**Idea Challenge**

**Recommended Study Name:** Idea Challenge

**Objectives:** Challenge your shoppers to help you generate ideas for things like:

* New products
* Unique shopping experiences
* Promotions and offers

Leverage this discussion guide to explore new opportunities for your products.

**Email Invite**

**Subject:** Idea Challenge!

Hi **[%Name%]**,

Today we have a special type of activity for you! We’re looking for unique and attention-getting ideas for **[INSERT BRIEF SUMMARY OF CHALLENGE]**.

Share your idea, comment on other ideas and let’s see what we can come up with.

**Click here** to get started. Or, copy and paste this link into your browser: **[%Link%]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy!

**[COMMUNITY NAME]**

**PRO-TIP:**

**Use this framework to develop your idea challenge:**

|  |  |
| --- | --- |
| **Challenge Title** | **Short catchy title that has relevance to the challenge you’re looking to be solved – fewer than 140 characters.** |
| **What If Statement** | **A creative, forward looking statement designed to attract the attention of community members so they read more about your challenge and want to be engaged solving it – generally one sentence.** |
| **Challenge Abstract** | **Summarize the challenge you’re looking to solve – concise paragraph. Include a brief sentence on what types of ideas you don’t want (e.g. nothing that involves monetary giveaways, etc.)** |

**When you are developing your idea challenge, remember:**

1. **Your challenge should be CLEAR, CONCISE and COMPELLING**
2. **Your challenge should be void of any company specific language and/or abbreviations which are not known to the general public**
3. **You challenge should include a definition of the success criteria upon which ideas are assessed**
4. **Where relevant, you should use images, pictures and diagrams to help explain your challenge and help it come ‘alive’**

**Questionnaire**

**[Intro] Introduction**

**Question Type:** Text Instruction

Who sees this question? All members

Here is our idea challenge for today! Read through the challenge carefully and then share your ideas with us.

**[INSERT THE FOLLOWING INFORMATION]**

Challenge Title

What If Statement

Challenge Abstract

**[Q1] Interest**

**Question Type:** Single Choice

Who sees this question? All members

How interested are you in the topic of this challenge?

Extremely interested

Very interested

Somewhat interested

Not very interested

Not interested at all **[SKIP TO END]**

**PRO-TIP: Q2 ideas can be done with an open-end question or via a discussion forum if applicable.**

**PRO-TIP: Use this question as a possible shareback to the community.**

**[Q2] Ideas**

**Question Type:** Open End

**Who sees this question?** All members who did not select “not at all interested” in Q1

What’s your idea?

[LINK TO VIEW THE IDEA CHALLENGE AGAIN IS SHOWN TO MEMBERS]

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Thanks so much for your time to let us know your thoughts about **[CHALLENGE]**.

We really appreciate the feedback and look forward to hearing from you again soon.

Thanks again!

**[COMMUNITY NAME]**

**PRO-TIP:**

**Optional discussion forum – Redirect members to a discussion forum if applicable.**

**Moderator probes:**

* **What do you think of the other ideas?**
* **Which ideas do you think are best?**
* **Any suggestions for improving these ideas?**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**