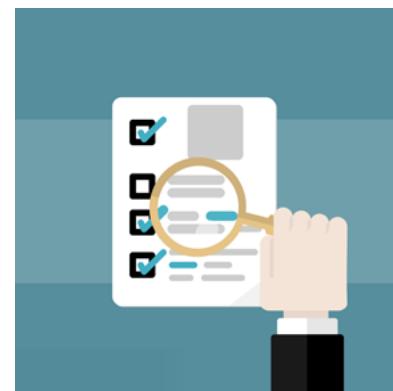


HYPE Evaluation Tools

A flexible toolbox of the best evaluation methods for idea management



Why is the assessment phase so crucial to idea management success?

- **Company resources are limited.** To focus investments on company targets, innovation managers need to be able to evaluate the potential of ideas.
- **Future decisions will be founded upon evaluation results.** Understanding ideas' strengths and weaknesses becomes the basis for subsequent experiments and iterations to optimize them.
- **The credibility of the program depends on it.** As an innovation manager you want your innovation program to be taken seriously, by employees as well as by management. A transparent and effective evaluation process helps.

Your challenge: there is no "one-type-fits-all" evaluation process. It depends on your goals.

Depending on the type of ideas you are looking for, the amount of people participating in a campaign, how your evaluation team is set up, and several other factors, you will have to adjust your evaluation process to reach the desired outcome. Effective evaluation can therefore imply combining different tools.

HYPE's evaluation tools come as a comprehensive toolbox to flexibly address the specific needs of each of your idea campaigns. The set comprises four tools you can use independently or combined to filter out the ideas you are looking for:

Community Graduation

- Use the wisdom of the crowd
- Easily handle high volumes of ideas
- Increase employee engagement

Triage

- Weed out ideas that don't match your requirements
- Reduce the workload for the more detailed review

Pairwise Evaluation

- Score ideas relative to each other
- Make decisions faster and easier

Scorecard

- Use criteria specific to the needs of the organization
- Compare ideas against each other based upon key decision factors

HYPE Evaluation Tools



Community Graduation

Useful when:

- ✓ The crowd has a personal connection with the adoption of an idea
- ✓ You need to check and balance the opinion of experts
- ✓ You have too many ideas to process in detail

HYPE's Community Graduation is a crowdsourcing tool, enabling you to configure criteria for idea filtering based on participant behavior.

For each campaign, the campaign manager can define a set of criteria, which, when met, move the idea automatically into the "HOT!" status. These criteria are

- Number of views
- Number of commenters
- Number of positive votes

This is especially helpful when you have more ideas than your review team can handle individually. Additionally, it motivates your crowd. Since your participants know they need a certain amount of community activity on their ideas, they start to promote ideas among their peers, which increases collaboration throughout the campaign in general.

NOTE: Crowdsourcing is sometimes mystified as the ultimate solution for idea evaluation. It is not. There are situations in which crowdsourcing tools are clearly useful. However, it proves rather ineffective in other scenarios, e.g., when detailed technological considerations are required.

The screenshot shows the HYPE platform interface. On the left, there's a sidebar with user information (Website: Jessica Sanders, Profile, Log Out, Help/Support). The main area displays a campaign titled "BLUE OCEAN STRATEGY: BUILD CARS FOR ADOLESCENTS". This campaign is described as "Campaign: Game changers - disruptive ideas for the car industry" and "Strategic Innovation Area: Emerging Markets". Below the campaign title, there are several circular icons representing different metrics. A prominent red box highlights a callout box titled "Activity Required for \"HOT!\"". Inside this box, three criteria are listed: "8 of 8 Visitors", "5 of 6 Commenters", and "1 of 10 Positive Voters". To the right of the main campaign area, there's a "Toolbox" section with various buttons like "This Idea is HOT!", "Edit Idea", "Assign Idea to Another Campaign", and "Deactivate". Further down, there are sections for "Community Discussion" and "Community Voting".



