

# EXERCISE 3 | *Kano Model*

*by* IDEAL

*Please let us  
introduce  
you to...*



# Our Must Haves!



# With our product you can...

...match innovate company-project-ideas and internal resources on a databased highway to receive fulminant results.

## These are our must haves:

- scalable Database (cloud solution)
- Algorithm that matches data
- Access via mobile device (app interface for android/ ios) and computer (internet page)
- Functions: create a profile, create a network, create a project, add requirements to the project, create a project group, create an idea, change the stage of the idea (idea-project-product), match a project with the best resources available (e.g. possible team mates for your project team)
- User Questionnaire as part of the register process
- Project Questionnaire as part of the creating a project process
- Interfaces: login, profile, settings, feed, project groups, network
- Correlation: network <-> profile correlation <-> project group <-> idea
- Legal Basics: Privacy Policies, Permission to access all relevant data/functions on device
- Behaviour rules: 1. Every idea is awesome, no matter what. 2. This is a place with no boundaries, think the crazy way!



*But, it will get  
even better!*



*With the help of ...*

...Our Performers...



# You can even...

... decide what you want to see! With the help of our algorithm you can get personalized content that fits exactly your interests , this will increase the chance of finding even more efficient matches! The bigger your network becomes and the more interactions you have the more intelligent the system will be.

... extend your network and the dimension of your projects - no boundaries! Connect with colleagues and people from all around the world and built up a growing community.

## These are our performers:

- The possibility to assign an idea to a certain category, to view only certain categories
- "IDEA TINDER": swipe right = "support/like" function, swipe left = "don't support/dislike" function
- Settings for the idea's target group (only intercompany/ share with other networks/ share with everybody)
- Displaying of history and current stage of an idea (idea-project-product)
- Message function to interact with other people in a network/project group
- Add further requirements to a project (e.g. Ressources: people, time, money)
- Evaluation form:At the end of the project, evaluate it!  
This will improve the data quality for future matches.

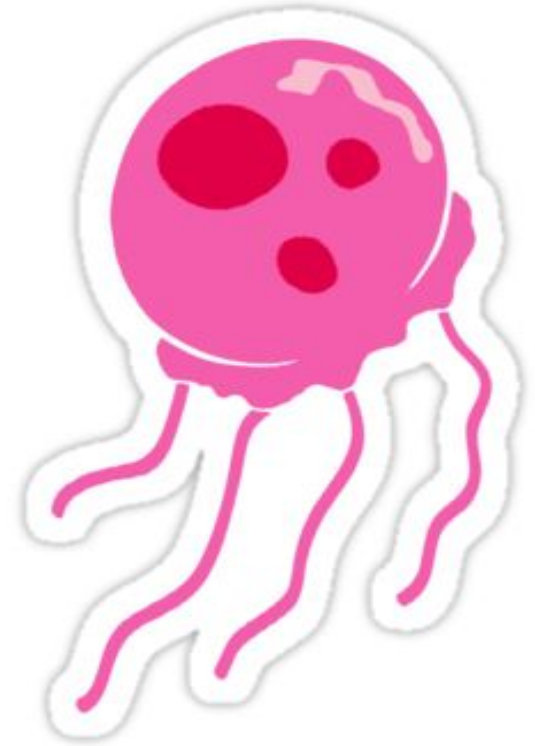


*And last,  
but  
definitely  
not least...*





...Our delighters!  
You will love them...



# They enable you to...

... stay motivated and inspired all around the clock through personal notifications

... be an inspiration for others. Invite them to join your network to be a part of something great.

... challenge yourself and your ideas in the company/network/world-wide network

## Our delighters are:

- Listing of the top 10/100 ideas in your company/network/world
- Double click an idea to follow - see what happens with it in the future
- Personal notification function with updates about your ideas and other activities within your network
- Built up a network of people who share the same ideas, preferences, interests
- Receive credit points for interactions with this app, likes through others or project achievements.
- Invite function: Invite people to register and join the app!



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