

Inadequate amount of Idea content

AwesomeTech organizes the next innovation contest. Before launching the contest, **Bob** calls in his team of experts for a meeting to explain them their role during the contest. His first orientation to the team is to *“take the comments on the ideas into consideration”, because “at first sometimes ideas are not sufficiently elaborated, but with the comments, value is added and the ideas improve”*. He also mentions that *“when ideators notice that the experts are active in the platform and check submissions, they will want to submit more”*. Another advice **Bob** gives to the team is to check if there is an image included in the idea. In addition, the experts should also skim through the idea description to see if the idea *“has anything to do with the contest”*. In the following week, the contest is launched. The experts try their best to look into the idea descriptions, check if there are relevant images and provide feedback on the platform to motivate participants. However, as the number of ideas grows, the task becomes increasingly challenging. After the submission period is over, **Bob** calls in the team of experts to guide them through the next steps. As they have about 200 submissions, **Bob**’s first advice is to get rid of submissions with *“irrelevant or inappropriate images”*, so that they can quickly narrow down the number of ideas. **Bob** reminds them that *“there are some sloppy submissions”* since *“some people pay attention to the instructions and try to understand what they’re asked for, while others are not interested”*. All experts agree that the submissions that are *“hard to understand because of broken English or bad formulation”* should be eliminated, since *“the effort to understand and assess the idea is high”*. After going through the elimination phase, the experts narrow down the number of submissions to 100. The next phase is to score the ideas according to a multi-criteria rating scale elaborated by the team. **Lisa**, one of the experts, mentions that some ideas are *“basically the same thing”*, and she wonders whether *“they can bring the similar submissions together”*. **John**, another expert, encounters the opposite situation, in which a submission *“has different concepts in it”*, and proposed to *“split these ideas”*. **Mike** also mentions that he found some ideas, which do not have the same content, but *“complement one another”* and he wonders if these ideas should *“be merged”*. After listening to their considerations, **Bob** and his team come to a consensus that they should *“restructure the ideas in order to better assess them”*. Nevertheless, **Bob** is a little frustrated with the process, because in his opinion the experts spend far too much time on tasks such as eliminating irrelevant ideas or checking for similarity. He wonders if in the future they can find a way to automate these tasks.