Missing crowd opinion

Anna and **Bob** discuss the details of the next innovation contest of **AwesomeTech**. As always, they plan to invite the team of experts they've been working with to evaluate the submissions. **Anna** thinks it might be interesting to incorporate crowd votes and comments in the platform. **Bob** disagrees, since in the latest contests, he did not have a very good experience. He argues: "*we should keep it closed. If we have comments on the ideas, we will also have to make use of the comments in the evaluation. This then will make the evaluation more time-consuming, because the experts will have to read through the comments.*" **Anna** replies: "But that might give us a good insight on what the customers want, and maybe it's worth it to have our experts putting a little more effort into their evaluations. Maybe we can incorporate a voting system". **Bob** says, "*In the last contests we thought we could consider the crowd votes, but in the end they were not the main decision makers. In that particular case, the topic was too complex for the crowd. We want an idea that not only sounds good, but is also feasible*". "Hmm…", says **Anna**, "maybe we're not properly 'harnessing' the wisdom of the crowd. What if instead of asking them to vote on the best ideas, we tell them to downvote the ideas they don't like?" **Bob** is not convinced since the crowd might engage in 'bad' behavior. He proposes though to make use of the voting system, by taking into consideration only the final ranking to eliminate the least voted idea. Another option would be to use the crowd vote as a separate criterion, such as 'popularity'. Finally, they choose to maintain the likes and comments for now, but both remain skeptical on which is best way to exploit crowd voting in **AwesomeTech**'s contests.