

ThoughtFarmer an integral component of IDEO's intranet

“Our ThoughtFarmer system has been a big success within the organization.”

When IDEO needed something better than a wiki for internal collaboration, they turned to ThoughtFarmer.

Featured customer:



IDEO is the company that designed the Swiffer Sweeper for Procter & Gamble, the Palm V personal digital assistant for 3Com, and the first mouse for Apple. They devised the “Keep the Change” account service for Bank of America, the Windows Home Computing concept for Microsoft, and the Coasting Bicycle design strategy for Shimano.

Recently, IDEO embarked on a new project to empower their internal communities to **create and manage their own online collaborative spaces**. With more than 500 employees in eight offices around the world, they sought better ways to share knowledge and collaborate across physical distances.

“We knew that wikis promised much of what we were after,” says Gentry Underwood, project lead for the initiative. “But most of the tools on the market are too difficult to use. We wanted something intuitive and straightforward, that our communities could pick up and start using without training.”

Gentry’s team tested more than 20 systems in search of one that would be both simple and powerful enough to provide their community with basic online collaboration and communication abilities. In the end, they chose ThoughtFarmer.

Today, IDEO’s ThoughtFarmer installation is an eclectic mix of ideas, conversations, reference documents and project materials. The content is fluid and constantly changing: every day edits are made as pages evolve, new discussions emerge and new files are uploaded.

“Our ThoughtFarmer system has been a big success within the organization,” says Gentry. “After only six months, we’re seeing literally hundreds of times more activity than any other wiki-like tool we’ve ever used. It’s already become an integral piece of our intranet.”

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Screenshot of the "Spaces" portion of IDEO's intranet, powered by ThoughtFarmer.

The screenshot shows a web browser window displaying the IDEO Spaces intranet. The page is titled "Social Impact" and is part of a "Spaces" section. The interface includes a navigation menu with options like Home, Tidbits, Departments, Disciplines, How To..., Initiatives, Locations, Passions, Practices, Projects, and About IDEO. The main content area features a "Design for Social Impact" article, a "Presentations and POYs" section, "Social Impact Resources", "Projects and Proposals", "Social Impact Team Meetings", "Social Impact LAB", "Travel in the developing world", and "Social Impact Publicity". The page also includes a sidebar with "Add feed" and "Settings" options, and a right-hand sidebar with "Edit this page", "Add name", "Add link", "Make PDF of this section", "Change location", "Reorder navigation", "Email page", and "Who can view this page?". At the bottom, there is an "Enter Admin Mode" button and a footer with contact information.

IDEO tested over 20 systems in their search for the perfect wiki. In the end, they chose ThoughtFarmer



Chris McGrath, Product evangelist

Contact Chris today to schedule your private 60-minute web-based demonstration of ThoughtFarmer: cmcgrath@thoughtfarmer.com