



THOFU

Tecnologías del Hotel del Futuro

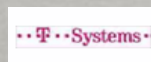
T6.2.1 Gestión de ideas de cliente

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23 Mayo 2012

Coordina

Participa



Subvencionado por CDTI



Apoyado por el Ministerio de Ciencia e Innovación





01

T6.2.1 Gestión de ideas de cliente

SUMARIO

Tarea 6.2.1. Gestión de Ideas del Cliente

[Sub proyecto: SP6. Hotel del Futuro en Internet]

[Paquete de trabajo: PT6.2 Tecnologías de Información para caracterización]

- **Responsable: ATOS**
- **Subcontratación: UPM-GSI**
- **F. Inicio: M11**
- **F. Fin: M28**



02 T6.2.1 Gestión de ideas de cliente

INTRODUCCIÓN - ¿QUÉ ES GESTIÓN DE IDEAS?

IdeaStorm
Where Your Ideas Reign

There are currently no **Storm Sessions** active.
Stay tuned!

IdeaStorm
Storm Sessions

View
All posted ideas by the community

Post
Your idea for Dell products or services

Vote
Promote or demote ideas

See
Your ideas in action

Sort Ideas By:
Popular Ideas
Recent Ideas
Top Ideas

Comments

118030

Promote
Demote

Pre-Installed OpenOffice | alternative to MS Works & MS Office
By dhart, Feb 17, 2007

Provide [OpenOffice.org](#) for free pre-installation alongside Microsoft Works and Microsoft Office. [OpenOffice.org](#) is more capable than Microsoft Works, and a serious competitor to Microsoft Office, at a fraction of the cost (it's free!)

[OpenOffice.org](#) can open, create, edit and save Microsoft Word, Excel and PowerPoint files.

106450

Promote
Demote

Pre-Installed Linux | Ubuntu | Fedora | OpenSUSE | Multi-Boot
By dhart, Feb 16, 2007

Offer the 3 top **free Linux** versions for **free** pre-installation on all Dell PCs.

Quality free and open source software drastically lowers the cost of new PCs, and helps prevent software piracy. For example, OpenOffice.org is the Microsoft Office alternative, and shares hundreds of

Login to IdeaStorm
Don't have an IdeaStorm account?
[Register Now.](#)

Username:

Password:

[Forgot Password?](#)

Your Ideas in Action

IdeaStorm Recap - 1/22/2010
Happy 2010 everyone! I know I'm a little late with the holiday greetings, but there is a lot to share on...



03 T6.2.1 Gestión de ideas de cliente OBJETIVOS -> RESULTADOS



- La investigación sobre metadatos semánticos ricos para aumentar la portabilidad de datos y la interoperabilidad entre sistemas de gestión de ideas, con otros sistemas innovadores desarrollados en THOFU y con los sistemas contemporáneos usados en empresas de la industria hotelera
- Investigación sobre la integración y agrupación de las ideas de los clientes procedentes de sistemas heterogéneos
- Investigación sobre la extracción de las ideas de la comunidad (por ejemplo, sitios de web social) y la construcción de mashups de ideas en los sistemas de gestión de ideas
- Investigación sobre la ampliación y mejora de capacidades de sistemas de gestión de ideas para evaluar un gran volumen de ideas y filtrar las mejores
- Investigación de modelos y prototipos para mostrar la investigación en la práctica y ayudar a los socios industriales a instalarlos como soluciones comerciales.



- Uso de metadatos de Web Semántica y una propuesta de Ontología de Ideas Gi2MO **[completado]**
- Uso de Web Semántica / Ontología Gi2MO para integración entre sistemas de Gestión de Ideas y otras sistemas **[completado]**
- Ontología de opiniones MARL e investigación en impacto de comentarios de usuarios en ideas en sistema de Gestión de Ideas **[completado]**
- Características de Ideas, clasificación de ideas, investigación en relaciones entre ideas **[desarrollo]**
- Implementación de demostrador que uso todos los resultados de investigación **[desarrollo]**



