Lack of expertise of evaluators

The internal challenge of **AwesomeTech** ends and **Bob**, the project coordinator, invite his team to list and sort out the submissions. For **AwesomeTech** the received amount of 300 ideas is unexpectedly high. It looks like the team has to work hard to narrow the decision down to the 20 finalists. **Bob** sends 100 ideas to **Lisa**, from the Marketing department. **Lisa** is involved in the process since the beginning of the contest as a Community Coordinator and has a good overview of the submitted content. As a member of the Marketing department, **Lisa** has some expertise on the customers' needs, which helps assessing the ideas and providing valuable feedback. **Bob** tells **Lisa** that she has two weeks to evaluate the 100 ideas and submit her ratings. **Lisa** agrees and starts the evaluation. As the days pass by, Lisa rates a number of ideas, leaving on the side those that she could not fully comprehend. While reading the ideas repeatedly, she wonders, "*hum...what is this idea about?*" and decides to "*evaluate the idea quite bad, because he [the ideator] is not able to convey the message.*" At the same time, **Mike,** from the Research and Development department, also receives 100 ideas and has to go through the same procedure. **Mike** face difficulties to rate all ideas, because he cannot fully understand the delivered message. However, he does not want to rate them badly and thinks, "*well, I think this might be good. But I'm not sure or is it borderline?*" Thus, **Mike** decides that the critical ideas should be "*kept in the pile*" and discussed during the face-to-face meeting. He knows that this approach will cost some extra time, but he wants to ensure that ideas with potential will still be taken into consideration. **Bob** is also evaluating ideas and he "*recognizes that he doesn't have all of the expertise*". In his case, there is one idea, which he finds very interesting but he is not sure about its feasibility. As the project coordinator he can easily email "*some experts from other departments and ask their opinion. One of the experts replies in time and tells him that even though the idea looks nice, it is not easy to implement*". Therefore, he decides to change his rating. After two weeks, the whole team gathers for the shortlisting process. **Bob** is curious to find out whether **Lisa** and **Mike** face difficulties during the evaluation. Both confirm the challenges and add that if a network of experts were available online, it would be much easier for them to evaluate all the ideas. **Bob** agrees.