



## Quick Start Guide

Log on at <https://propideabase.com> with your email address and password.

To work on a specific problem or opportunity, click its name.



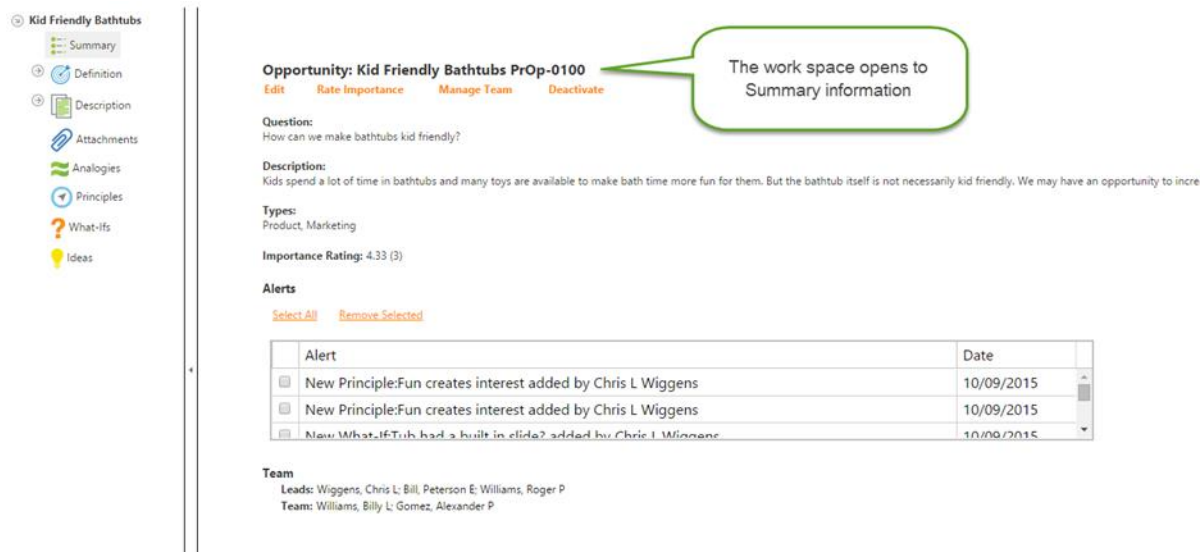
Home View New Inspiration PrOp Classroom Help Contact Us Invite

My Problems/Opportunities

Quick Ideas

New Problem/Opportunity									
Recent Activity	Name	Mode	A	Type	Team Leaders	Importance Rating	Active		
	Filter Here....	Filter Here....		Filter Here....	Filter Here....	Filter Here....			
	Reduce shipping costs	Basic	PrOp Training	Chris L	Cost Savings	Wiggins, Chris L		<input checked="" type="checkbox"/>	
▲	Increase sales in western region	Ideation	PrOp Training	Bill, Peterson E	Marketing	Bill, Peterson E	5.00 (1)	<input checked="" type="checkbox"/>	
▲	Kid Friendly Bathtubs	Ideation	PrOp Training	Bill, Peterson E	Marketing, Product	Wiggins, Chris L, Bill, Peterson E, Williams, Roger P	4.67 (3)	<input checked="" type="checkbox"/>	
	More durable kid trucks	Ideation	PrOp Training	Bill, Peterson E	Product	Wiggins, Chris L, Bill, Peterson E	3.00 (1)	<input checked="" type="checkbox"/>	
	Customer Service Process Complaints	Ideation	PrOp Training	Bill, Peterson E	Efficiency, Process	Bill, Peterson E, Wiggins, Chris L	4.00 (1)	<input checked="" type="checkbox"/>	

The work space opens to Summary information for your problem/opportunity.



**Opportunity: Kid Friendly Bathtubs PrOp-0100**

[Edit](#) [Rate Importance](#) [Manage Team](#) [Deactivate](#)

**Question:**  
How can we make bathtubs kid friendly?

**Description:**  
Kids spend a lot of time in bathtubs and many toys are available to make bath time more fun for them. But the bathtub itself is not necessarily kid friendly. We may have an opportunity to incre

**Types:**  
Product, Marketing

**Importance Rating:** 4.33 (3)

**Alerts**  
[Select All](#) [Remove Selected](#)

Alert	Date
<input type="checkbox"/> New Principle:Fun creates interest added by Chris L Wiggins	10/09/2015
<input type="checkbox"/> New Principle:Fun creates interest added by Chris L Wiggins	10/09/2015
<input type="checkbox"/> New What-If:Tub had a built in slide? added by Chris L Wiggins	10/09/2015

