



**Tele2 Champion bestill nå**  
Mobilabonnement med lave samtalepriser - 39 øre uansett. Bestill her:  
[www.tele2.no](http://www.tele2.no)

**Feriebil med rabatt!**  
Som SAS EuroBonus-medlem får du rabatt når du leier bil hos Avis.  
[www.avis.no](http://www.avis.no)

**Hotels.com-bestill online**  
Bestill hotell og leiebil hos Hotels.com!  
[www.hotels.com](http://www.hotels.com)

**Bestill reisen her**  
Søk beste pris blant 500 flyselskap og bestill direkte hos Travellink  
[travellink.no](http://travellink.no)

## Innovating in a window ("winnovating")

Designer's notes #17 - [Home](#) - [Prev](#)  
Øyvind Teig, Trondheim, Norway (<http://home.no.net/oyvteig/>)

### Always present '?' is for help, but why isn't '!' also always there?

Online help systems [1] have been at our fingertips for many years. I remember, back in the early 1990's that we started to use a "help editor" to create a "help" for the Windows systems that we shipped to customers. The systems were clients, doing man-machine communication, with buttons and menus, and nice curves of pressure samples from rotating diesel engines. The embedded data collecting and computing units were mounted in the ships' engine rooms, while the PCs were in the engine *control* room. And, the intricacies of the system were detailed for the user, available by pressing the ? question mark button. The help was *context sensitive*, so that one should get the info *needed* right then. Not more, not less.

Over the years, we have become accustomed to a computer based unit's context sensitive help system, whenever there's knowledge to reach for.

But, how about the opposite? Some new idea or additional information, some small or large innovation we want to jot down, *now!* The other direction from the help system, so to say, seen by an ! exclamation mark.

Implementing such an exclamation mark would be difficult. It would contain tools, complex logistics and legal matters. At least the suggestion outlined here.

We talk about context sensitive innovation "in a window". Cast in an *idea-editor*, especially made for the purpose. More that the "send us feedback" menu entry often found.

When we have jotted down the idea, we would need to store it. An *idea-server* would handle this for us. It would store the idea where it's supposed to. Like, on my local machine.

Or, you may want to send this idea to the maker of the product or anyone who could handle it.

Sending off good ideas right now is a black hole. The recipient could wrap the idea to oblivion. Therefore, we need an *idea-agency* or *idea-bank*, a public and safe place where the idea may be posted. The service should be free, since an agency would get neutral money. The people has understood that it's for the best of all, to have an *idea-boiling* society.

Now, when a user is able to take advantage of the idea, its source is cast in iron. It's *me*, and it's *my* idea that's used. For the user of the idea, "not invented here" could become an asset. "**Idea!** *inside*" labeled on the product could display this. People would love these products.

And the user would easily *find* ideas, through some kind of global *idea-portal*.

The system should be able to inspire any small or big idea. Jot them down, send them, cast them in iron. And *idea-sense* would collect money for used (and browsed) ideas.

Of course, this would be sitting above the world's patent system (or..below?), like PayPal uses the banking system to make it easier for the payer.

Did I say that the idea-bank should have an idea-server to handle new ideas coming from reading another person's idea? Stored locally at my machine only, or sent externally to the idea-bank.. So, *idea-branching* should be catered for. Ideas seldom appear in vacuum. Is an *idea* the most recursive cognitive patten in the universe?

Humankind certainly needs to come up with some new ideas. We can't afford to waste one of them!

Except some, that would *not* serve us..

This naive set of ideas I have never seen before. I have made a pdf of the original version of this file at [17 Innovation in a window 27Aug08.pdf](#), virtually becoming my safe? idea-bank. Should this not be new, it would certainly be against my knowledge. If so, please mail me. Should my use of words in this note infringe on any trademark etc., remember that I use them in a descriptive context only, not pertaining to any such registered use.

This idea is open for use by any. But (disclaimed above): don't think it's *your* idea! So, give me what's my part of it!

However, it would need much de-naivification!

27.Aug.08 (initial)

Other publications at <http://home.no.net/oyvteig/pub/pub.html>

[1] - [http://en.wikipedia.org/wiki/Online\\_help](http://en.wikipedia.org/wiki/Online_help)