Triage

Useful when:

- ✓ Implementation criteria are simple and known early on
- ✓ Evaluation resources are limited
- ✓ The number of ideas is high

The screenshot shows the HYPE platform interface. On the left, there's a sidebar with user information (Website: Jessica Sanders, Profile, Log Out, Help/Support). The main area displays a list of ideas under the heading "Buckets". There are three existing buckets: "Awesome Barbecue Recipes" (7 ideas), "Fusion Kitchen" (21 ideas), and "Ancient Recipes" (14 ideas). Below these, there's a button to "Create new Bucket". To the right of the buckets, there's a large list of ideas with their titles, dates, and status indicators. The first few ideas are: "Refrigerated Treats Can Make For A Cool Event" (02.03.2016 - Community Discussion), "Stocking Your Restaurant Kitchen Finding Reliable Sellers" (02.03.2016 - Community Discussion), "Types Of Cookware Pots And Pans" (02.03.2016 - Community Discussion), "Fondue Non Alcoholic" (02.03.2016 - Hot), and "Choosing A Quality Cookware Set" (02.03.2016 - Community Discussion). Each idea entry includes a small thumbnail image and a status bar with colored dots.

The Triage is a simple yet effective way to weed out ideas you can clearly identify as not matching the desired criteria. This approach is not limited to separating "good" from "bad" ideas, however. The HYPE platform allows you to cluster ideas into buckets, simply by drag and drop. For certain idea campaigns this is a typical first step to pre-classify ideas and reduce the workload for the ensuing detailed evaluation.



Pairwise Evaluation

Useful when:

- ✓ You only have good ideas left
- ✓ You need a ranked list of the best content
- ✓ You have an evaluation team of 5 people or more

Pairwise Evaluation offers a ranking of ideas, based on an intuitive and direct comparison of two ideas at a time.

Idea	Potential Benefit	Expected Invest	Risk
Austin Finkley: See which cars are available for quick hire rental	Medium	Low	Medium
Audrey Adams: Monitor my car metrics via an app	High	Very Low	Very Low

User	Status	Progress
Andrew Lopez	Evaluated 5/9	Green bar
Cameron Parker	Evaluated 3/4	Yellow bar
Jessica Sanders	Evaluated 3/8	Yellow bar
Julian Lewis	Evaluated 0/9	Grey bar

It can sometimes be hard to say how feasible an idea is or how attractive it might be to potential customers if you look at the idea individually.

However, most people find it a lot easier to say which of two ideas is *better* regarding a specific criterion, like "time to implement".

This feature is particularly useful if you have already weeded out ideas that don't meet the requirements of the campaign. You can set up a pairwise review session, guided by HYPE's evaluation wizard. You can specify rating criteria, the number of required pair evaluations, and the evaluation team. The wizard also helps you track the evaluation's progress. If the review team procrastinates, you can send reminders to individual reviewers with a single click.

The results table offers a ranking and helps you identify the idea with the highest potential at a glance. Here you can also assign a weighting to each criterion which immediately affects the ranking. This helps to compare different prioritizations for the idea implementation.

