



### Innovation & Creativity Rubric

**Innovation & Creativity:** Students gain an understanding of how to deliberately apply information, imagination, creative thinking, and initiative to generate new ideas for the purpose of addressing needs. This process helps students become accustomed to the discomfort of questioning the status quo and the excitement of idea generation and exploration at the leading edge of thought.

	Accomplished 4	Competent 3	Developing 2	Beginning 1
Defining a Problem/Need	Exhibits a deep and broad understanding of multiple dimensions of a problem that needs to be solved (including social, behavioral, economic, environmental factors); potential solution is deeply connected and responsive to multiple dimensions of the identified need.	Exhibits a clear and deepening understanding of a market or societal need and has a sense of how a solution might meet that need; there may be one or more identified pain-points that the proposed solution does not fully address.	Exhibits a developing understanding of the problem, but may not yet be able to clearly tie a proposed solution to causes of the market or societal need.	Exhibits limited or surface level understanding of the problem to be solved.
Defining the Client/Customer	Has conducted excellent customer/client discovery, including perspectives of multiple stakeholders, effectively incorporating learning from these stakeholders into the solution and making significant adjustments along the way	Has conducted some discovery to develop a client/customer archetype and has made some minor adjustments to the solution based on what was learned from this discovery.	Has conducted minimal or minimally effective discovery; definition of the customer may be based on some unvalidated assumptions or limited engagement with the potential populations to be served by the innovation.	Client/customer definition based on assumptions rather than direct observation or contact with those the innovation would potentially serve.
Identifying an Innovative Solution	Product/project is clearly defined and responsive to archetypal customer's defined need; solution is fundamentally distinctive from existing approaches and demonstrates proven ability to impact the problem in a new way (ie it could be viably implemented and sustained in the real world); idea generates enthusiasm from potential clients, investors, and other stakeholders.	Product/project is clearly defined and responsive to archetypal customer's defined need; solution is an improvement upon existing approaches and demonstrates potential to have real impact on the problem. There may be still be some details to work out in terms of developing a prototype or market test for the solution, but overall potential customers/clients respond favorably to the idea.	Product/project is an interesting idea, but not fundamentally distinctive from existing approaches; if the idea is distinctive, there may be some significant gaps related to realistic implementation of the idea, such as an untenable risk for expected return on investment, or significant questions about the viability and sustainability of the product or project design and operations. Customers or potential investors are not yet ready to engage with the idea enthusiastically.	The proposed solution is not new or different from a solution already available; the proposed solution does not respond directly to the client or customer need or is out of sync with the customer profile; the proposed solution seems farfetched and unlikely to realistically be implemented to address the problem.

\*Drawn in part from University of Michigan Innovation in Action competition rubric <http://sph.umich.edu/iia/competition/criteria.html>