox"/>
Familiarity	Does the solution balance being familiar and being innovative well enough to capture interest?	<input type="checkbox"/> <input type="checkbox"/>
Feasibility	Can the solution be developed within a reasonable time frame and with the available skills and technologies?	<input type="checkbox"/> <input type="checkbox"/>
Inclusiveness	Could the product potentially be harmful in some cases?	<input type="checkbox"/> <input type="checkbox"/>
Distraction	Does the solution enhance the primary experience without distraction?	<input type="checkbox"/> <input type="checkbox"/>
Continuity	Is there a plan to maintain this delightful solution continuously?	<input type="checkbox"/> <input type="checkbox"/>
Measurability	Are there metrics to track the desired delight?	<input type="checkbox"/> <input type="checkbox"/>