

My Big Idea Contest

ITC is country's leading FMCG marketer, the clear market leader in the Indian Paperboard and Packaging industry. They approached us to develop a web application to encourage innovative thinking among their employees.

Following sessions of concept development and working through various ideas, mybigideacontest.com was born.

What is My Big Idea Contest?

My Big Idea Contest is a web based application that works as platform for all employees of ITC Education & Stationery Products Business to generate innovative ideas to co-create New Products / Processes leading to tangible impact on business performance.

What was to be done?

Axis Web Art was hired to develop an easy to use web application where employee can post their ideas and participate in ideas submitted by other employees by liking, disliking or commenting.

Based on likes, dislikes and comments a Jury panel selects the winner at each stage and selected ideas get shortlisted for next stage of final evaluation. Online Voting is conducted for these shortlisted ideas and a winner is selected by the jury based on that.



Key services provided to ITC

Axis Web Art provided below services to complete all the requirements of the project.

UX

Prototyping

Information Architecture

Accessibility Level 1

Design

Website Design based on Prototype

Responsive, touch-friendly design

Graphic Design

Frontend Development

Responsive

HTML/CSS

JavaScript

Extensive browser testing

Back-end Development

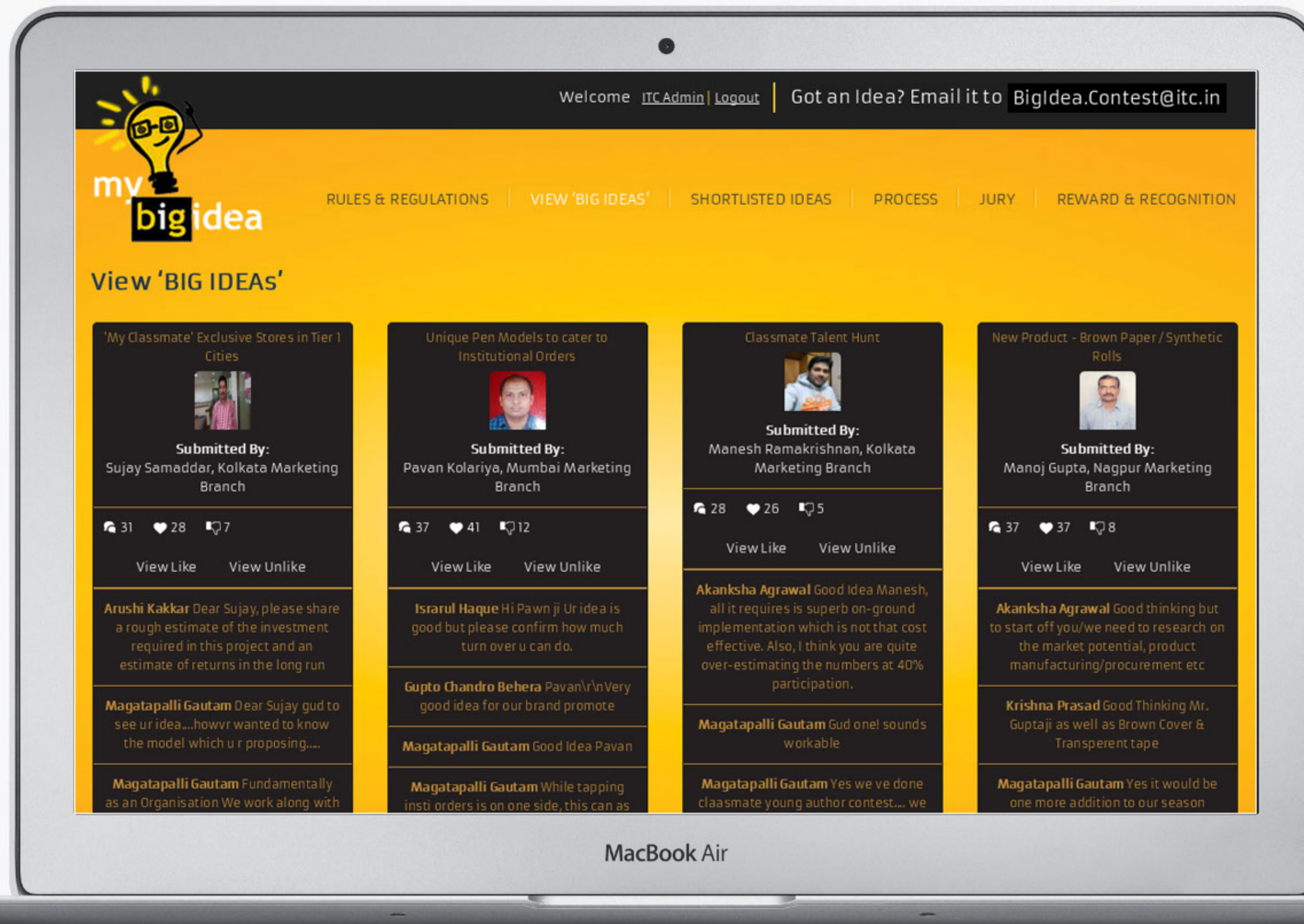
Back-end development with PHP

Employee Section to post ideas, like, dislike and commenting

Super Admin Section to Manage Everything on website like managing employee, ideas, moderating comments.
Marking idea as shortlisted.

End Results: A Successful Web Application

Since its launch, MybigIdeacontest.com has been an overwhelming success with great response and participation from all the employees of ITC.



What ITC says about our work?

Team at ITC was really happy with all our affords and they wrote us a nice testimonial.



I can recommend the team at Axis Web Art highly enough. They combine great design capabilities with a strong attention to detail and solid back-end architecture and code writing. Team helped with every aspect of our project starting from the fundamental offering, UI designing and optimizing the user interaction and experience, their advice was fantastic all the way through the project.

Arushi Kakkar

Head - HR, Education & Stationery Products Business at ITC Limited