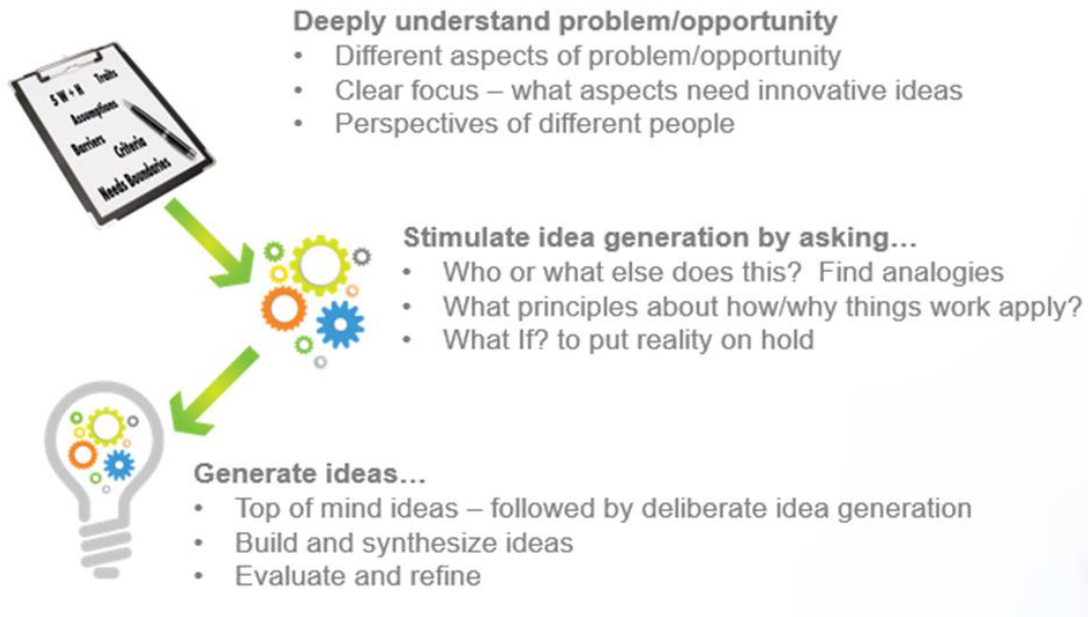
**Team**  
Leads: Wiggins, Chris L; Bill, Peterson E; Williams, Roger P  
Team: Williams, Billy L; Gomez, Alexander P

### Summary Page Actions

- Review basic information about the problem/opportunity
- View and manage alerts (things that changed since you last viewed the problem or opportunity)
- Rate the importance of the problem/opportunity
- Team Leader(s) can...
  - Edit summary information
  - Manage the team
  - Make the problem/opportunity active or inactive

Work space navigation links are organized by the steps in the PrOp Idea Generation Method.

- Step #1 - Understand the problem and opportunity from different perspectives
- Step #2 - Create idea generation stimulus
- Step #3 – Generate, rate and refine ideas

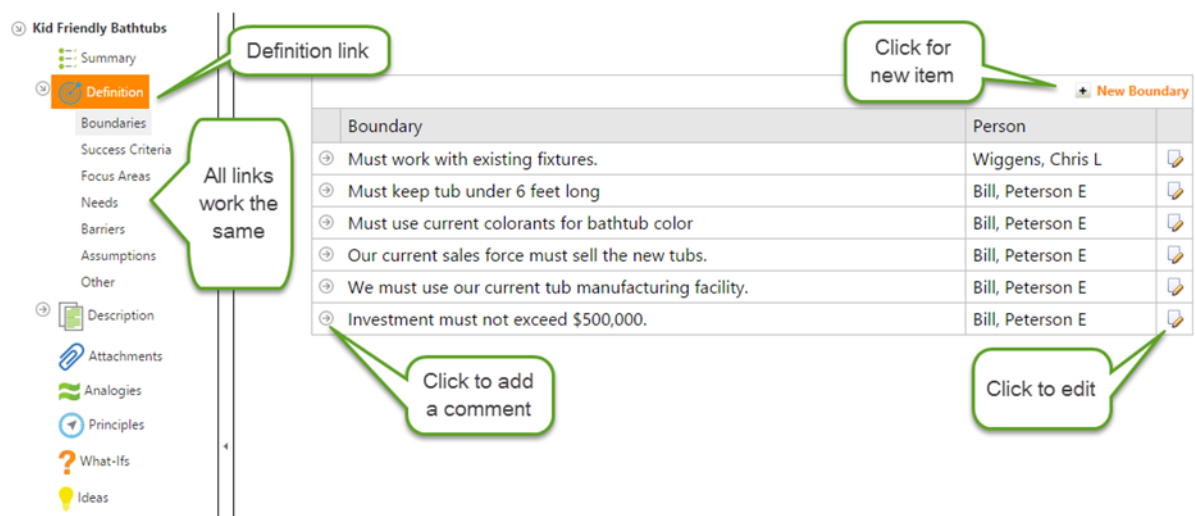


It is not necessary to work in order. If an idea comes to mind, be sure to capture it before you forget.

Step One: Understand	Step Two: Stimulate out of the box thinking	Step Three: Generate ideas, rate them, and refine the best ideas
<div data-bbox="224 499 570 1052"> <div>⌵ Kid Friendly Bathtubs</div> <div> <div>Summary</div> <div>→ Definition</div> <div>→ Description</div> <div>Attachments</div> <div>Analogies</div> <div>Principles</div> <div>? What-Ifs</div> <div>💡 Ideas</div> </div> </div>	<div data-bbox="654 499 1000 1052"> <div>⌵ Kid Friendly Bathtubs</div> <div> <div>Summary</div> <div>→ Definition</div> <div>→ Description</div> <div>Attachments</div> <div>Analogies</div> <div>Principles</div> <div>? What-Ifs</div> <div>💡 Ideas</div> </div> </div>	<div data-bbox="1084 499 1398 1073"> <div>⌵ Kid Friendly Bathtubs</div> <div> <div>Summary</div> <div>→ Definition</div> <div>→ Description</div> <div>Attachments</div> <div>Analogies</div> <div>Principles</div> <div>? What-Ifs</div> <div>Ideas</div> </div> </div>

Definition links include areas to help your team define the problem or opportunity.