T6.2.1 Gestión de ideas de cliente
04 ARQUITECTURA DE SOLUCION



MODELO DE RELACIONES Y SIMILITUD
ENTRE IDEAS

MODELO CARACTERISTICAS DE IDEAS

MODELO DE OPINIONES

MODELO GENERICO DE DATOS DE GESTION DE IDEAS

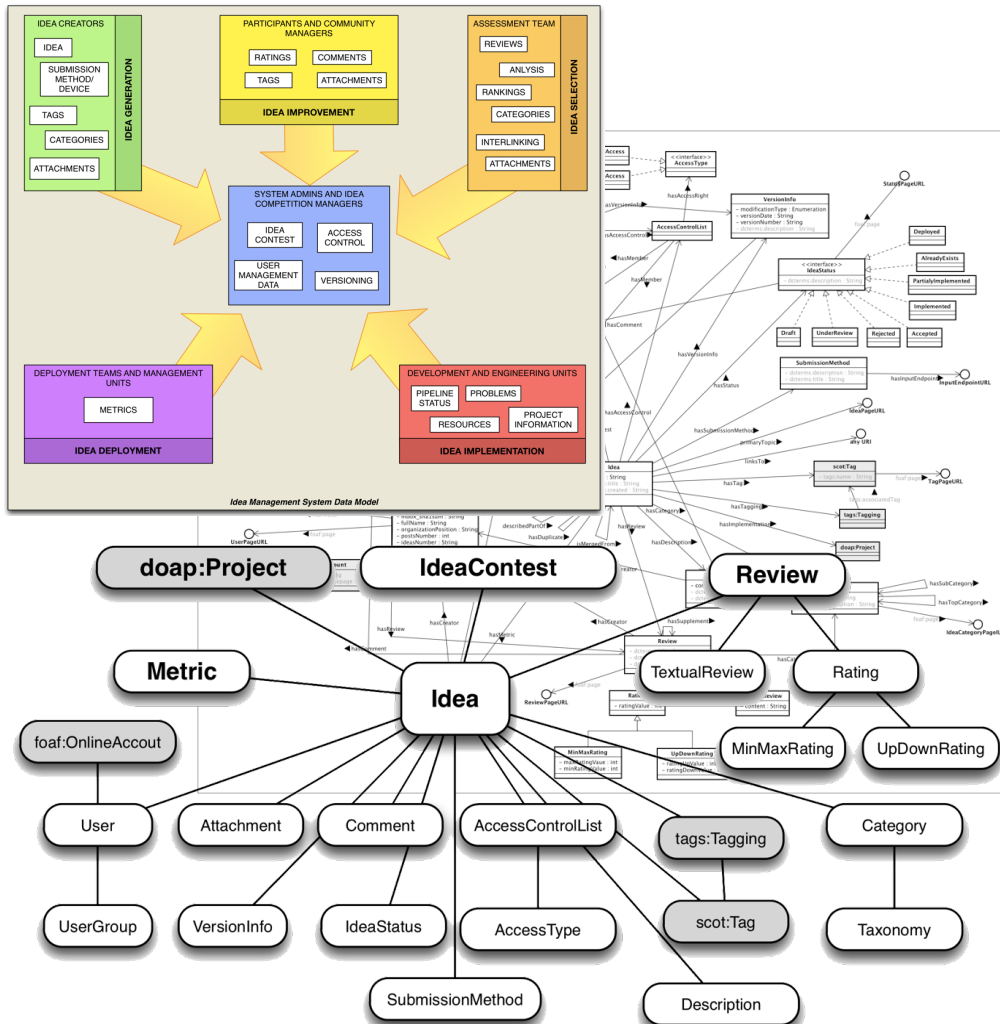


COMPARAR Y
RECOMENDAR
IDEAS





05 T6.2.1 Gestión de ideas de cliente METADATOS PARA LOS IDEAS - ONTOLOGIA Gi2MO



gsi
UPM
Grupo de Sistemas Inteligentes
Gi2MO ONTOLOGY SPECIFICATION
V0.3 - 09 June 2010

This version: <http://purl.org/gi2mo/0.3/ns> (RDF/XML, HTML)
Latest version: <http://purl.org/gi2mo/ns>
Previous version: <http://purl.org/gi2mo/0.2/ns>
Editors: Adam Westerski
Authors: Adam Westerski
Contributors: See acknowledgements

This work is licensed under a Creative Commons Attribution License. This copyright applies to the Gi2MO Ontology Specification and accompanying documentation in RDF. This ontology uses W3C's RDF technology, an open Web standard that can be freely used by anyone.

