

MARKETPLACE APP · WORKPLACE-OPS

Ideas

Collect, vote on, and triage ideas through a configurable lifecycle — with RICE scoring, time-boxed campaigns, an audit log, and pipeline analytics.

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MODEL	TIER	CAPABILITIES	INTELLIGENCE
Licensed · opt-in	Suite	39+	AI-powered

OVERVIEW

Every lifecycle stage in Ideas carries a name an admin can rename or reorder anytime, and a category (Entry, Active, Implemented, Declined) that the funnel, implementation rate, and time-in-stage numbers key off. Rename "Planned" to "In Progress" two years in, and the reports built on it don't break.

Employees submit and discuss ideas in threaded comments; everyone upvotes. Reviewers prioritize with RICE scoring and an impact-effort matrix, then move ideas through those stages: every move, score, and edit lands in a reviewer-facing audit log. Campaigns optionally group ideas around a theme and route them to a panel.

Reviewer panels are ordinary MangoApps recipient groups, reusing the same audience and Inbox notifications used platform-wide. The Ask AI sidebar can look up ideas, submit, upvote, comment, score, or move one, with a confirmation before anything saves; AI can also expand rough notes into a full draft to review and post.

WHY TEAMS CHOOSE IT

- Collect ideas from every employee, then let the crowd upvote and discuss so the best rise to the top.
- Prioritize with RICE scoring and an impact-effort matrix, then move ideas through lifecycle stages you define.
- Run time-boxed campaigns that rally ideas around a theme and route them to the right reviewer panel.
- Track the whole pipeline: stage funnel, implementation rate, time-in-stage, and top-contributor analytics.
- Stage-change and reply notifications keep authors posted; reviewers see a full per-idea audit log of every stage move, score change, and edit.
- Configure voting style, campaigns, AI assist, and audience gates — every screen reads live from your settings.

CAPABILITIES

Submit & discuss

- ✓ Post ideas with a description and file attachments
- ✓ "Draft with AI" expands your notes into a written idea
- ✓ Duplicate detection nudges similar existing ideas as you post
- ✓ Threaded discussion with replies on every idea
- ✓ @mention teammates in the discussion, with name typeahead
- ✓ Authors can edit or delete their own idea

Voting

- ✓ One vote per person per idea
- ✓ Choose upvote or yes/no thumbs voting style
- ✓ Optional per-idea voting close date
- ✓ Searchable "see who upvoted" voter list

Review & prioritization

- ✓ RICE scoring — Reach × Impact × Confidence ÷ Effort
- ✓ Impact-effort prioritization matrix
- ✓ My Review Queue scoped to each reviewer's panel
- ✓ Reviewer panels tied to recipient groups, with per-campaign override
- ✓ Sort and filter the queue by score, votes, stage, panel, or campaign

Lifecycle & pipeline

- ✓ Admin-configurable lifecycle stages — rename, reorder, recolor
- ✓ Stage categories drive Implemented / Declined metrics (no hardcoded stage IDs)
- ✓ Drag-to-move Kanban board view
- ✓ Grid, list, and board feed layouts
- ✓ Per-idea audit log of every stage move, score change, and edit

Campaigns

- ✓ Time-boxed idea campaigns around a focused theme
- ✓ Auto-derived campaign phase — scheduled, open, or closed
- ✓ Route a campaign's ideas to a dedicated reviewer panel
- ✓ AI-drafted campaign brief
- ✓ Audience gate for who can create campaigns

Analytics & reporting

- ✓ Stage funnel with implementation rate
- ✓ Real average time-in-stage, reconstructed from the audit trail
- ✓ Participation rate across active employees
- ✓ Monthly submission trend and top contributors
- ✓ Per-campaign performance (ideas and votes earned)
- ✓ Export the analytics dashboard to CSV

AI Agent

- ✓ Ask AI Ideas agent — search, list, and look up ideas, browse campaigns, and (for reviewers/admins) your review queue and pipeline analytics
- ✓ Ask AI can also submit an idea, upvote, comment, and (for reviewers) score or move an idea to another stage — every write is shown as a confirmation before it saves