- **Boundaries** – parameters any ideas must stay within
- **Success Criteria** – what ideas must help accomplish
- **Focus Areas** – specific areas you want to make sure you focus on when generating ideas
- **Needs** – needs of people associated with the problem/opportunity
- **Barriers** – what you know, or suspect might make success difficult
- **Assumptions** – what you assume to be true about the problem/opportunity
- **Other** – for items that don't fit anywhere else



**Kid Friendly Bathtubs**

- Summary
- Definition**
- Boundaries
- Success Criteria
- Focus Areas
- Needs
- Barriers
- Assumptions
- Other
- Description
- Attachments
- Analogies
- Principles
- What-Ifs
- Ideas

**Definition link**

**All links work the same**

Boundary	Person	
Must work with existing fixtures.	Wiggins, Chris L	
Must keep tub under 6 feet long	Bill, Peterson E	
Must use current colorants for bathtub color	Bill, Peterson E	
Our current sales force must sell the new tubs.	Bill, Peterson E	
We must use our current tub manufacturing facility.	Bill, Peterson E	
Investment must not exceed \$500,000.	Bill, Peterson E	

**Click for new item**

**Click to add a comment**

**Click to edit**

**New Boundary**

## Focus Area, Needs, Barriers Screens

In the Focus Areas, Needs and Barriers screens you can add Responses, Analogies, Ideas and What If questions. Click on the tab for which you want to add an item (Responses, Analogies, Ideas, What If questions) and click +New to add a new item.

**Kid Friendly Bathtubs**

- Summary
- Definition
  - Boundaries
  - Success Criteria
  - Focus Areas**
  - Needs
  - Barriers
  - Assumptions
  - Other
- Description
  - Attachments
  - Analogies
  - Principles
  - What-Ifs
  - Ideas

**Focus Areas, Needs, Barrier screens...you can add Analogies and Ideas**

Focus Area	Person	
⊕ Ease of use for grandparents	Wiggins, Chris L	
⊕ Educational	Bill, Peterson E	
⊕ Makes bath time more efficient	Bill, Peterson E	
⊕ Fun for kids	Bill, Peterson E	

**Responses tab** **Analogies tab** **Ideas tab**

New Analogy		
Analogy	Context	
Stickers	Kids love stickers in books and surfaces	
Cartoons	Cartoon characters are used on lots of kids products	

⊕ Safety for kids	Bill, Peterson E	
-------------------	------------------	--

Description links work the same as the Definition links.

**Kid Friendly Bathtubs**

- Summary
- Definition
- Description**
  - Who
  - What
  - Where
  - When
  - Why
  - How
  - Traits
  - Other
- Attachments
- Analogies
- Principles
- What-Ifs
- Ideas

**Description links work the same**

Who	Person	
⊕ Grandparents	Bill, Peterson E	
⊕ Kids between 3 and 10 years old	Bill, Peterson E	
⊕ Toddlers	Bill, Peterson E	
⊕ Babies	Bill, Peterson E	
⊕ Parents	Bill, Peterson E	
⊕ Babysitters	Bill, Peterson E	

Use the Attachments link to view attachments and links and add new ones.

This is a great way to bring all the information about a problem or opportunity together in one place.

- ⊙ Kid Friendly Bathtubs
  - Summary
  - Definition
  - Description
  - Attachments**
  - Analogies
  - Principles
  - What-ifs
  - Ideas

<a href="#">+ New Link</a> <a href="#">+ New Attachment</a>					
Type	Attachment Name	Description	Submitted By	Remove	View
Boundaries	<a href="http://www.nkba.org/">http://www.nkba.org/</a>	National Kitchen and Bath Association	Bill, Peterson E	✕	<a href="#">View</a>
Boundaries	Design.pdf	National Kitchen and Bath Design Services	Bill, Peterson E	✕	<a href="#">View</a>
Overall	<a href="http://www.healthychildren.org/English/safety-prevention/Pages/default.aspx">http://www.healthychildren.org/English/safety-prevention/Pages/default.aspx</a>	Healthy children organization may be helpful to our design efforts	Bill, Peterson E	✕	<a href="#">View</a>
Overall	Simple Steps Save Lives _ Pool Safely.pdf	Pool safety tips that we might apply to tubs.	Bill, Peterson E	✕	<a href="#">View</a>


Add attachments or links

Click to view



## PrOp Idea Generation Process Step #2: Create Idea Generation Stimulus


- Ideas naturally flow, but often it is helpful to deliberately provoke “out of the box” thinking to get more and better ideas.
- We built in 3 powerful creativity tools to help stimulate creative thinking.
- Analogies, Principles, What If questions