ABSTRACT

Generic Idea and Innovation Management Ontology (Gi2MO) is a standardised data schema (also referred as "ontology" or "vocabulary") designed to annotate and describe resources gathered inside Idea Management facilities. The following document contains the description of ontology and instructions how to connect it with descriptions of other resources.

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1. Introduction
 1. Idea Management Systems and Innovation Management Process
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APPENDICES

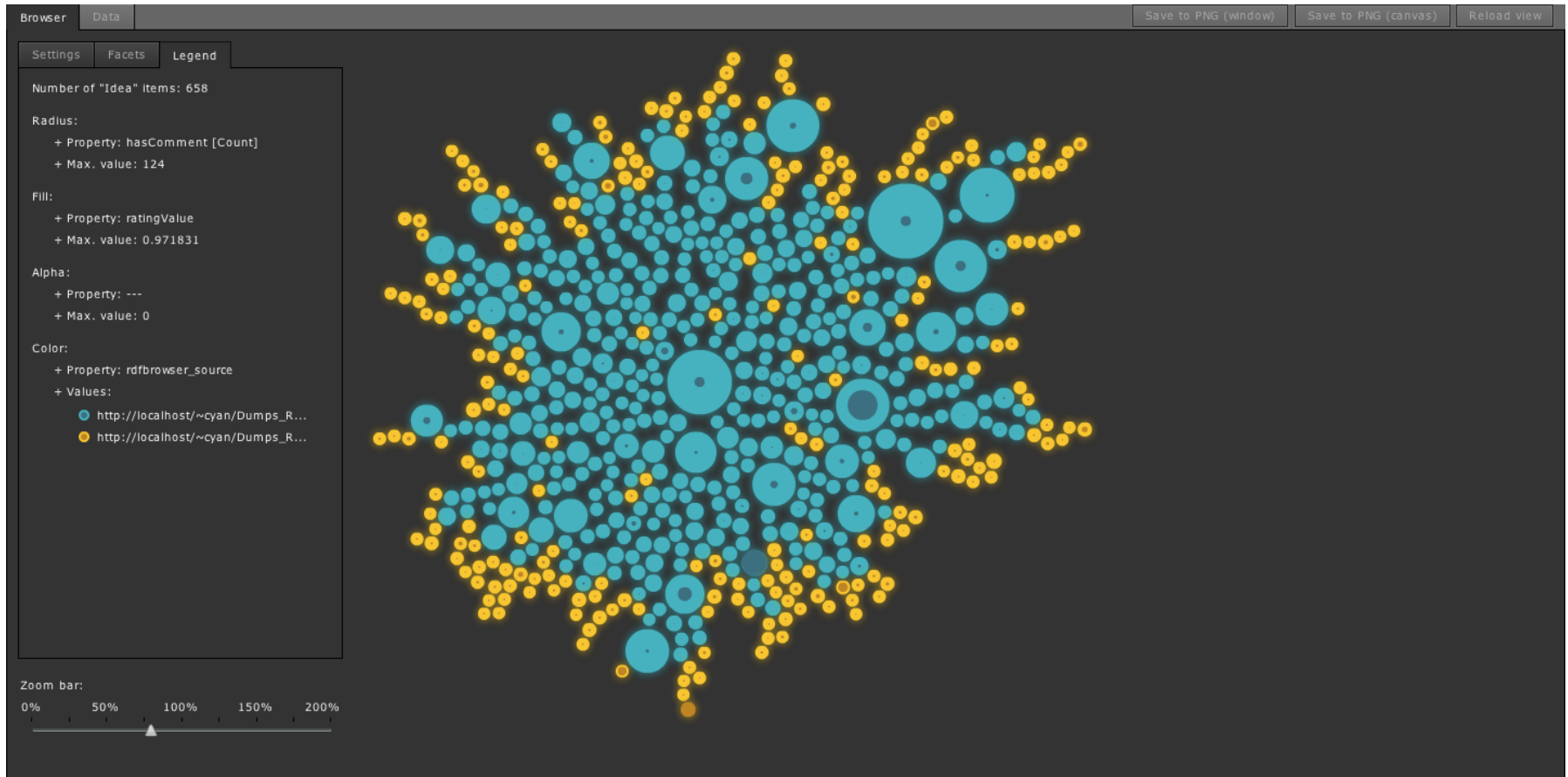
- A. Changelog
- B. Acknowledgements

1 INTRODUCTION



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CONECTAR DIFERENTES SISTEMAS CON USO DE METADATOS





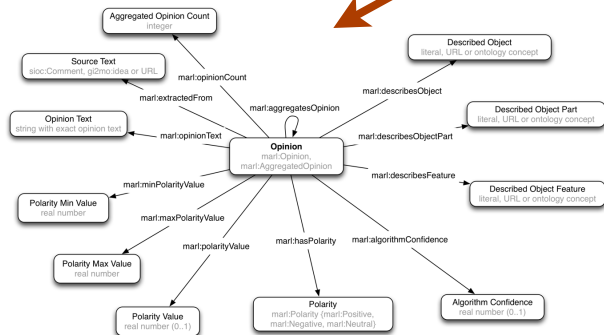
07 T6.2.1 Gestión de ideas de cliente

OPINIONES DE USUARIOS

CASO DE ESTUDIO

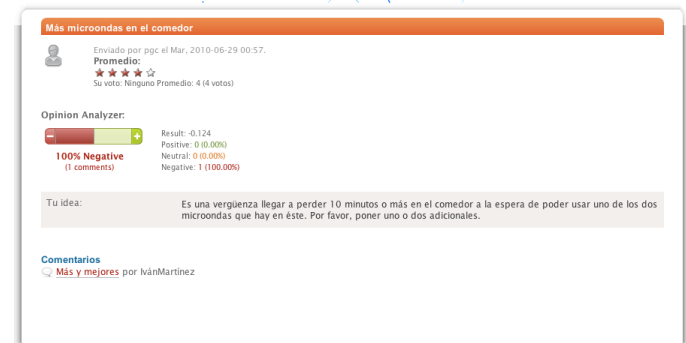


EXPERIMENTOS CON CONSULTAS



ONTOLOGIA DE OPINIONES

ETSIT Ideas
Tus Ideas para mejorar la Escuela



PROTOTIPO DE MODULO DE MINERA DE OPINIONES



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CARACTERISTICAS DE IDEAS

1. TAXONOMIA

Idea

Trigger

- **Observation Type**
 - Faulty Experience
 - Potential Cause
 - Lack of Feature
 - Potential Opportunity
- **Creativity Origin**
 - Event
 - Idea Contest
 - Object Release
 - New Object
 - Object Update
 - Promotional Event
 - Object Purchase
 - Object Comparison
 - Object Observation
 - Replacement
 - Other Event
 - Object Interaction
- **Associated Object**
 - Object Of Innovation
 - Other Object
