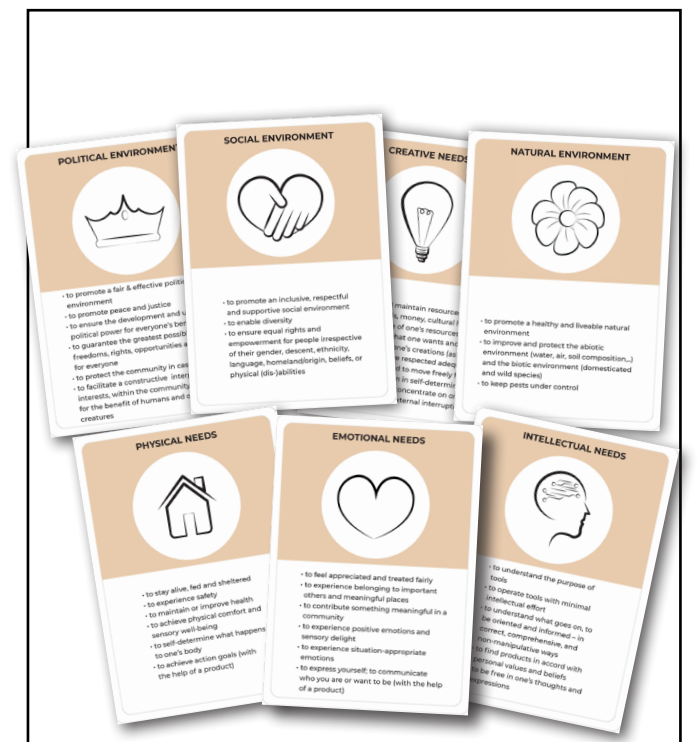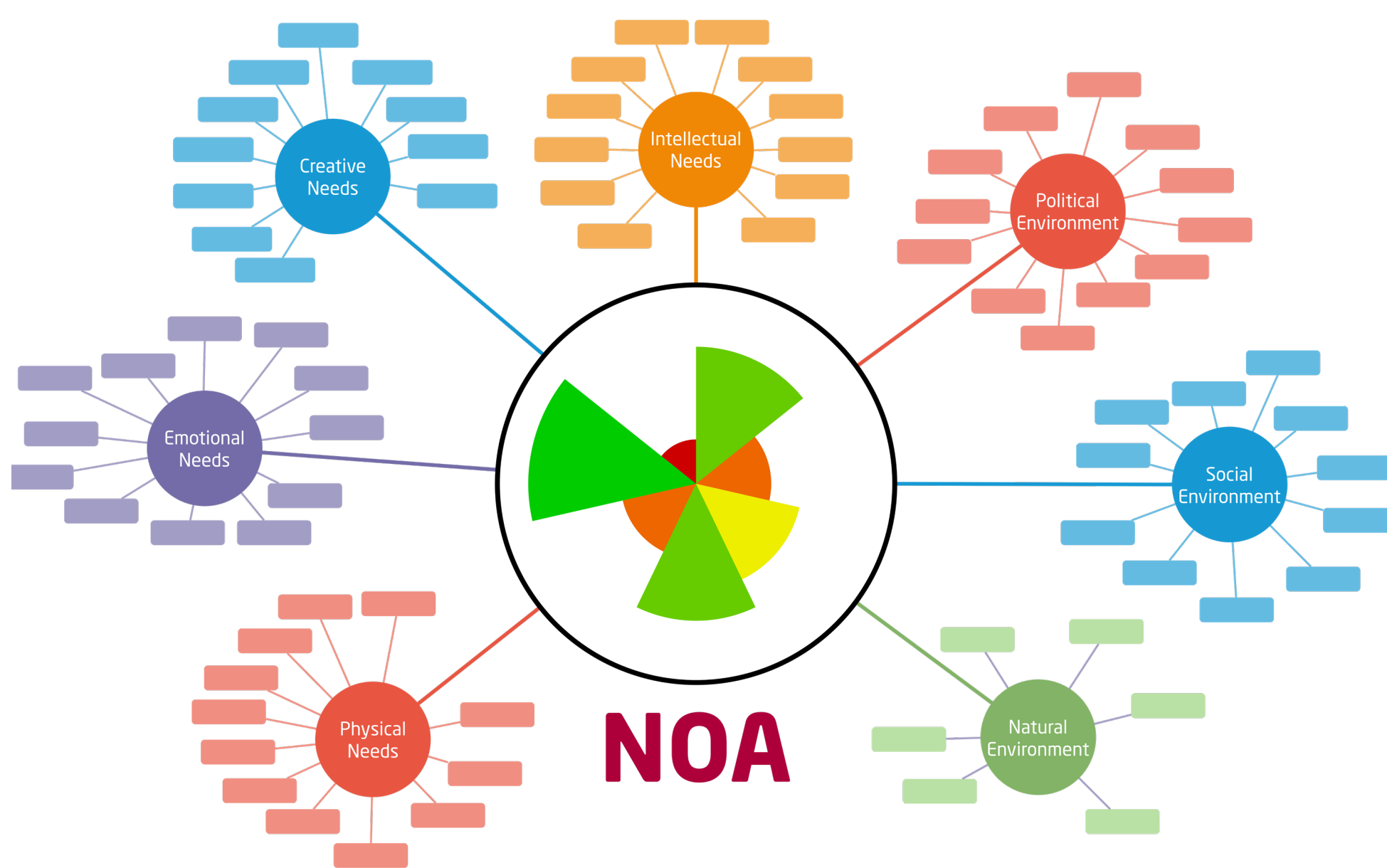# Needs-based Outcome Assessment (NOA)

There is more to your idea.

WHY conduct this project?

The process of understanding what makes an innovation worthwhile is as important as the innovation itself. What kinds of benefits could the innovation have? Do we need to anticipate risks? NOA is a framework that helps you reason about your ideas - and their potential impacts - from a needs-perspective. It aims to identify risks as well as opportunities early in the idea-outcome journey.

Creative Needs · Intellectual Needs · Political Environment · Emotional Needs · Social Environment · Physical Needs · Natural Environment

NOA

WHAT are the outcomes you can use?

NOA is a generalizeable framework.

But it is also a card set!

Based on seven cards for different need domains, you can reflect on the benefits and potential risks of your solution, in a systematic way.
You can use the NOA card set by yourself, as a discussion starter in your team, or as part of a NOA workshop. At the end of the process, it will also help summarise your findings visually.

WHOM to contact?

To learn more about NOA, its theoretical background, or respective workshops contact us any time:

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