### Kid Friendly Bathtubs

 Summary


  Definition

  Description

 Attachments

 Analogies

 Principles

 What-Ifs

 Ideas



## Analogyes

- Analogyes (who or what does something like this) can be viewed from the Analogyes link
- Analogyes can be entered here for the overall problem/opportunity
- They can also be entered from the Focus Areas (aspects of the problem/opportunity for which you want to make sure you get ideas), Needs, Barriers links
- You can export the list of analogyes

Responses

Analogyes

New Analogy

Analogy	Context
<div>Analogy</div> <div></div>	<div>Context</div> <div></div>
Stickers	Kids love stickers in books and surfaces
Cartoons	Cartoon characters are used on lots of kids products

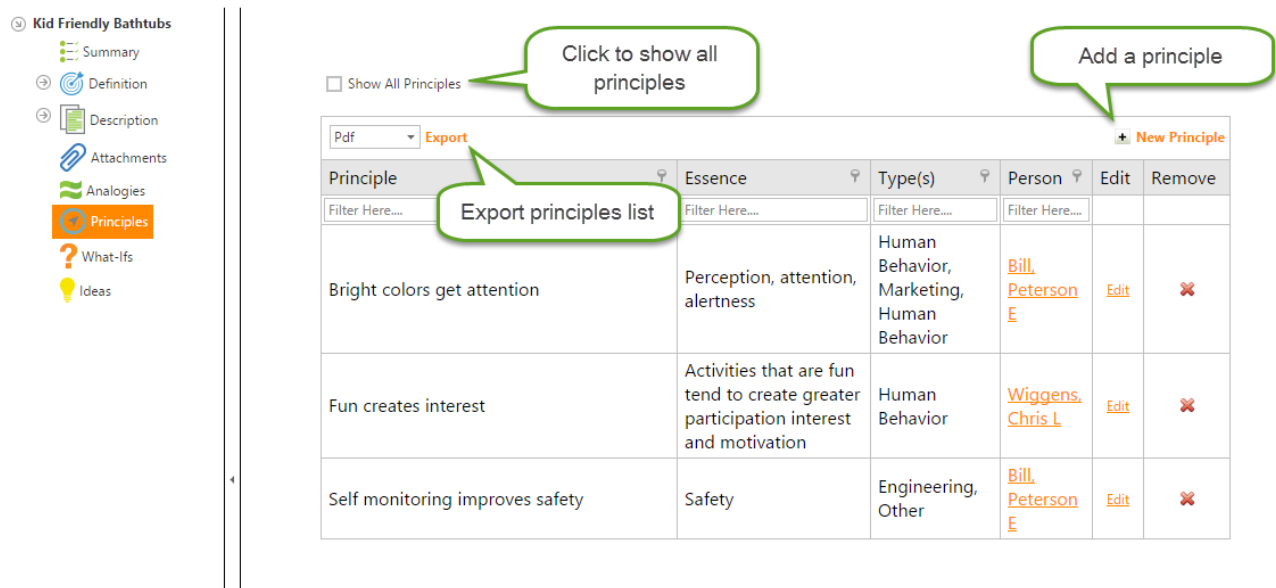
Safety for kids

Bill, Peterson E

## Principles Link

Principles of how or why things work are like timeless wisdom that can help us think “out of the box” while trying to generate ideas.

- Clicking the principles Link shows all the principles that have been added for this specific problem or opportunity
- You can export the lists of principles
- You can click +New Principle to add a new one



**Kid Friendly Bathtubs**

- Summary
- Definition
- Description
- Attachments
- Analogies
- Principles**
- What-ifs
- Ideas

☐ Show All Principles

[Pdf](#) [Export](#) [+ New Principle](#)

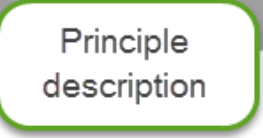
Principle	Essence	Type(s)	Person	Edit	Remove
Bright colors get attention	Perception, attention, alertness	Human Behavior, Marketing, Human Behavior	<a href="#">Bill Peterson E</a>	<a href="#">Edit</a>	<a href="#">✕</a>
Fun creates interest	Activities that are fun tend to create greater participation interest and motivation	Human Behavior	<a href="#">Wiggins, Chris L</a>	<a href="#">Edit</a>	<a href="#">✕</a>
Self monitoring improves safety	Safety	Engineering, Other	<a href="#">Bill Peterson E</a>	<a href="#">Edit</a>	<a href="#">✕</a>

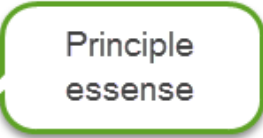
After clicking +New Principle, the information entry form appears.

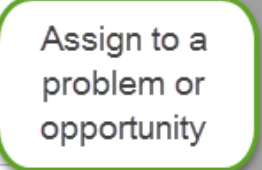
- Describe the principle – state what it is
- Enter the essence of the principle – what it is about
- Choose what type of principle it is.
- If you wish, you can make it public so all members of the IdeaBase user community can view it on our Website. None of your personal or organization’s information will be included in the “public” principles.

