



4. DISCOVER NEW IDEAS
CHALLENGE DESIGNER.

“Judge a man by his questions rather than by his answers.”

VOLTAIRE

The **Challenge Designer** tool is for deciding the content and process for a successful open innovation challenge. It helps plan our crowdsourcing challenges, from setting objectives and asking the right questions to selecting winners.



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"Judge a man by his questions rather than by his answers."

VOLTAIRE



1 What are the objectives of our challenge?

2 What is our Interesting Question?

3 How will we select the winners of our challenge?

4 Who will judge the ideas?

5 What is our recruitment plan?

6 What is the challenge process?

7 How will we incentivise people to take part?

NAME:

DATE:

TEAM:



CHALLENGE DESIGNER - EXAMPLE.

"Judge a man by his questions rather than by his answers."

VOLTAIRE



1 What are the objectives of our challenge?

To develop new mobile cashflow management tools.

2 What is our Interesting Question?

How can we help busy, working people better manage their personal finances on the move?

3 How will we select the winners of our challenge?

Our judges will select the winners based on those ideas which fulfill the following criteria:
Profitable (30%), Pioneering (30%), Practical (40%)

4 Who will judge the ideas?

Brand and Marketing
Financial Advisors
Customer Panel
Tech and R&D Team

5 What is our recruitment plan?

We will recruit innovation partners through our regular newsletter, via social media, and through engaging the services of an expert external agency.

6 What is the challenge process?

Jan - Gather Insights,
Feb - Define Challenges,
Mar - Launch Challenges,
Apr - Roadshow Workshops,
May - Close Challenges,
Jun - Announce Winners,
Jul - Develop Winning Ideas,
Aug - Launch new innovations

7 How will we incentivise people to take part?

Points/Badges, Vouchers - for the best participant, iPad - for best ideas. Plus the opportunity to enter a joint venture with Interbank to launch your product to market.

NAME: Frank Bank

DATE: 1st March

TEAM: Open Innovation