 - Object Relation
 - Competitive
 - Complementary
 - Supplementary
 - Unrelated
 - Offering Placement
 - Own Offering
 - Other Party Offering

Innovation

- **Dependence**
 - Proceeds
 - Follows
 - Encapsulates
 - Duplicates
 - Excludes
 - Is Part Of
- **Target Audience**
 - New Audience
 - Existing Audience
- **Originality**
 - New
 - Incremental
 - Additive
 - Subtractive
 - Replacement
 - None
 - Relative To
 - Current State
 - Organisation
 - Structure
 - Group
 - Department
 - Branch
 - Product Line
 - Product Type
 - Market
 - Local
 - Global

Object

- **History Relationship**
 - Evolutionary
 - Regressive
- **Type**
 - Service
 - Process
 - Product
 - Product Line
 - Product Type
 - Specific Product
- **Offering Placement**
 - New
 - Existing
 - Additive
 - Subtractive
 - Replacement
- **Structure**
 - Complete
 - Element
 - Characteristic
- **Relationships**
 - Part Of
 - Complementary With
 - Composed Of

Proposal Type

- Solution
- Request
- Issue Report
- Suggestion

2. ANOTACION

Idea Title: More buttons on the tablet.

Idea Summary:

I would like to propose adding more physical buttons on the 9 inch tablet that is currently available in your offer. When using the tablet I feel that the single 'home' button is not enough for many activities that the tablet is advertised for making the experience bad.

For example, for reading ebooks, it would be very useful to have "back" and "forward" buttons for scrolling pages of the book. I own a e-paper reader and I think those buttons could be also used for different activities (for example web browsing or games).