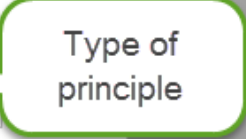
eterson E   edit   ✕

### Principle

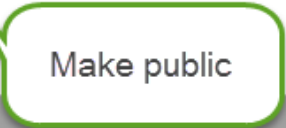
Brief Description:\* 

Essence: 

Prob./Opp.: 

Type:\* 

<input type="checkbox"/> Engineering	<input type="checkbox"/> Human Behavior	<input type="checkbox"/> Other
<input type="checkbox"/> Fund Raising	<input type="checkbox"/> Marketing	<input type="checkbox"/> Sales

☐ Make Public To PrOp User Community 

Save Cancel

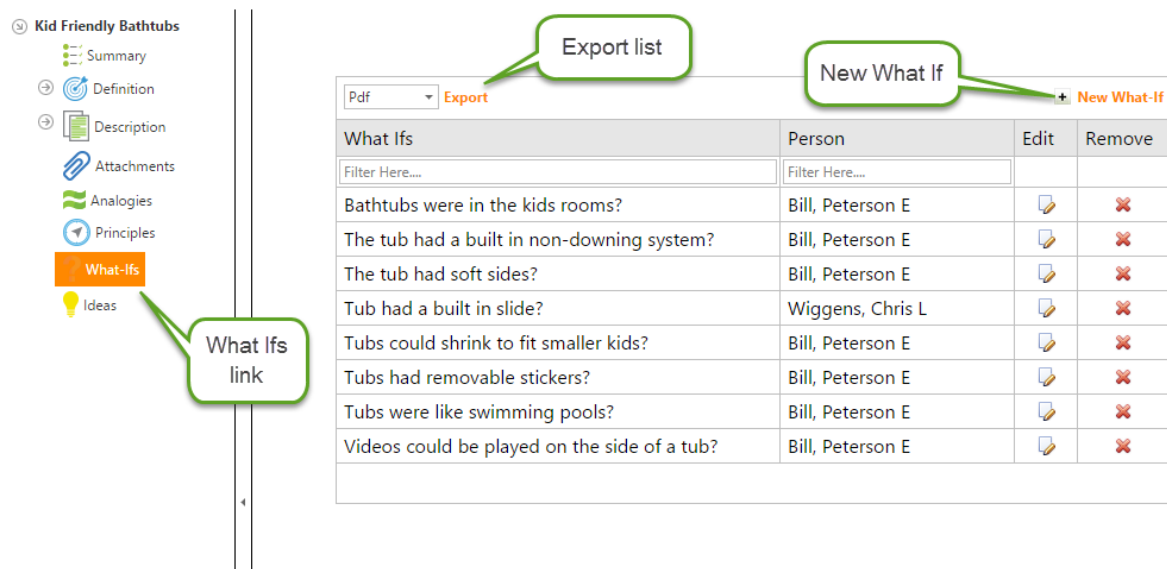
## What If Questions

What If? questions help to put reality on hold moment and provoke “out of the box” thinking.

Some What If? questions will come to you naturally. But also view each item in the Definition and Description and ask What If? questions for each of them (e.g. Who, When, Needs, How, etc.). This will spur broader and deeper innovative thinking.

Click on the What Ifs link.

- View all What If? questions for the problem/opportunity
- Export in different formats
- Click +New What If to add a new What If



**Kid Friendly Bathtubs**

- Summary
- Definition
- Description
- Attachments
- Analogies
- Principles
- What-Ifs**
- Ideas

**What Ifs link**

**Export list**

**New What If**

What Ifs	Person	Edit	Remove
Filter Here....	Filter Here....		
Bathtubs were in the kids rooms?	Bill, Peterson E		
The tub had a built in non-downing system?	Bill, Peterson E		
The tub had soft sides?	Bill, Peterson E		
Tub had a built in slide?	Wiggins, Chris L		
Tubs could shrink to fit smaller kids?	Bill, Peterson E		
Tubs had removable stickers?	Bill, Peterson E		
Tubs were like swimming pools?	Bill, Peterson E		
Videos could be played on the side of a tub?	Bill, Peterson E		

### PrOp Idea Generation Process Step #3: Generate, Evaluate, and Refine Ideas

Ideas Link: The Ideas link lists the ideas that have been entered for the problem or opportunity.

- View ideas entered for the problem or opportunity
- Click +New to add an idea
- Export in different formats
- Rate initial ideas (ideas that have not been refined with additional information)
- Click to view a report for an idea (all the information entered for a refined idea)
- Click Refine to enter the idea work space and refine an idea by adding more information
- Click View to enter the idea work space to continue to refine an idea

**Kid Friendly Bathtubs**

- Summary
- Definition
- Description
- Attachments
- Analogies
- Principles
- What-ifs
- Ideas**

