

# Idea Management System Website

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**Abstract-** Novel ideas are the key ingredients for innovation processes, and Idea Management System (IMS) plays a prominent role in managing captured ideas from external stakeholders and internal actors within an Open Innovation process. By considering a specific case study, Lecce-Italy, we have designed and implemented a collaborative environment, which provides an ideal platform for government, citizens, etc. to share ideas and co-create the value of innovative public services in Lecce. In this study the application of IMS with six main steps, including: idea generation, idea improvement, idea selection, refinement, idea implementation, and monitoring, shows that this, remarkably, helps service providers to exploit the intellectual capital and initiatives of the regional stakeholders and citizens and assist service providers to stay in line with the needs of society. Moreover, we have developed two support tools to foster collaboration and transparency: sentiment analysis tool and gasification application.

**Keywords—***component; formatting; style; styling; insert*

## I –INTRODUCTION

Idea management and application of information technologies in organizations has become increasingly

more relevant over the last few decades. Web-based idea management systems (IMS) fall in line with the current developments (e.g. growing importance of ICT, the spread of open innovation and co-innovation, etc.) in all previously mentioned considerations, IMS is a manageable systematic tool to generate and evaluate ideas. The use of web-based IMS has become a part of the organizational culture in various enterprises and Web-based IMS are used by many well-known organizations such as Boeing, P&G, Volkswagen, Xerox, Pentax, Heineken, Panasonic, Sony, Fujitsu, Electrolux, Volvo, etc. The authors expect that throughout the following years the role of web-based IMS will grow as even more organizations will start to apply them. Many good examples show positive effects on organizations performance that use web-based IMS. For example, BT Group is using its IMS Web storm which helped the company acquiring 10 000 new ideas in the seven years between 2005 and 2012. Realization of these ideas has helped the company to increase its revenue by 100 million pounds and improve customer loyalty (Bright Idea, 2010).

## II –OBJECTIVES

The proposed idea life-cycle is characterized by the followingsix steps

- Idea Generation
- Idea Improvement
- Idea Selection
- Refinement
- Implementation
- Execution and Monitoring

Each step is carried out in collaboration with citizens or between citizens and public administration; it is characterized by tools that allow the responsible of each step to perform the functions in a collaborative way. IMS, starting from designed process in BPM, gives users the opportunity to create a social network where they can share, vote, and promote ideas. This environment is designed around local government and citizen needs and provides an engagement approach more efficient and effective than the usual BPM interfaces.

### III - PROBLEM STATEMENT

According to Edelman, governments are aware of the significance of citizens' engagement in decision-making processes by integrating their potential in innovation process and acquiring better outcome, which reflects a paradigm shift in public administration. However, as stated by Collm and Schedler, innovation process in public sector, up to now, has occurred in closed-off processes mainly handled by internal public administration and sometimes with the consultancies support.

The ubiquitous presence of ICT together with the recent willingness of citizens to participate and contribute online can enable government agencies to restructure their interaction with citizens in order to achieve better collaboration results

#### **Isn't idea management the same as innovation management?**

Idea management and innovation management are distinct but related processes. They might sound similar, but they're separate concepts,

Even if you're a regular reader of innovation blogs, it can be confusing to tell these two things apart!

Here's the difference:

- Innovation management refers to the ways in which companies develop new concepts and suggestions that may benefit them.
- Idea management can include things beyond innovation. For example, businesses need a way to

manage existing ideas, and to test whether they're still fit-for-purpose.

**After all, statistics suggest most ideas for new products and services will fail. According to innovation specialist Mark Payne, the failure rate for innovations is around 90%.**

That's a pretty sobering number for whoever is organizing the next white boarding session!

This sky-high failure rate makes it crucial for businesses to put in the hard work developing and accessing ideas early on. Companies can save a lot of time and money by dedicating their resources only to the most promising concepts and suggestions. That's because most businesses only get to develop a very low percentage of their ideas. If you dedicated your resources to every bright idea you or your people had, you'd run out of money pretty soon.

**Idea management is the systematic process of generating, developing, and implementing ideas to push them to their fullest potential, generally using an idea management software.**

This means having systems in place to:

- Source great ideas (either internally or externally)
- Understand and refine problem definitions and development requirements
- Evolve ideas step by step from an initial brainstorm to a pilot or proof of concept
- Take these proofs of concept all the way through to a finished, functional product

Idea management is a core part of building a culture of innovation within your business. Not only can idea management contribute significantly to productivity and profitability, but it also leads to higher levels of staff engagement.

Our research on IMS has mainly focused on three macro- categories in order to select the best solution for public administration usage.

1. Solution derives from the European research
2. Solution includes market tools of IMS7
3. Solution includes Open Source tools Having investigated all the aforementioned categories' solutions, the implementation of the "Lecce 2019 - IMS" was performed by using the tool Gi2MO IdeaStream9 .

It consists of a set of modules able to customize Drupal in order to implement it as a system of Idea

Management. The decision to use Open Source (OS) software offers the following benefits:

- Cost-effectiveness: Since the cost of proprietary software is a considerable expense, the use of OS software gives the possibility to switch to other suppliers to receive support.
- Security and reliability: The software is more secure because the user can view the source code and improve it. The product is, therefore, more stable and always updated.
- Freedom: OS software allows the interaction between multiple systems in a simple and fast way having the source code always available. The implemented Idea Management functions are based on two fundamental entities: Contest and Ideas:
- Contests represent the area of interest requiring new solutions and approaches to improve the conditions of the public goods.

#### IV- APPLICATIONS

Using idea management software, you can

- Gather all thoughts and ideas from your employees.
- Analyze and evaluate each idea.
- Shortlist the best ideas along with top level representatives.
- Track how different ideas are progressing.

With Idea Management Software you can obtain ideas for existing business challenges and capture fresh ideas. It provides an innovation platform to employees to ideate and collaborate towards business transformation and maintain transparent and robust innovation management workflow process.

There are different idea management platforms available in the market. But not all of them have the same features. We recommend you look for the following must-have features when selecting an idea management platform:

- Seamless integration
- Gamification
- Ideation and collaboration
- Powerful workflow process
- Customization based on your organizational needs.

#### Faster Innovation

A vital ingredient in R&D is ideas as they form the backbone of the significant, radical innovations that can fundamentally change as to how a business runs or the birth of new products. Ironically, for specialized departments like R&D to be successful, they require feedback and suggestions from all other departments to be able to mold a prototype into a patentable product.

A prime example of how an idea management system can foster innovation is Toyota Creative Idea and Suggestion System (TCISS). Since its inception in 1951, TCISS has received more than 40 million creative ideas (and counting), which enabled Toyota's products to be world-renowned for quality, reliability, and durability.

Idea Management System Must Contain a progress in various areas like education, pharmaceutical, sports, transport and Research and Development.

#### A. Figures and Tables



Fig 1- Dashboard



Fig 2- Data Flow Diagram

#### V- CONCLUSION

Idea management systems are an idea whose time has come. Because they are Web-based, they enable organizations to gather, share and evaluate ideas with a

speed and flexibility never before possible. This, in turn, can help corporations to compete at a new, higher level and surprise and delight customers in exciting new ways. Best of all, idea management systems enable managers to measure the bottom-line impact of ideas collected and implemented, making it easier than ever before to determine the “return on ideas” that these idea management systems provide.

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