Trigger

Observation Type Faulty Experience

Creativity Origin Object Interaction

Associated Object Other Object Object Relation Competitive

Associated Object Other Object Offering Placement Other Party

Innovation

Target Audience Existing Audience

Originality Incremental Additive

Relative To Current State Organisation Product Line

Proposal Type

Request

Object

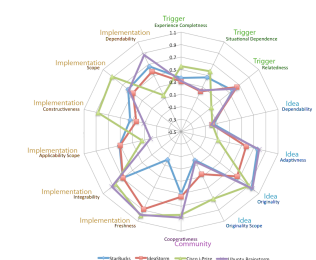
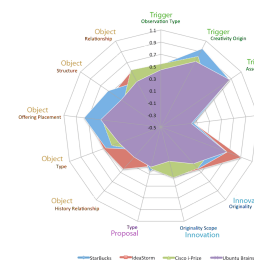
History Relationship Evolutionary

Structure Element

Type Product Specific Product

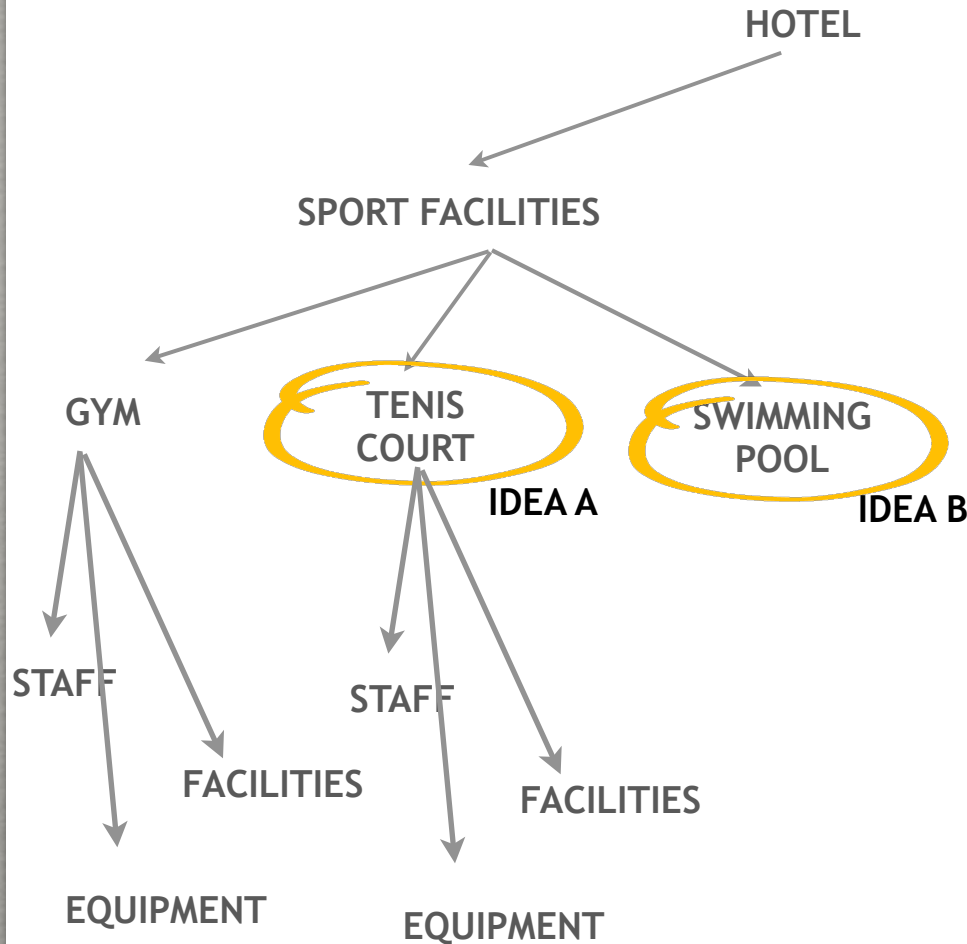
Offering Placement Existing Additive

3. METRICAS





09 T6.2.1 Gestión de ideas de cliente FUTURAS LINEAS DE TRABAJO: RELACIONES ENTRE IDEAS Y SIMILITUD



IDEAS
SIMILARES ?

QUÉ TIPO DE
SIMILITUD ?

CÓMO AGRUPAR ?