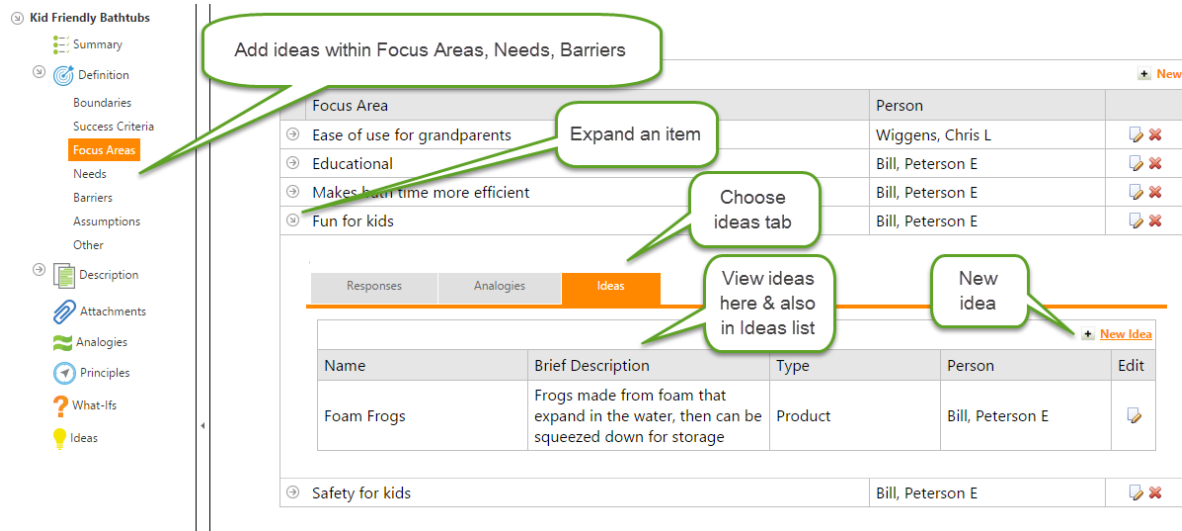
**Export** **Rate** **New** **New Idea**

Name	Brief Description	Type	Person	Edit	View	Interest Rating
Filter Here....	Filter Here....					
Aquarium	Build an aquarium into the side wall of a tub. Put in fake fish and sea creatures whose movement is stimulated by room light.	Product, Marketing	Bill, Peterson E		<a href="#">View</a>	4.25 (4)
Disney Tub Stickers	Develop a line of stickers for tubs based on Disney characters. Stickers would be easy to remove and could be used over and over again.	Product	Bill, Peterson E		<a href="#">View</a>	3.25 (4)
Frogs	Sell fake frogs with internal batteries in a kid-kit tub.		External: Scott Barlass		<a href="#">View</a>	2.50 (2)
Green water	Kids like yucky stuff, so with additives to make the water green, kids could		External: scott barlass		<a href="#">Refine</a>	2.00 (2)

**View or Refine Idea** **View report**

You can also add ideas from the Focus Areas, Needs, and Barriers screens.

- Expand an item in the list. This example is “Fun for kids.”
- Click the Ideas tab to view ideas or enter a new one.
- Ideas entered here will ear in the overall ideas list which is accessed from the Ideas link in the left navigation area.



The screenshot shows the 'Kid Friendly Bathtubs' project page in IdeaBase. The left navigation pane includes sections like 'Definition', 'Description', and 'What-ifs'. The 'Focus Areas' section is highlighted in the left pane. The main content area shows a table of focus areas with columns for 'Focus Area' and 'Person'. The 'Fun for kids' item is expanded, showing a sub-table of ideas. The 'Ideas' tab is selected in the sub-table, and a 'New Idea' button is visible. Annotations with green boxes and arrows point to various elements: 'Add ideas within Focus Areas, Needs, Barriers' points to the left navigation pane; 'Expand an item' points to the 'Fun for kids' item; 'Choose ideas tab' points to the 'Ideas' tab; 'View ideas here & also in Ideas list' points to the 'Ideas' sub-table; and 'New idea' points to the 'New Idea' button.

Focus Area	Person
⊕ Ease of use for grandparents	Wiggins, Chris L
⊕ Educational	Bill, Peterson E
⊕ Makes bath time more efficient	Bill, Peterson E
⊕ Fun for kids	Bill, Peterson E

Responses Analogies Ideas				
Name	Brief Description	Type	Person	Edit
Foam Frogs	Frogs made from foam that expand in the water, then can be squeezed down for storage	Product	Bill, Peterson E	

⊕ Safety for kids Bill, Peterson E

## Ideas List

- Ideas entered from Focus Areas, Needs, or Barriers screens will be labeled in the idea list
  - In this example, the Focus Area is Fun For Kids, then the idea is listed below the label
- Ideas entered from the Ideas screen do not have a label. Just the idea is shown

Kid Friendly Bathtubs

- Summary
- Definition
- Description
- Attachments
- Analogies
- Principles
- What-ifs
- Ideas**