Administration & access

- ✓ Audience gate for who can submit ideas
- ✓ Analytics and settings restricted to app admins
- ✓ Per-event email and in-app notifications (stage change, panel routing, reply, @mention)
- ✓ Bulk import ideas from a CSV or Excel file, with a downloadable template
- ✓ Export the current idea list — with your filters and sort — to CSV
- ✓ Ideas homepage widget — recent ideas with one-tap submit

Limits & Specs

RICE formula	Reach x Impact x Confidence ÷ Effort
Lifecycle stages per workspace	2 to 10
Discussion depth	One level of replies
Analytics reporting range	All-time
Submission-trend window	Last 6 months
Voting	One vote per person per idea
Mobile	Dedicated dashboard view; other screens are responsive web

USE CASES

- **Feature request board**
Let employees and stakeholders propose product improvements, vote on what matters most, and watch ideas move from New to Implemented.
- **Continuous improvement / kaizen**
Collect frontline suggestions on how to work smarter, then triage them with RICE scoring and a visible pipeline.
- **Innovation campaign**
Rally ideas around a quarterly theme with a time-boxed campaign and route every submission to the right review panel.
- **Cost-savings drive**
Ask teams where money or time is being lost, prioritize the highest-impact / lowest-effort fixes on the matrix, and track what gets implemented.
- **Deskless suggestion program**
Give frontline workers a place to raise ideas from the dashboard and keep them updated as their idea changes stage.

PRICING & LICENSING

Pricing	Licensed add-on — enabled per workspace by an admin
License	Required (opt-in per business)
Tier	Suite

Pricing is tailored to your organization — [talk to sales for pricing & a live demo](#). Final commercial terms per your agreement.

FAQ

Is Ideas included, or does it need a license?

Ideas is a licensed add-on and is disabled by default. An admin enables it for your workspace from the Apps Marketplace; there's no automatic rollout.

Who can submit ideas and vote?

By default all employees can submit, vote, and comment. Admins can restrict submission (and campaign creation) to a specific group via an audience setting in Manage Settings; admins and reviewers can always act.

How are ideas prioritized?

Reviewers score ideas with the RICE model ($\text{Reach} \times \text{Impact} \times \text{Confidence} \div \text{Effort}$). The Review Queue ranks by score and plots an impact-effort matrix so the highest-impact, lowest-effort ideas stand out. RICE scoring can be turned off if you'd rather rank purely by votes.

Can we customize the stages an idea moves through?

Yes. Admins define an ordered list of 2–10 lifecycle stages — renaming, reordering, and recoloring them. Each stage carries a category (Entry, Active, Implemented, Declined) that drives the outcome metrics, so renaming a stage never breaks reporting.

How do idea campaigns work?

A campaign is an optional, time-boxed drive that groups ideas around a theme and routes them to a chosen reviewer panel. Its phase (scheduled, open, or closed) is derived from the start and close dates, and admins control who can create campaigns.

How is Ideas different from a survey, poll, or ballot?

Surveys, polls, and ballots collect structured answers to questions you write, then close. Ideas is an open, ongoing pipeline: employees generate the options, everyone upvotes and discusses them in threaded conversation, and reviewers RICE-score and move them through stages that stay visible on the idea itself — with a notification each time, so contributors always know where their idea stands.

Is there a full audit trail?

Yes. Every idea keeps a reviewer-facing audit log of each stage move (with the note), each score change, and each content edit, so there's a complete record of how an idea was triaged.

What can the Ideas AI agent do?

From the Ask AI sidebar, the Ideas agent can search and list ideas, look up an idea's details and RICE score, and browse campaigns — and for reviewers and admins, pull up the review queue and pipeline analytics. It can also submit an idea, upvote or remove a vote, comment, and, for reviewers, score an idea or move it to another stage; every write shows a confirmation before it saves. An admin can turn the agent off per business.

Can frontline and deskless workers use Ideas on a phone?

Yes. The Ideas dashboard has a dedicated mobile view, and the rest of the app renders responsively on a phone, so frontline employees can follow ideas, vote, and submit without a desk.