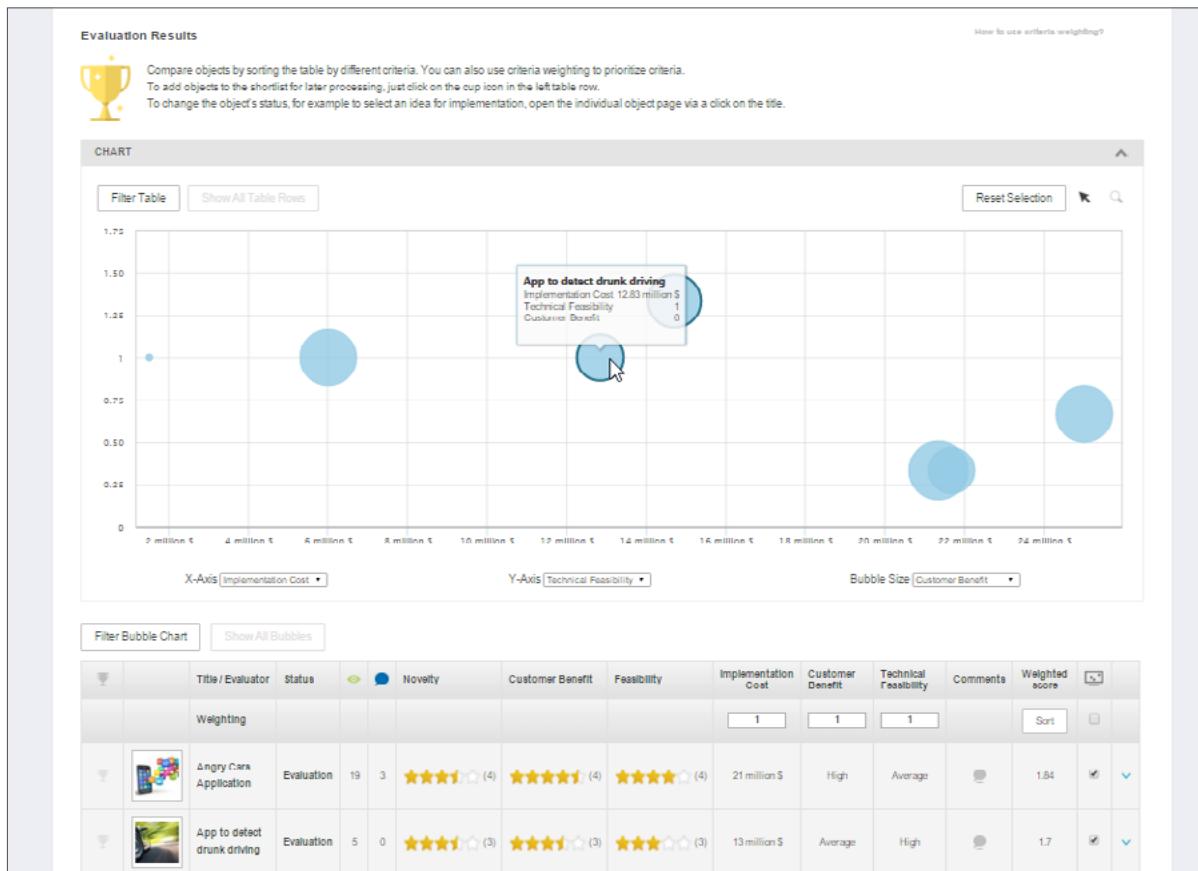
Evaluation Results									
	Title	Novelty	Customer Benefit	Feasibility	Weighting				
					Potential Benefit	Expected Invest	Risk	Total	
Weighting									
	See which cars are available for quick hire rental	19	1 ★★★★ 1 (2)	2 ★★★ 1 (2)	10	5 5 (2)	3 3 (2)	2 2 (2)	5 5 (2)
	Monitor my car metrics via an app	12	0 ★★★★★ 1 (1)	1 ★★★ 1 (1)	11	3 3 (2)	1 1 (2)	3 3 (2)	2 2 (2)
	RTD Case study on Mobile Apps Technologies	11	1 ★★★★ 1 (2)	1 ★★★ 1 (2)	14	1 1 (2)	7 7 (2)	5 5 (2)	1 1 (2)
	Angry Cars Application	10	3 ★★★★ 1 (4)	4 ★★★★★ 4 (4)	10	7 7 (2)	6 6 (2)	7 7 (2)	7 7 (2)



Scorecard

Useful when:

- ✓ Ideas need careful consideration
- ✓ Comments add a significant amount to the content
- ✓ Expert knowledge needs to be added



HYPE's Evaluation Wizard also allows for Scorecard reviews, which are ideal for detailed, technical evaluations. You can select individual evaluation criteria per evaluation session and assign a review team. You can save evaluation sessions so you can use them as templates for future sessions. The interactive bubble chart and results table help you to compare individual ideas regarding individual criteria and to identify the best ideas for implementation.

Would you like to know how to best combine different evaluation tools? Speak with one of our collaboration experts today!



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