



How Experts Screen Ideas

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The front-end of innovation encompasses the stages of idea generation, screening, and development. Earlier studies have pinpointed this as a crucial phase of the innovation process due to its impact on product development success. Often, the most demanding task during the front-end is not the creation of new ideas but their screening, which is done by evaluating and selecting good ideas for further development. This is because new ideas can be easily generated, whereas screening is an effortful and challenging task that forms the basis for a decision to invest in the development of the idea. Thus, screening sets the stage for organization's future in-novation projects. Despite this, our knowledge of what really happens during idea screening remains inconclusive.

Through different theoretical perspectives, it is known that evaluators make rapid intuitive judgments of idea quality, systematically analyze ideas to determine their value and engage in sensemaking in order to understand and elaborate on ideas. Yet, much of this takes place in the minds of the evaluators, which limits our ability to understand how they think while screening and what influences the perception that an idea is good. Despite this, idea evaluations are used as a basis for deciding which ideas will be developed further.

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Furthermore, while screening is such a decisive step during the front-end of innovation, managing what the evaluators do can be challenging if it is not known how they perform their evaluation tasks and what they consider to be good ideas. To address these issues, it is crucial to understand how experts identify high quality ideas. The process of how experts identify high quality ideas is elaborated upon in two interlinked ways. First, the activities that expert evaluators use to screen ideas. Second, based on the activities that expert evaluators use to screen ideas, how experts make judgments of idea quality. This helps to clarify what constitutes a good idea.

Vocabulary:

What is Bitcoin and how does it work?

Encompasses: abarcar/comprender

Screening: revisar/analizar

Pinpoint: indicar/ identificar