

# New Ideas Process

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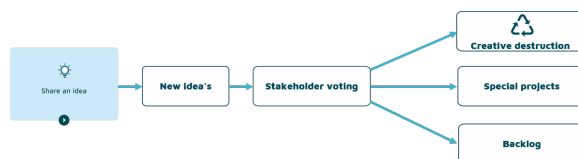
*There's no such thing as a bad idea, just bad execution...*

## The process

Onetrail has an agile development process. Our full-stack development team strives for agility and delivers the work by the Agile Methodologies (Scrum/Kanban). As Onetrail we desire to work on the highest business value with the lowest effort.

Our new ideas process consists of the following four phases:

### 1. Gather new ideas



We call on all our relations [share new ideas](#)! Collecting and discussing new ideas is an on going process at Onetrail that never stops.

An idea can be:

- a feature that will give you a significant advantage;
- an adaptation of the way we work;
- or even a completely new service that benefits you the most.

Every idea is welcome!

### 2. Stakeholder voting

All submitted idea's will be subject to internal stakeholder voting in our biweekly stakeholder meeting. You find an overview of all submitted new ideas on the [Idea valuation tracking page](#), (column 1 - New idea's) .

In the stakeholder meeting we value all ideas based on these five stakeholder values:

**Commercial:** Can we get revenue out of this feature?

**Market:** Does it attract new customers?

**Customer Satisfaction:** Does this make the customer happy?

**Efficiency:** Will it save time, makes it the user more powerful and/or makes it the process/product less complex?

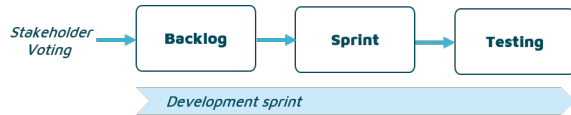
**Future:** Is it innovative, does it contribute to the roadmap or product vision?

Based on the determined business value the idea can go in three directions:

1. **Creative Destruction.** Too little business value means that we will not continue with this idea .
2. **Special Project.** Ideas with good business value and potential but who need further elaborated move to status Special Project. A Special Interest Group formed by customers and Onetrail employees will further elaborate the idea.
3. **Backlog.** Ideas with good business value and potential and clear description move to Product Backlog. Ready for our development team to get started on.

You can follow the status of the idea's on the [Idea valuation tracking page](#). For more details click on the tile for additional info.

### 3. Development sprint



Our development team works in sprints of three weeks taking a idea in a **sprint** from the **backlog** to **testing** phase.

We have an agile development process. Our full-stack development team strives for agility and delivers the work by the Agile Methodologies (Scrum/Kanban). The process is iterative, implemented features, can generate new idea's for improvement

You can follow the progress from Product Backlog and further on the [Idea development tracking](#) page.

### 4. Available for use



In this last fase the Product Owner takes a good and close look at the delivered product in test stage. The discussion is open for refinement and last moderations by the development team. After final approval the product is ready to move from our test environment to actual usage.

New products and releases are announced on our [Product News](#) page.