Date: Saturday, 01-24-2009

Session Title: Innovation 2.0 **-** Using Web 2.0 Tools to Connect the Wisdom of Crowds to Product Requirements

Presenter: Dave Angelow

What should I take away from the session? (Summary):

Notes (key points, book suggestions, website suggestions, etc)

Core Innovation Process
getting ideas into the funnel the hardest part of the process

Innovation is Strategic PM function

Key innovations enablers
moving from small pockets to wider groups for idea generation through crowd sourcing

Idea Generation
Widening the source of ideas internally through the organization as well from the external marketplace.

Continue contributions through awards, bounties, and other methods of engagement.

Evaluation & screening
Not all ideas are equal. Reference: Yelp model of trusted feedback.
weighted voting, rewards for valued ideas

Most ideas will be around improves to existing products / features.

Prioritization

Manually will not scale. Need to filter and categorize ideas into logical groups (sales, support, R&D, etc). Find

tools (beyond excel) to assist in discovering ideas out of the mass of feedback.

Tools & outsourcing are not a replace for primary research....

Traceable of ideas to implementation allows you to create a better feedback loop with your client base and understand impact (up or down) of prioritization.

Use feedback rate and content direction to understand end of life decisions...

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Doesn't have to be expense or time consuming to start up an "Idea Storm".

Q. How do you manage the trade-offs between open community and "customer councils"?
A. Not mutually exclusive, use both. The open community could be a check against a close market that has forgot what it means to be a prospect.

Q. How many are using these type of tools?
A. Less than 2% of the room.

These tools are best used at the very front end of the product lifecycle...

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2 recommended websites / tools for idea storm / generation:
getsatisfaction.com
uservoice.com

Traceably can help provide further context to make trade-offs. (when to slip dates v. when to drop feature).