Ideas

Pdf
Export
Rate Ideas
New Idea

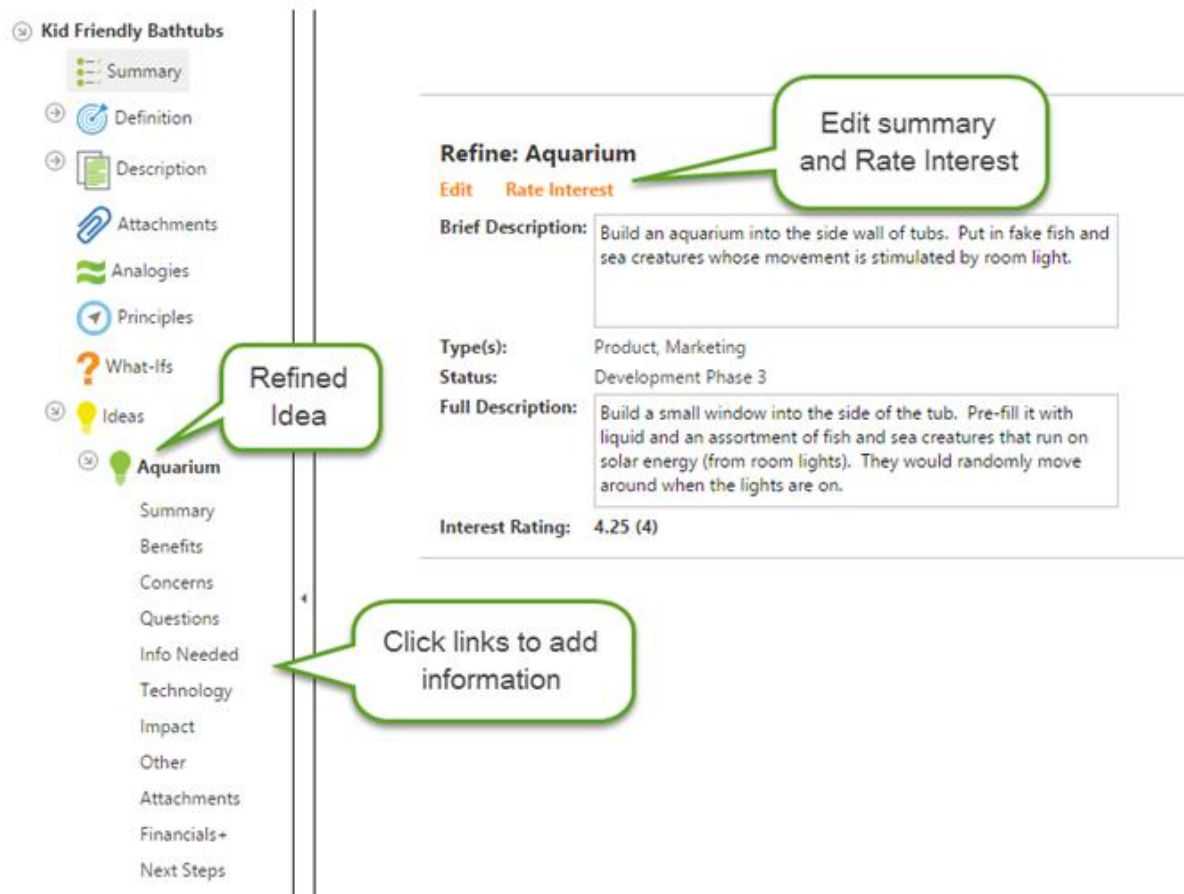
Name	Description	Category	Author	Edit	View	Interest Rating
Filter Here...	frogs					
Foam Frogs	<b>Focus Areas:</b> Fun for kids Frogs made from foam that expand in the water, then can be squeezed down for storage	Product	Bill, Peterson E		<a href="#">Refine</a>	
Frogs	Sell fake frogs with internal batteries in a kid-kit tub.				<a href="#">View</a>	2.50 (2)

Ideas entered from Focus Area

Ideas entered from this screen, the ideas list

After clicking on Refine or View, the idea work space navigation for that specific idea is displayed on the left under the Ideas link.

You can edit the summary information and add additional information about the idea. You can also add Attachments just for this idea.



The screenshot displays the IdeaBase interface. On the left, a vertical navigation menu is visible under the 'Ideas' link. The menu items are: Kid Friendly Bathtubs, Summary, Definition, Description, Attachments, Analogies, Principles, What-ifs, Ideas, and Aquarium. The 'Aquarium' item is highlighted with a green callout bubble that says 'Refined Idea'. Below 'Aquarium', a list of sub-items is shown: Summary, Benefits, Concerns, Questions, Info Needed, Technology, Impact, Other, Attachments, Financials+, and Next Steps. A green callout bubble points to the 'Summary' sub-item with the text 'Click links to add information'. The main workspace on the right is titled 'Refine: Aquarium'. It contains two links: 'Edit' and 'Rate Interest'. A green callout bubble points to the 'Edit' link with the text 'Edit summary and Rate Interest'. Below the links, the 'Brief Description' is: 'Build an aquarium into the side wall of tubs. Put in fake fish and sea creatures whose movement is stimulated by room light.' The 'Type(s)' is 'Product, Marketing' and the 'Status' is 'Development Phase 3'. The 'Full Description' is: 'Build a small window into the side of the tub. Pre-fill it with liquid and an assortment of fish and sea creatures that run on solar energy (from room lights). They would randomly move around when the lights are on.' The 'Interest Rating' is '4.25 (4)'.



## Rating Ideas

- Ideas can be rated by clicking the Rate Ideas link in the Summary area
- Scroll down and click the stars next to each idea to rate your interest in seeing it refined.

Rate Ideas

Close

How much would you like to see this idea further refined? (1 star is low and 5 stars is high).

