**Current idea generation source Vs Preference for the idea generation methods**

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| --- | --- | --- | --- | --- | --- |
| **Si. No.** | **Current idea generation source**  **🡨** | **Preference for the idea generation methods 🡪** | From employees | Client/Customer | Market study reports/external agencies |
| **%** | 0 | 9 | 91 |
| 1 | From employees | 3 | **-3** | 6 | 88 |
| 2 | Client/Customer | 17 | -17 | **-8** | 74 |
| 3 | Market study reports/external agencies | 80 | -80 | -71 | **11** |

As per the table it is clear that the employees have an interest in raising the dependency on market study/external agency report for the idea generation. While the sources like employees and client requirement are having more importance now. While depending on the employees’ idea and client requirement employees wish a 11% raise of influence for the external agency report.

**Current team assignment for the feasibility study vs. preferred team assignment for the feasibility study methods**

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| --- | --- | --- | --- | --- | --- |
| **Si. No.** | **Current idea team assignment for the feasibility**  **🡨** | **Preferred team assignment for the feasibility study methods 🡪** | Senior level management team | Pre designated team for all feasibility study | Random selection of members from each departments |
| **%** | 79 | 21 | 0 |
| 1 | Senior level management team | 83 | **-4** | -62 | -83 |
| 2 | Pre designated team for all feasibility study | 17 | 62 | **4** | -17 |
| 3 | Random selection of members from each departments | 0 | 79 | 21 | **0** |

As per the table it is clear that the employees prefer pre designated team for all the feasibility study irrespective of the current one. While for the others there is less selection from the employee, for the senior management level and random selection of members from each department option.4% of employee give importance to the pre designated team for all the feasibility study compare to the other two.

**Current Idea selection process vs. Preferred Idea selection process**

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| --- | --- | --- | --- | --- | --- |
| **Si. No.** | **Current Idea selection process**  **🡨** | **Preferred Idea selection process 🡪** | By voting majority | Consensus after discussion | Analytical |
| **%** | 8 | 81 | 8 |
| 1 | By voting majority | 9 | **-1** | 72 | -1 |
| 2 | Consensus after discussion | 91 | -83 | **-10** | -83 |
| 3 | Analytical | 0 | 8 | 81 | **8** |

From the above table it is clear that, about 8% more employer prefer to take the idea selection process by analytically. For the consensus after discussion and for by voting majority there is a decrease in selection that is decreased to -10 and -1 percent respectively. So more employees things that the current selection process is not effective .So that they are opted the analytical thing.

**Current process of detailed study of selected idea vs. preferred process of detailed study of selected idea**

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| --- | --- | --- | --- | --- | --- |
| **Si. No.** | **Current process of detailed study of selected idea**  **🡨** | **Preferred process of detailed study of selected idea 🡪** | Assigning different teams with different objectives | Studying reports of similar products within the company | Competitors reports |
| **%** | 82 | 13 | 5 |
| 1 | Assigning different teams with different objectives | 85 | **-3** | -72 | -80 |
| 2 | Studying reports of similar products within the company | 15 | 67 | **-2** | -10 |
| 3 | Competitors reports | 0 | 82 | 13 | **5** |

While going through the above table it is clear that there is a preference for the competitors reports for the detailed study of selected idea so that we can see an increase of 5% there . Also there is a decrement in the current process of detailed study that is we can see there is decrement of -3 and -2 percentage in assigning different teams with different objectives and studying reports of similar products respectively. Since they are thinking the influence of competitors reports is high compared to the current one.

**Current process of team assignment for product development vs. preferred process of team assignment for product development**

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| --- | --- | --- | --- | --- | --- |
| **Si. No.** | **Current process of team assignment for product development**  **🡨** | **Preferred process of team assignment for product development 🡪** | New team with sufficient expertise in each functionality | Reassigning work to a team had  similar project | Inviting application from employees |
| **%** | 2 | 85 | 12 |
| 1 | New team with sufficient expertise in each functionality | 87 | **-85** | -2 | -75 |
| 2 | Reassigning work to a team had similar project | 9 | -7 | **76** | 3 |
| 3 | Inviting application from employees | 4 | -2 | 81 | **8** |

While analyzing the above table we can conclude that about 76% of employer prefer reassigning work to a team had similar project since they are having experience on handling the similar one . About 8% of employees prefer to take the product development by inviting the application from employees. There is a huge difference in the current process that is with the New team with sufficient expertise in each functionality assignment that is about 87 % of decrement to the current process.

**Positives of prototype development vs. necessary improvements for the prototype development (Both are rank)**

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| --- | --- | --- | --- | --- | --- |
| **Si. No.** | **Positives of prototype development**  **🡨** | **Necessary improvements for the prototype development 🡪** | Approach for development | The way in which selecting members for the development team | Availability of subject matter experts |
| **%** | 26 | 32 | 42 |
| 1 | Approach for development | 40 | **-14** | -8 | 2 |
| 2 | The way in which selecting members for the development team | 33 | -7 | **-1** | 9 |
| 3 | Availability of subject matter experts | 27 | -1 | 5 | **15** |

While analyzing the above one we can see that almost 15% employees prefer to the availability of subject matter experts for the improvements positive of prototype development. They are not considering the approach for development so that we can see a decrement of 14 % in that option. And they are fine with the way in which selecting members for the development team compared to the current one.

**Positives of overall testing process in your company**

**vs. necessary improvements for the overall testing (Both are rank)**

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| --- | --- | --- | --- | --- | --- | --- |
| **Si. No.** | **Positives of overall testing process in your company**  **🡨** | **Necessary improvements for the overall testing 🡪** | Enough allocation of time for testing | Detailed review for Unit testing, SIT and UAT results | Testing is done by other company | Very active user base to check detailed user acceptance |
| **%** | 10 | 20 | 20 | 50 |
| 1 | Enough allocation of time for testing | 77 | **-67** | -57 | -57 | -27 |
| 2 | Detailed review for Unit testing, SIT and UAT results | 19 | -9 | **1** | 1 | 31 |
| 3 | Testing is done by other company | 0 | 10 | 20 | **20** | 50 |
|  | Very active user base to check detailed user acceptance | 4 | -71 | 16 | 16 | **46** |

Going through the above we can see that the testers is getting enough time for testing the so that there is an decrease of 67% in that. We can see an increment of 46% in the very active user based testing since they are the final customers who needs the product eventhough testing is done by another company. Also the need for the unit testing, SIT and UAT results remains the same since most of the customers are unaware of the technical part used in the product development