

# spot'it



**8ideas** motivates and accelerates idea development and innovation in your organization by involving employees, customers, networks, experts, etc.

Read more:  
[www.8ideas.dk](http://www.8ideas.dk)

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## User involvement using Smartphones and tablets

Most companies and organizations do have access to a big and creative and innovative resource, which they – primarily because of cultural reasons or just lack of knowledge and the right tools – are not able to convert into value. We are talking about active involvement of employees, consumers, citizens, customers or networks and experts. Ideas are seldom born at the office or in the boardroom; ideas are born in the situation, where a need arise, where a combination of events makes everything clear to the individual and where something quite different from the normal situation occurs.

But how can your company or organization benefit from this, if you do not have an easy method to capture the ideas and the right tool to process them subsequently?

**8ideas Spot'It is the solution.**



### BENEFITS FOR THE COMPANY

Make your employees, citizens, networks and experts to 'mini' anthropologists and idea-makers by offering them an easy way to contribute with their ideas and comments for the benefits of the company. Provide them with 8ideas Spot'It which transforms their existing Smartphone or tablet into a professional tool they can use to take photos and record videos in order to document their idea or observation.

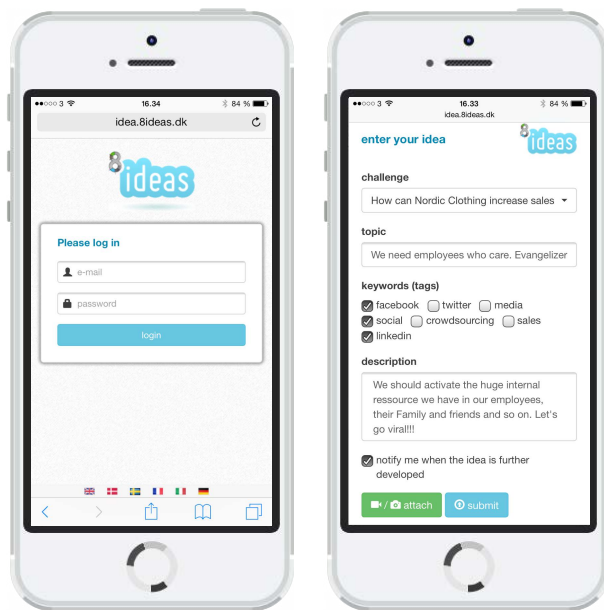
Access to 8ideas Spot'It can be bought on project basis; hence, you do not pay for licenses during the time the system is not in use. Your only pay for the number of ideas you want to receive in each campaign and you are in control of the upper limit.



## RECRUITING AND INVOLVEMENT

You can involve your users in several ways, depending on the project:

- Recruitment of core customers – lead users – from who, you want documentation on how they use your products in order to identify situations, where there could be improvements or development of completely new solutions. Normally, this occurs through personal contact
- If you wish to obtain inputs from a larger group of customers, you can invite them – typically via mail – to send in photos, videos and comments to a specific challenge, you have given them
- If you wish to involve customers, consumers or citizens, who you do not know beforehand, then invite them via your homepage, the social media, QR code or other existing marketing channels.



## EASY TO MANAGE FOR THE COMPANY

Access to 8ideas Spot'It requires login and password from registered users; however, non-registered users can submit ideas, classified to segments. Incoming ideas from 8ideas Spot'It will easily be managed, processed and forwarded to the proper project manager in the organization to ensure that the idea is taken care of and that the sender receives a receipt for the idea. If the company wants, 8ideas Spot'It is an easy way to recruit new, engaged users – when the users send in their ideas, they can type in their contact info and state if they wish to be contacted in the future or not.

## CONTACT

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