Name	Description	My Rating
Aquarium	Build an aquarium into the side wall of tubs. Put in fake fish and sea creatures whose movement is stimulated by room light.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>
Disney Tub Stickers	Develop a line of stickers for tubs based on Disney characters. Stickers would be easy to remove and could be used over and over again.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/>
Flying fish	We could leave an air gap at the top of the aquarium and have robotic flying fish.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Frogs	Sell fake frogs with internal batteries in a kid-kit tub.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
Green water	Kids like yucky stuff, so with additives to make the water green, kids could pretend the bathtub is a swamp.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
High water alarm	Put a sensor with an alarm in the tub so that if an unattended child goes under water, the rise in water level will set off an alarm to notify parents	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/>
	Tub could change size based on the age of	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

Click star to rate

## Financials+ link

The Team Leader(s) can add additional information about the idea.

**Kid Friendly Bathtubs**

- Summary
- Definition
- Description
- Attachments
- Analogies
- Principles
- What-Ifs
- Ideas
- Aquarium**
- Summary
- Benefits
- Concerns
- Questions
- Info Needed
- Technology
- Impact
- Other
- Attachments
- Financials+



Idea Evaluation Criteria		
Criteria	Estimates or Actuals	Edit
Capital Investment	\$500,000	
Return On Investment	23%	
Development Time	6 months	
Non Capital Investment	\$50,000 for marketing materials mainly.	

Up to 16 different criteria labels that are customizable

Financials+ link

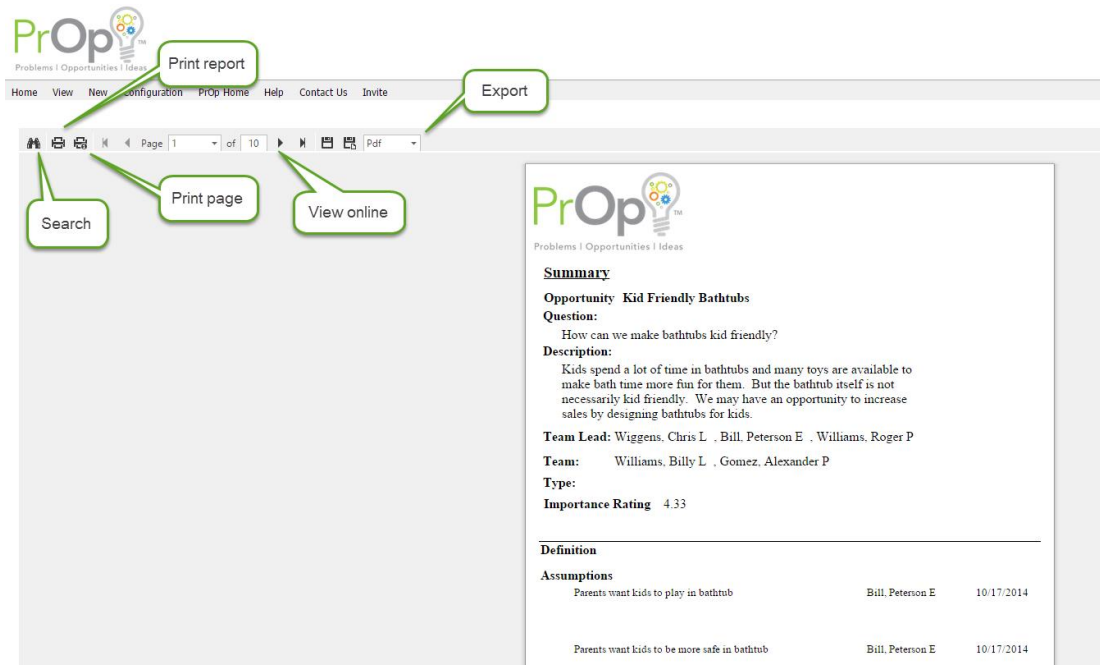
## Reports

Reports are available for...

- Problems and Opportunities (contains all the information entered) – access by clicking the report icon  next to a problem or opportunity on your home page
- Refined Ideas (contains all the information entered) – access by clicking the report icon  next to an idea in the Ideas list
- Summary of all problems/opportunities (contains summary information) – access from the View menu

When viewing a report, you can...

- Search by clicking the binoculars icon
- Print the full report or just the current page
- View the report online
- Download the report in different formats



The screenshot displays the PrOp web application interface. The top navigation bar includes links for Home, View, New, Configuration, PrOp Home, Help, Contact Us, and Invite. A toolbar below the navigation bar contains icons for Search, Print report, Print page, View online, and Export. The main content area shows a report for 'Kid Friendly Bathtubs' with the following details:

**Summary**  
**Opportunity** Kid Friendly Bathtubs  
**Question:** How can we make bathtubs kid friendly?  
**Description:** Kids spend a lot of time in bathtubs and many toys are available to make bath time more fun for them. But the bathtub itself is not necessarily kid friendly. We may have an opportunity to increase sales by designing bathtubs for kids.  
**Team Lead:** Wiggins, Chris L , Bill, Peterson E , Williams, Roger P  
**Team:** Williams, Billy L , Gomez, Alexander P  
**Type:**  
**Importance Rating** 4.33

**Definition**  
**Assumptions**

Parents want kids to play in bathtub	Bill, Peterson E	10/17/2014
Parents want kids to be more safe in bathtub	Bill, Peterson E	10/17/2014