



TripSpark Innovation Hub Overview



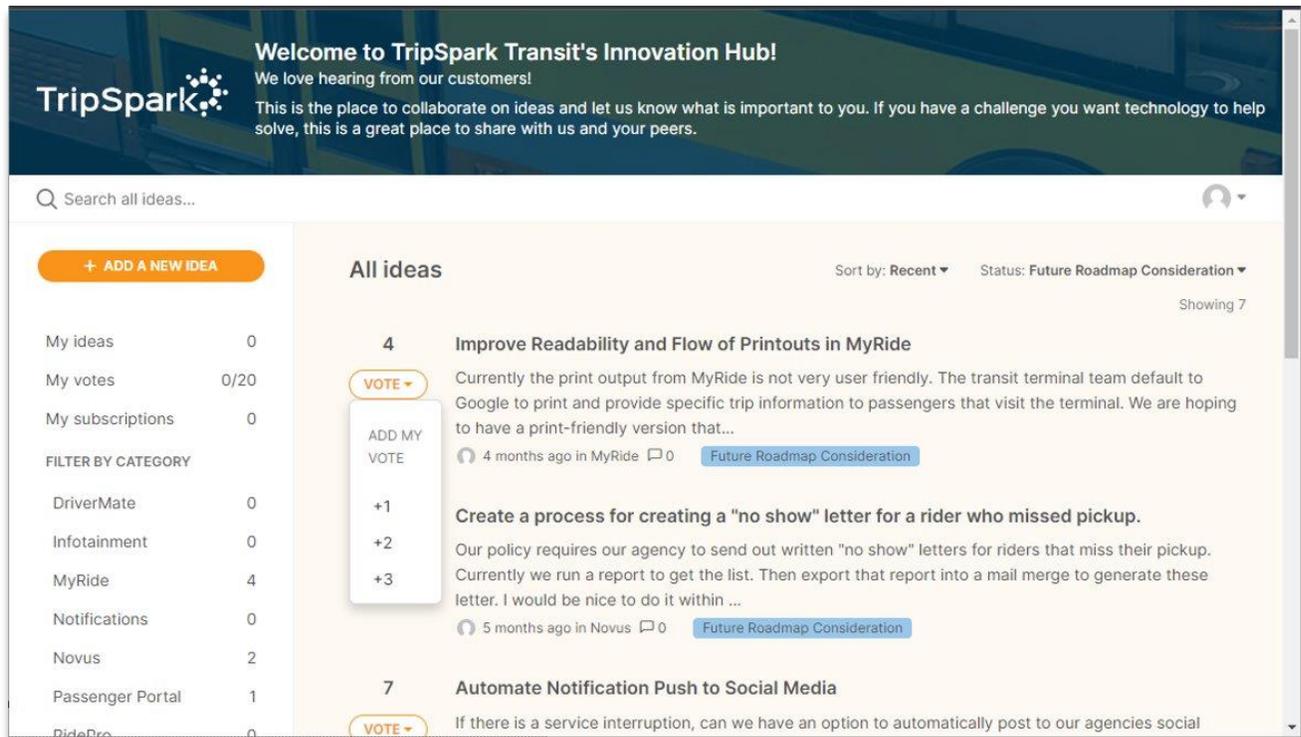
January 10, 2024



TripSpark Innovation Hub

What is it?

The TripSpark Innovation Hub provides a forum for collaboration with and between our transit partners. If you are facing problems that that technology team could help solve, the Hub is the place to share these challenges. You can share the need for improvements to existing features, new functionality in existing products or brand-new product ideas.



