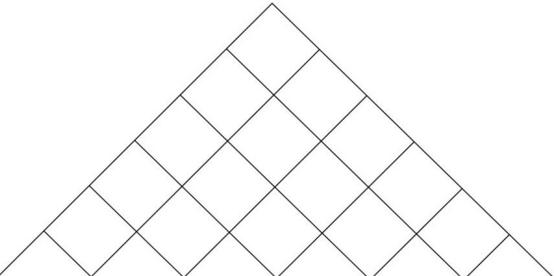# Rainmaker Resource Assessment House
(Based on the "Kano House Of Quality")

Instructions

1: In the rows in "Room" on the left side of the house, list the features you have identified as being applicable to your target market. Indicate the result of your evaluation in the column between the room and the "House."

2: In the columns under the "Roof" of the House, list the capabilities you currently have which can be used to provide the features of this proposed solution.

3: In the Isosceles Grid at the top, which composes the "Roof" of the Quality House, indicate which capabilities can be combined in a single process.

4: In the first column to the right of the "roof," indicate an approximate cost to provide a solution for each need.

5: In the "room" to the right, describe additional capabilities you will require in order to provide the proposed features.

Design Requirements

Assessment Evaluation Result From Needs

$ Cost Of Solution

Features

Additional Capabilities Required For Features

Technical difficulty to implement this capability

Estimated cost of implementing this capability

Rainmaker Resource Value Assessment

(Value Matrix - Martinez, 2001)

Resource Categories are: (a) Financial, (b) Physical, (c) Human, (d) Technological, (e) Reputation, and (f) Organizational

Definitions		
Type of Resource	**Hard Value Parameters**	**Soft Value Parameters**
Human Resources	If your proposed feature requires production capabilities, your human resources require a technical competence to underpin the design, the operations, and the technical improvements your new feature requires.	If your feature is marketing oriented, you will need creative talent the marketing, sales and management.
Research and Development	This type of feature is one that requires high levels of investigation, research and development, continuous generation of technical innovations and new services,	If your feature is marketing oriented, you will need to research and develop competencies in understanding your new target market and translation of concepts and images from pre-existing markets.
Core Competencies	This type of feature requires that you focus your resources and competencies in one direction. You become a "specialist in one area or even one thing."	Soft value marketing your core competence requires a wide mix of talents and capabilities, sort of a "Jack Of All Trades" type of firm.
Technology	Technological features require an ability to actually create new technologies in your services, and processes.	If your technological capacity does not include the creation of new technology, then you only use new technology.
Knowledge Generation	New solutions require the ability to develop new technical expertise with high quality and high applicability.	Soft skills in knowledge generation include the ability to manage people, their knowledge, and includes the knowledge or information you gain from your market.

Strategic?

Capability	Resource Description	Y	N	Resource Category	Hard or Soft Value?	Potential Usage In What New Feature or Process?