

IdeaScale

where ideas come to life

Community Powered Portals for Product Feedback

- > Ideas – Users post ideas
- > Collaboration & Votes – Others comment, expand and vote on ideas
- > Innovation – Act on the the community's ideas

What is IdeaScale?

IdeaScale enables companies to build living/breathing Digg style communities. IdeaScale is based on the simple model of crowdsourcing. It begins with an idea posted to your IdeaScale community by a user. Each idea can be expanded through comments by the community. The ultimate measure of an idea is determined by a voting system. Any idea can be voted to the top or buried back down to the bottom. It combines the “wisdom of the crowds” concept with Web 2.0 models like Digg.

How IdeaScale Works:

- > Users visit a company branded IdeaScale portal
- > They post ideas, suggestions and comments
- > They may also expand upon other ideas
- > They vote other ideas up and down
- > Highly rated and expanded ideas automatically “bubble” to the top

Why IdeaScale Works:

- > Transparent and Collaborative Feedback
- > Integrated Participation
- > Unsolicited Feedback Model
- > Automatic Categorization and Quantification of Open-Ended Text



We've piloted IdeaScale with a few key clients and so far the response has been very very positive. Here is what some have to say:

The crowdsourced feedback model provides a community setting for customers to share their ideas and expand on the ideas of other customers. The IdeaScale incentive and voting process is extremely important in harnessing this flow of customer ideas and making it an integral component of product innovation strategies.

**Romi Mahajan, Group Marketing Manager
Microsoft Corporation**

We are always on the lookout for innovative research methodologies that provide new insights into the way we deliver our services and believe that IdeaScale has the potential to help us engage and listen to our customers in ways we've never been able to do in the past – and thereby gain significant competitive advantage.

**Tim O'Conner, Senior Vice President
of Marketing, Unisource**

Why IdeaScale Works:

Transparent and Collaborative Feedback

Too often users are dissuaded from giving feedback either because they believe that giving feedback will not affect change or feedback is solicited at an inopportune time. The IdeaScale portal allows users to provide feedback in a collaborative model where they can see the kind of feedback other users are providing. They can then improve upon the suggestion using comments and ultimately quantify the feedback by voting the ideas up or down.

Integrated Participation

By integrating points (points for posting ideas, points for voting and points for commenting on other ideas) with the transparent feedback model, a sense of ownership and kinship can be achieved with the participants that is simply not available using other feedback models like surveys.

Unsolicited Feedback Model

Surveys typically are a very intrusive feedback model. Users generally get invited to take surveys via email or a website link. While the website link is not as intrusive as the email invitation, the question of timing is paramount.

Automatic Categorization and Quantification of Open-Ended Text

One of the biggest challenges of surveys is that when soliciting unintended feedback on concepts, they are generally bucketed into open-ended comments. There is a fair amount of "data" in these open-ended comments and it is nearly impossible for researchers and administrators to gather actionable results. The IdeaScale model turns the table and uses the crowdsourcing strategy to allow other users to quantify ideas.

FAQs

I am a QuestionPro/ContactPro/MicroPoll user. How can I access IdeaScale? You can access IdeaScale from any of our tools by clicking on the IdeaScale link on the Top Left Corner.

What about anonymous postings? What about security? What if I don't want everyone to see the ideas? We will be offering various levels of security (From all open/all access to all closed moderated access) – If you get access to the tool, you'll see the different security levels.

What about getting users to participate repeatedly? There are a couple of ways – One of which is the "Track This Idea" feature. Users can specifically "subscribe" to an idea and track the discussion for that idea. RSS feeds for the IdeaScale is also available.

Users who post ideas, automatically get notifications of changes to status as well as comments etc.

Finally there are "leaderboards" of the top posters, commenters etc.

What about Single Signon (SSO) options? SAML? See here: <http://questionpro.ideascale.com/akira/dtd/88-393>

What type of pricing are you considering for this service? Pricing will likely similar to what we do with QuestionPro:

- > A free license for Personal/Blogger use
- > An Corporate/Enterprise license that has features that most likely companies would need (Single Signon, SSL, Attachment Support etc.)

FOR MORE INFORMATION:

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