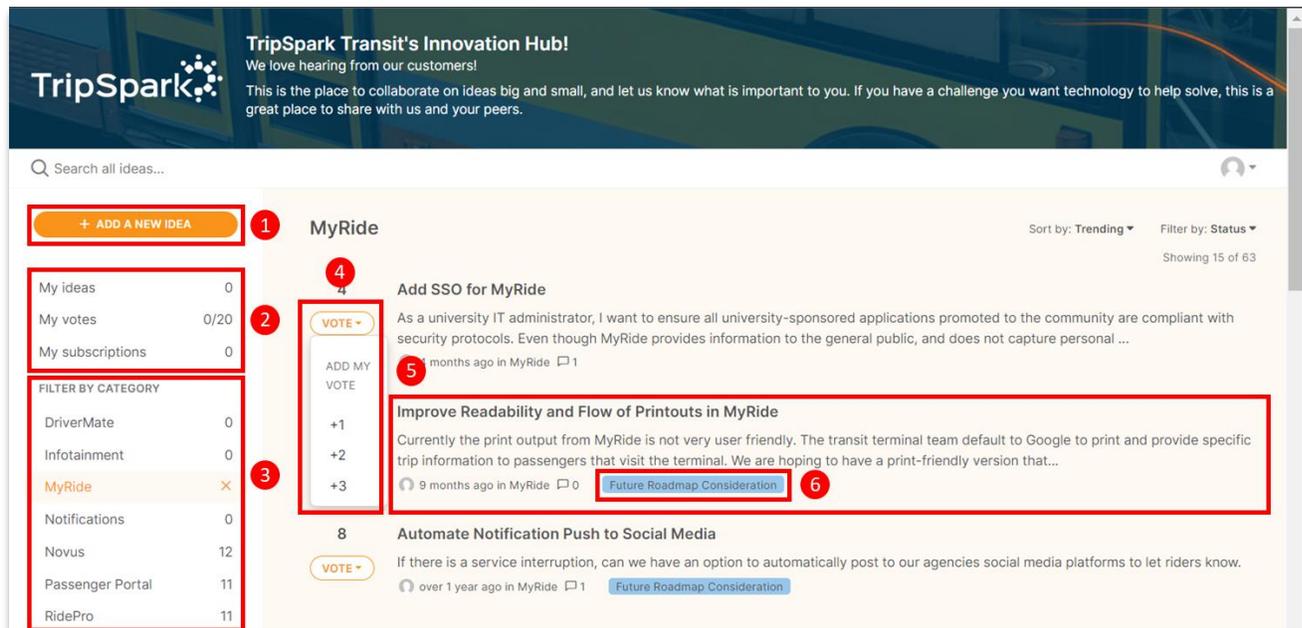
The screenshot shows the TripSpark Innovation Hub interface. At the top, there is a welcome message: "Welcome to TripSpark Transit's Innovation Hub! We love hearing from our customers! This is the place to collaborate on ideas and let us know what is important to you. If you have a challenge you want technology to help solve, this is a great place to share with us and your peers." Below this is a search bar and a navigation menu with options like "My ideas", "My votes", and "My subscriptions". The main content area displays a list of ideas, each with a title, a description, and a status. A voting menu is open over the first idea, showing options to "VOTE", "ADD MY VOTE", and "+1", "+2", "+3".

Benefits of the Innovation Hub are:

- **Help us learn what's important to you:** Through your participation and prioritization, we will have a better understanding of opportunities to develop new features.
- **You can share common challenges and see great ideas submitted by your peers:** If you face problems or see an idea that you may not have thought of yourself, you can comment on and build upon it, and vote to show your support.
- **Impact product roadmaps:** If an idea gains enough traction, it will be considered for inclusion in a future release.
- **Allows TripSpark to get feedback on our ideas from you:** The Innovation Hub can go both ways as the TripSpark team will also sometimes post ideas seeking your feedback.
- **Being able to quickly submit an idea:** You can submit an idea when it's top of mind.
- **You can see the status of your ideas and automatically be updated on any new comments or status changes:** You will be in the loop as you'll receive an email for any updates to your ideas or any ideas you've subscribed to, whether through comments or status changes. Ideas that are developed into new features will also be communicated through software release notes.

Innovation Hub Overview

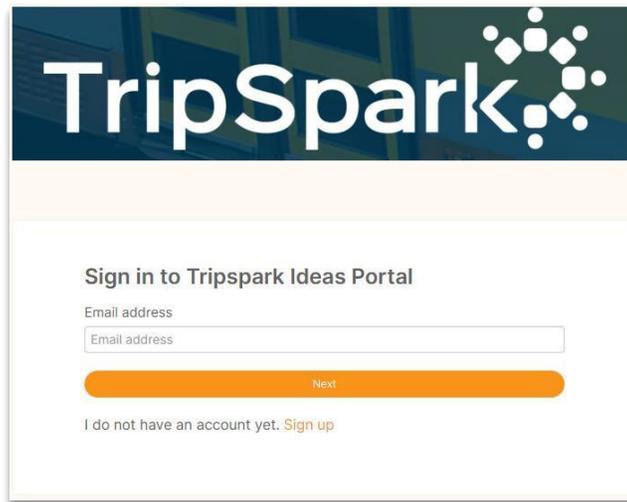
The Innovation Hub layout will look like below:



