

Background on the project

At Siemens Mobility only 1 in 10 employees share their ideas using the "formal" Siemens tool. Now the department is looking for a better tool to incentivize and gather ideas from the team.

The current solution doesn't allow the employees to keep up with the status of their ideas.

The process happens in 3 phases. First, it is set an innovation objective. Secondly, the team source ideas and finally the managers select the best ones.

After selected, the employees are invited to pitch their ideas to the managers and then the final ones are selected and they receive a reward for their ideas.

Opportunity statement

Ideas coming from the team are a great opportunity for development in the company. We can create an easy product that allows employees to share ideas and keep informed about the progress, status, and rewards regarding those ideas.

Goal

Objectives, no solution

Increase the number of suggestions sent by the team and facilitating the process of selecting and notifying employees about the status of their ideas.

There are about 400 employees in the department. From those, we expect around 100 participants with 25 ideas selected and 2 rewarded.

How will we measure success?

- The number of ideas sent increase from the current 10% engagement.
- New product performs better in a desirability test than the current solution.

Scope

Creation of a digital product that on one side allows employees to share their ideas with the company and track the status of the suggestions and on the other side allows managers to read, evaluate, select the best ideas and notify the employee in case their idea is selected.

This may or may not include features that involve interaction among the employees and/or the managers.

This may or may not include features that involve ways of evaluating ideas and better present them.

The students will have access to some employees to conduct research and evaluation for the project.

Not part of the scope

The product will not go to the point of helping the users to set pitch meetings.

There is no need to create a new visual identity for the product. The solution must follow Siemens brand guidelines.

Dates

Students get access to the briefing: 13.03.2019

Briefing: 15.03.2019

Project start: 25.03.2019

Project presentation: 08.04.2019

Possible questions:

- What is the profile of the people in the company?
- Is this programme aimed at all hierarchical positions in the company?
- Does the brand guidelines the students will have access to have a style guide for website elements?
- How can the students get in touch with the employees during research phase?
- Will the platform be implemented on your own website or is it something separated?
- Do you have any research about this topic already?