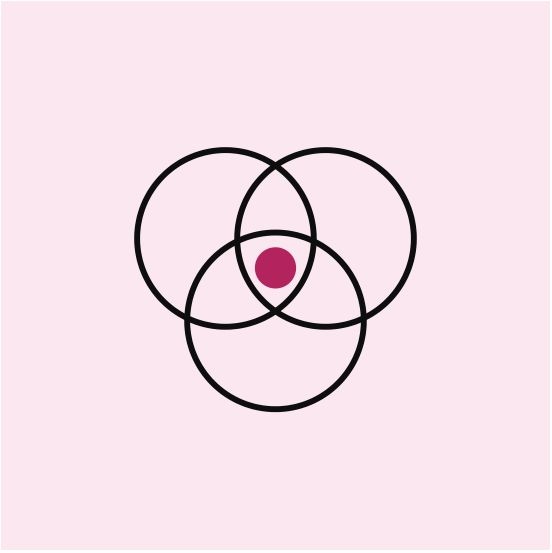
Model

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.

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.

Connections

Used in

- Design thinking
- Prototyping
- Six Thinking Hats

Related to

- Design for manufacture and assembly
- User experience honeycomb

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.

Sources

Original sources

- Brown, T. (2008). Design thinking. Harvard Business Review, 86(6), 84–92. View source (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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