1. Clicking on the **+ ADD A NEW IDEA** button to add a new idea.
2. See ideas that are relevant to you, either through submission, votes, or subscription to the ideas.
3. See what ideas have been submitted that are relevant to different TripSpark products.
4. Vote on ideas that you see as high value.
5. See a brief description of each idea that is listed.
6. Idea status will also be listed beside the idea. The statuses can be as follow:
 - a. **More Details Requested** – The Product Management team may have questions or ask for additional information about your idea.
 - b. **Future Roadmap Consideration** – There is sufficient interest from customers in an idea that it is moved to the **product backlog** for a future release.
 - c. **Already In Product** – The requested functionality or similar functionality is already available in the product.
 - d. **Unlikely to Implement** – The idea is unlikely to be implemented. This may be due to it not being technically feasible or there is very little demand for this functionality.
 - e. **Released** – The idea has been implemented.
 - f. **Duplicate Request** – A similar idea has been submitted.

Getting Started

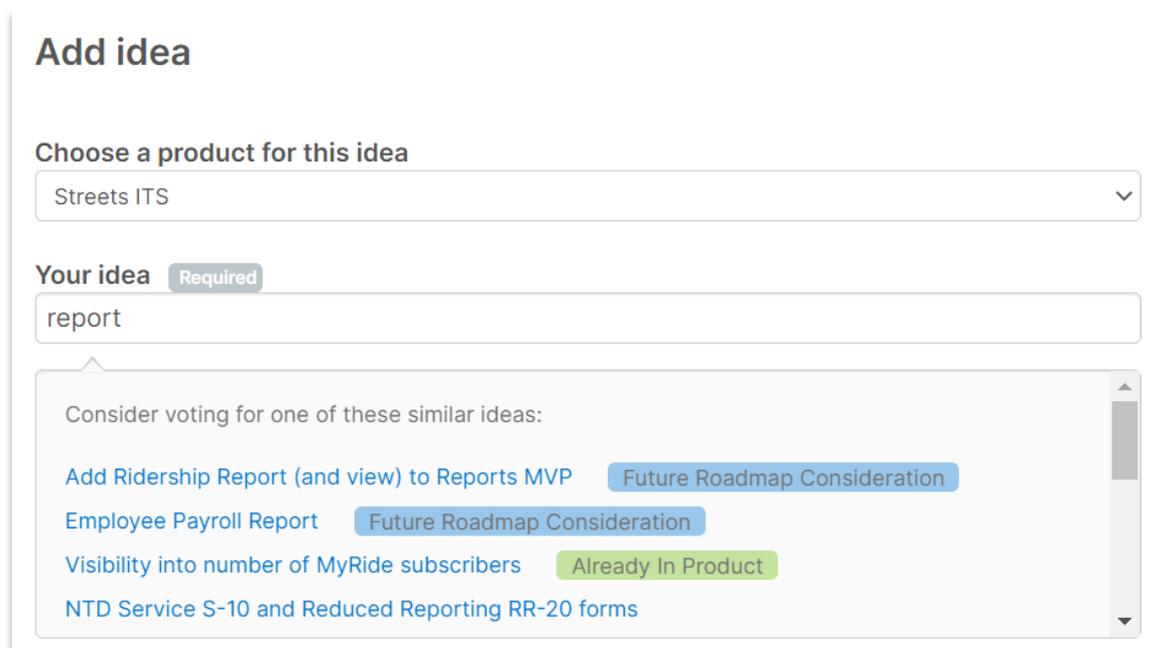
The [Innovation Hub](#) is accessible to you and anyone at your agency. This means that **anyone** at your agency will be able to register to submit ideas, regardless of position. To sign up, please contact your **Account Executive** or jesse.kafka@tripspark.com. You will be sent a registration email, typically within a few days.



Participating in the Innovation Hub

Submitting an Idea

When submitting an idea and entering the idea information, you will be prompted with an autofill field that will find if there is an already existing similar idea. If there is, please vote or comment on this idea instead of starting a new one.



