



Technovations was a senior design group formed to complete the senior design requirement necessary for a degree in Engineering Management from Stevens Institute of Technology in Hoboken, New Jersey. Technovations worked in conjunction with a New York City based company called General Ideas in the planning and design of NextNet, a software platform created to aid companies in the new product development field in managing ideas that are generated within their respective companies. Unlike similar software packages, NextNet is designed specifically for the new product development market, and therefore, has special capabilities in this area. Furthermore, the user interface of NextNet has been designed to be quite simple, which is important because employees at all levels of the customer company use the software. As a matter of fact, the design of the user interface was the key task in Phase I of the team's design project.

Together with the programmers at General Ideas, Technovations enhanced various components of the user interface in order to make the product more user friendly, and likewise, more marketable. The group then progressed to the second phase of the project: the design of a business process to generate any idea management campaign.

After all, the mere acquisition of software such as NextNet does not guarantee success. Rather, it is essential that companies learn how to utilize their software as part of an overall idea generation campaign. Technovations began by designing and managing a campaign for a General Ideas client. Based on this experience, the group has designed a generic plan for innovation management. In the end, by combining the results of both design phases, the senior design team successfully developed a complete program of innovation management.