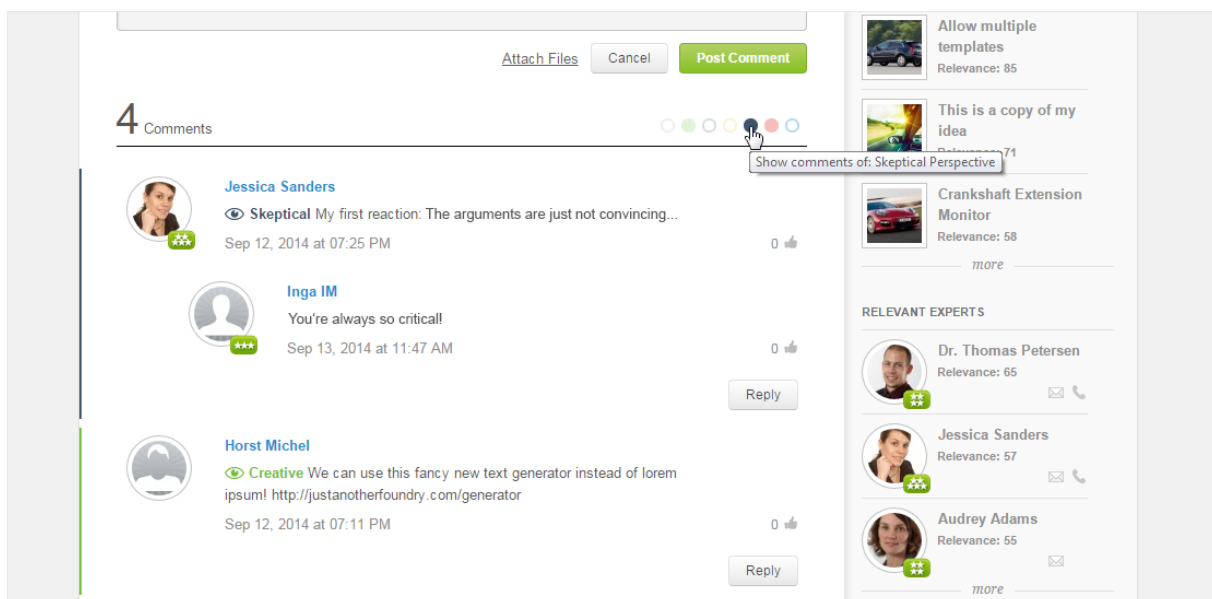


HYPE Creativity Functions

All you need to turn your crowd into a sparkling source of ideas.

Multi-Perspective Thinking

Multi-Perspective Thinking helps to structure thinking processes in a detailed and cohesive way. Supporting well-known creativity methods like **Edward de Bono's Six Thinking Hats®**, the feature helps to avoid chaotic and inefficient discussions.



Comments with a specific perspective in a discussion

Commenting is a vital part of the ideation process – a good discussion can enrich an idea, bringing it closer to a finalized state, ready for implementation. An efficient way to do this is to align thinking by asking for specific perspectives: seek out, e.g., the skeptical point of view: *What might be wrong with the idea?* Then seek out the creative: *How can this idea be made to work?*

Using different perspectives helps to overcome egos and individual assessments. You can control the flow of discussion, and build out the idea more quickly and with more precise results.

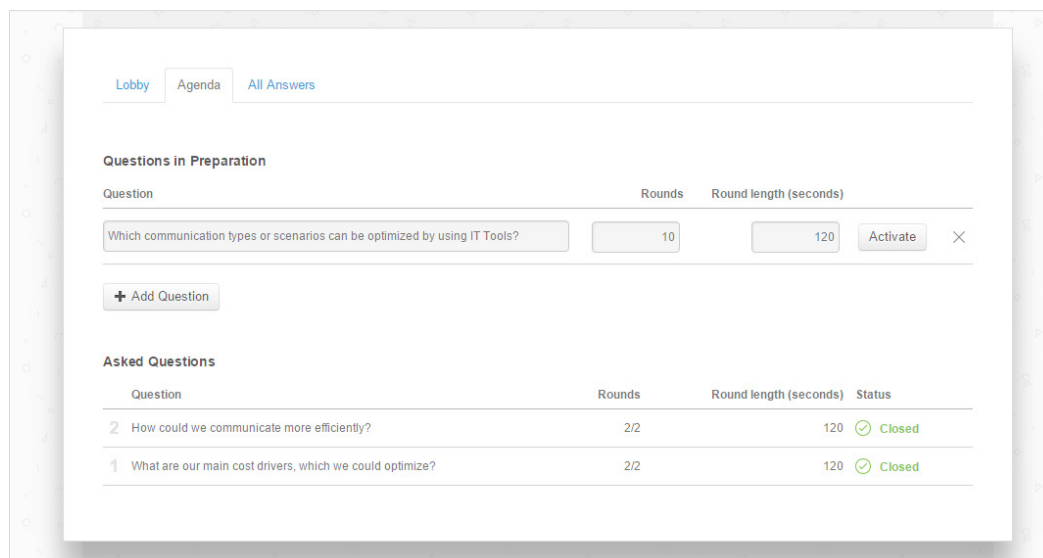
Key features

- **Proven methodology:** methods like The Six Thinking Hats® have been adopted by a range of organizations today.
- **Request specific perspectives:** you can request perspectives from participants to make sure all aspects of an idea are considered.
- **Filter comments:** Easily filter the commenting thread to only show a particular perspective.
- **Optional perspectives:** if set to be optional, commenters can choose whether to take a perspective or post a regular comment.
- **Define your own methodology:** experiment with your own methods by changing the number and guidelines of the perspectives, to produce different results.

Brainwriting

Following the **brainwriting creativity method**, HYPE's online workshops are designed to generate a huge amount of ideas in a short time.

Idea campaign based ideation focuses submissions around specific topics, aligned with strategic innovation areas. However, sometimes you may want to spur creativity and generate ideas faster, and of high quality at the same time. Also, in some innovation cultures, CINO's regularly rely on workshops to create new ideas, using the inspirational effect of group-based ideation. With a dispersed workforce, however, this may prove to be difficult. In these cases, brainwriting workshops can offer new opportunities.



During a time-limited ideation round, the participants submit answers to questions presented by a moderator. In a second round, everyone receives one of the answers submitted by the others during the first round. This creates a high momentum of inspiration and participants can develop other's answers further or submit new answers during each round.

Key features

- **Independent of location:** brainwriting workshops are ideal for a dispersed workforce.
- **Easy access:** invitations to workshops are shown on the "Your Page".
- **Predefinable settings:** a set of questions for the participants can be prepared by the moderator, including the number of ideation rounds and time per round.
- **Cluster similar answers:** similar answers or answers that build on each other can be merged by the moderator afterwards.
- **Export answers:** workshop answers can be exported to Excel, or as ideas in draft status, which can be linked to an idea campaign.

About HYPE Innovation

www.hypeinnovation.com

HYPE Innovation is a global leader in full-lifecycle innovation management software. HYPE's powerful platform allows organizations to engage thousands of people in idea generation

and collaborative problem solving. Our client community includes global companies such as Petronas, Bombardier, Nokia, Daimler, Airbus, Mattel, and Deutsche Post DHL.

US Headquarters: HYPE Innovation, Inc. | 485 Massachusetts Avenue | Cambridge, MA 02139-4018 | USA | Tel.: 1-855-GET-HYPE

European Headquarters: HYPE Softwaretechnik GmbH | Trierer Straße 70-72 | 53115 Bonn | Germany | Tel. +49-228-2276-0