The screenshot shows the 'Add idea' form. At the top is the heading 'Add idea'. Below it is a section 'Choose a product for this idea' with a dropdown menu showing 'Streets ITS'. Underneath is the 'Your idea' field, which is marked as 'Required' and contains the text 'report'. A tooltip box is open below the 'Your idea' field, displaying the message: 'Consider voting for one of these similar ideas:'. The tooltip lists four similar ideas with their status:

- Add Ridership Report (and view) to Reports MVP (Future Roadmap Consideration)
- Employee Payroll Report (Future Roadmap Consideration)
- Visibility into number of MyRide subscribers (Already In Product)
- NTD Service S-10 and Reduced Reporting RR-20 forms

Commenting on Ideas

You can comment on ideas submitted by others. You may want to share that you are experiencing the same or similar issue, show your support for an idea or suggest an idea of your own. Participation helps us see what ideas are important to our customers. Commenting is anonymized to everyone except for the TripSpark team. Note that you can share private comments with TripSpark only by checking **Only share privately**.

Automate Notification Push to Social Media

If there is a service interruption, can we have an option to automatically post to our agencies social media platforms to let riders know.

If we were to create this, what impact would it have on your product usage? Moderate Impact - Would help me once a week to once a month

COMMENTS 1

Paragraph ▾ | B | I | U | A ▾ | ☰ ▾ | ☰ ▾ | + ▾

📎 Attach files

Post comment Only share privately

 **Guest** [Reply](#) | [Mark as spam](#) | Mar 1, 2023

During winter months especially our agency could see this being used near daily for weather notices, so other agency impact could also be considered major.

BEST PRACTICES WHEN SUBMITTING IDEAS

- ✓ Explain the problem you want to solve and why solving it is vital. If possible, quantify the benefit. For example, how many hours a week new functionality or a new product would save or how it might impact ridership. This helps to convey the value of the idea.
- ✓ Indicate who is impacted, when and how often. Provide as many details and examples as possible. Consider adding artifacts such as screen shots and photos.
- ✓ If you do have a solution in mind, please share it with us! We welcome suggestions for small improvements as well as big new innovations!
- ✓ We strive to provide as much value as we can to as many customers as we can so *sell your ideas* to your industry peers, so they put their support behind it.

Voting on Ideas

A key feature of the Hub is the ability to vote on ideas. Voting will help to indicate which ideas are most important to you. You will be given 20 votes to use in the portal and you will have the ability to assign up to 3 votes per idea. Once you do vote on something you will be able to alter your vote if you end up changing your mind. If an idea that you voted for is developed and released, the votes from that idea will automatically be returned to you. Voting is anonymous and only TripSpark can see who voted and the organization they are from.

Notifications

Another value of participating in the portal is that you will receive email updates on ideas you have submitted, subscribed to, provided comment, or voted on. In addition, you will receive a weekly summary highlighting new activity in the Innovation Hub. You can configure which products you would like included in your weekly summary by editing your profile in the Innovation Hub. You can also opt out of notifications by clicking the unsubscribe link at the bottom of an email.

Evaluation of Ideas

Product Managers regularly monitor the ideas submitted to the Innovation Hub. Occasionally they may reach out to you through the Innovation Hub or directly to ask questions about the challenges you are facing or your ideas. They will sometimes post internal ideas in the Innovation Hub to get feedback from our customers.

Each quarter, Product Managers will review ideas that have received a high level of interest to an internal cross departmental committee. These ideas will be reviewed based on multiple criteria including the value provided to customers and how many customers it will impact. Internal considerations will be technical feasibility, risk and effort to implement. Feedback will be provided in the Innovation Portal if it is decided not to include an idea in the roadmap backlog.

Product Roadmaps

Product managers are responsible for planning and maintaining roadmaps for each of the products in the product lines they manage. These roadmaps set the direction and intention for the product towards the product vision however they remain flexible in the event we need to respond to changes in the market, technology, or any other factors to deliver products that meet customer needs. Roadmaps are usually near term (Now), mid-term (Next) and long-term (Future).

Near term roadmaps typically will have a theme and include a list of features to which development resources have been committed. These features come from the product backlog (which includes ideas that have been submitted through the Innovation Hub) as well as features for which development has been sponsored (i.e., one or more customers has financially supported the development of a feature). While unlikely, the content or timelines of these roadmaps may change.

There is less certainty about what will be included in mid- and longer-term roadmaps and therefore subject to change. Typically, product managers need to validate features to be included in mid-term roadmaps and use longer-term roadmaps to help validate product strategy and direction.