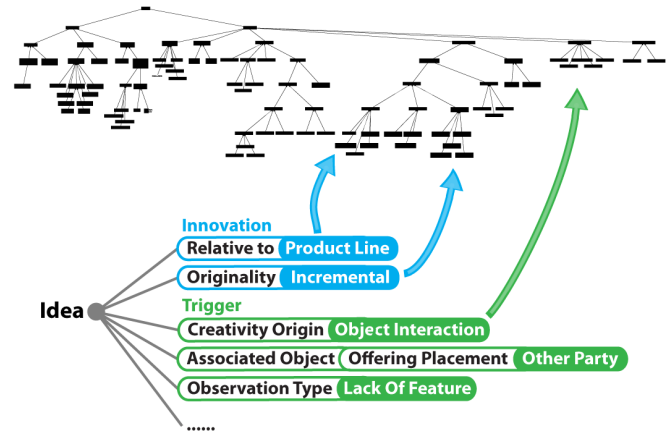## Idea Characteristics

Annotate ideas with taxonomy that characterises the types of innovation, the way idea was created, what kind of changes does it propose and other characteristics that can be extracted from idea text.

The goal is to deliver **more information about the ideas** on top of the usually used statistics and assessment metrics. The intention of Gi2MO is to adjust the **vocabulary to fit to your data** as best as possible and see what part of data can be **annotated automatically** and which has to be **manual**.
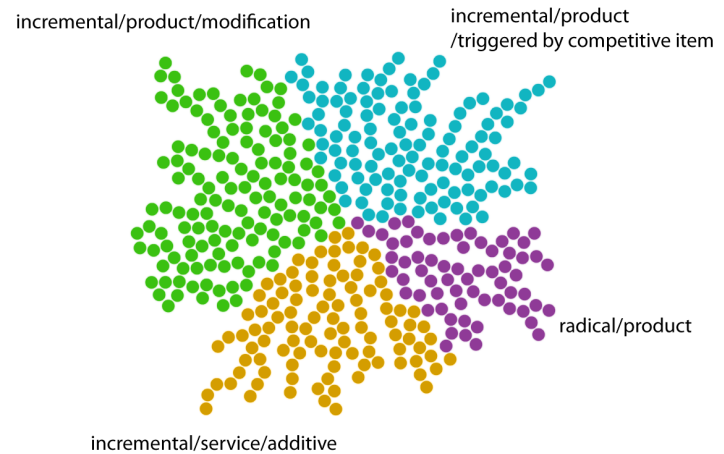

MANUAL ANNOTATION	AUTOMATIC ANNOTATION

1. Idea Clustering

Detect clusters of ideas annotated with similar terms. (for example: clusters of incremental/product/additive ideas, radical/service/modification ideas etc.). Analyse the clusters, compare their size and how they change over time.
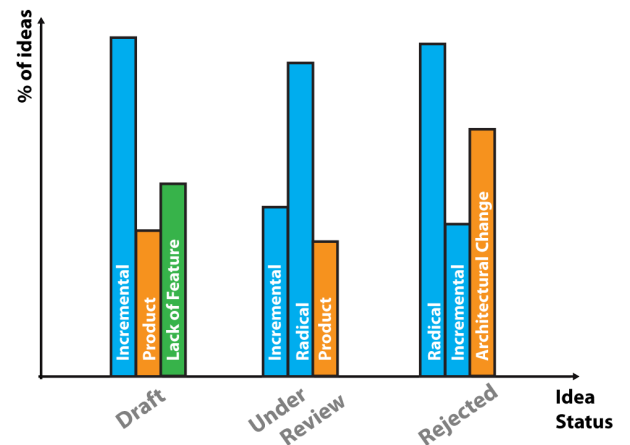
The goal is to see if there are any particular trends **in a given community**, **for particular idea contests** or **entire company**. If the ideas that are created are of some particular type and how those types **evolve over time** as idea contests go forward.

2. Idea Statistics

Compare the statistics of the ideas annotated with the taxonomy to normally generated idea statistics (e.g. what % of implemented ideas is radical or incremental innovation, what % of the implemented ideas where proposed based on competitive products etc.)

The goal is to deliver information on **how characteristics of ideas are aligned with typical statistics** used in Idea Management Systems, for example: top/ least commented ideas, top/ least rated ideas, idea work flow status (implemented, under review etc.), idea assessment metrics.

3. Idea Ranking and Similarity Measure

Extract the characteristics of successful ideas and rank new ideas as important if they match the same characteristics (rank them in different degree depending on the % of the characteristics that they match, importance of the characteristics)

The ultimate goal on top of providing valuable analytical data is to enable **judging the successfulness of ideas just based on their characteristics** analysis and this way help the proper assessment phase.