



**Elegant MicroWeb**  
Delivering the Value of Technology

# Case Study

**Idea Management Tool for Customers, Employees and Stakeholders  
for a leading, UK based eSolution Provider**



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ISO 9001:2008



# Case Study

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### The Company

The UK-based client of Elegant MicroWeb is a leading Internet Community, Market Research, Consultation and eDemocracy solution provider. The company's mission is to harness advances in Internet technology to enhance participation, promote engagement and consultation, trigger thought leadership, and champion innovations that allow users to share information and manage change in order to make better, sustainable decisions.

### The Objective

The client wanted to design a web based application using which users could create employee, stakeholder, customer, or citizen communities. This would encourage participants' ideas or criticism which could be used to focus on structuring the ideas and innovation process to achieve objectives. The application would be used to obtain spontaneous ideas from different stakeholders and even initiate structured sessions on specific subjects.

The community could be either an open community wherein any person with web access can contribute or a closed community where only registered or

invited users can participate. This entire process would help the company get deeper insights and more deliberative engagement with customers, stakeholders and thought-leaders. The feedback received about company's products, services, value or strategies would lead to all-round betterment and growth of the company. Additionally, the application would have the ability to generate reports with different levels of detail and export them in a specific format.

### The Solution

Elegant MicroWeb analyzed the requirements, and designed an integrated suite of Idea Management tools with attractive layouts and user friendly wizards. The tool allows users to:

- Post Ideas & share ideas floated by others
- Brain storm Ideas
- Rate Ideas - Vote for Best Ideas
- Discuss Ideas - Praise, Improve, Comment
- Develop Ideas - Turn ideas to action through consultation
- Assign status to Ideas
- Archive Ideas



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Users are classified into 4 types with different rights assigned to each category:

- Administrator – organizations can create multiple administrator users to manage idea tool. Administrator User can
  - Post Ideas
  - Invite unregistered or registered users requesting their feedback/comments on selected ideas
  - Manage Users who will Vote and Discuss Ideas
  - Assign status to each idea
  - Categorize Ideas
  - Archive and publish ideas
  - Publish and Generate Reports
- Registered User – only registered users can Post, View and comment on an idea
- Invitation User – can view, rate and comment on select idea(s)
- Anonymous User – can only view ideas and posted comments

## The Technology

Front end	:	Asp.net 2.0
Back end	:	SQL
Application Server	:	IIS 6
Platform	:	Windows

## Elegant MicroWeb Role

Elegant MicroWeb was involved throughout the life cycle of software development for:

- Requirements and Feasibility study
- Design
- Development & customization
- Deployment
- UAT for the tool

## Conclusion

Elegant MicroWeb successfully designed and deployed the web based, idea management tool on client's server. User Acceptance Testing was carried out by client and Elegant MicroWeb. The wide ranging experience and technical expertise of Elegant MicroWeb team along with excellent customer coordination resulted in the Idea Management Tool being completed on time within budgeted costs.



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### **Contact Us**

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