Project Proposal

Project Name: Tresearch
Application Type: Web Application

Trial By Fire
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Project Description

Tresearch is an interactive mind mapping tool for documenting users' learning journey. Users can create their own knowledge tree(s) to document what they are currently learning and have learned throughout their life. Knowledge trees are made up of nodes that consist of a title, description/summary, and optional tag. Branches that come off of nodes point to nodes that utilize or require knowledge from the previous node. Users can view any other user's public knowledge trees to see what they are learning or have learned and how. If a user finds another user's tree or a portion of their tree to be particularly useful or helpful, they can rate a particular node or section of the tree and they can also copy that section over to their own tree. Users can add additional information to their public profiles such as what they are currently learning, where they are working/what they do, and location (city and/or state). Users can utilize a search function in order to find people whose trees contain a certain topic or keyword/phrase, and can also utilize a filter to narrow searches by users who are learning said topic, are using said topic (i.e. in their work or otherwise), by location (for purposes of meeting people with similar interests or skills).

Target Customers

Residents of the United States above the age of 13 who want to document their learning in a visual manner and see what kinds of things other people have learned and how.

Features To Be Implemented

1. Tree creation system consists of starting with a root node, creating new nodes, and connecting branches. (High)
    a. All nodes will consist of a title and description/summary
    b. Root nodes will typically be titled with either the overarching topic, person the tree belongs to, project
    c. Trees can have multiple subtrees
    d. Branches stem off "prerequisite nodes" to other nodes
    e. Trees will be infinite in length.
    f. There will be a delay to prevent spamming nodes, and to prevent us from running out of space and crashing
    g. Nodes can be designated as "semi-root" nodes which indicates the node to be the root of a subtree
    h. Can only copy nodes that are directly connected from parent-child or child-parent (strictly up or down).
    i. Ability to copy all or sections of a tree to be added to a user's personal tree, adding to a desired node.
    j. Can copy the nodes and make them a separate tree itself.
    k. Nodes/trees/subtrees can be tagged with additional information to help in the search process (beginner, intermediate, advanced, reading, research)
2. Search function for finding trees that contain keywords/phrases (Medium-High)

    a. Feature where users will search by topic.
    b. The result of a search is a list of users who have a node whose title matches or contains the search (exact matches will appear at the top of the list)
    c. If not narrowed with filter, results will be random from the pool of relevant matches (for purposes of exposure to more users)
    d. Keywords/phrases will come from initial word bank, which will be adjusted as more users have identical searches and new searches are made

3. Filter (Medium-High)
    a. Narrow down searches by users who are using or learning the topic searched, by geolocation (city and/or state), by helpfulness rating system, and by tag(s).

4. Private/Public System
    a. Ability to make all or part of a tree private/public.
    b. Users can select multiple nodes at a time and set them private or public simultaneously.
    c. If a node is made private and it has children, all of the children are made private too.

5. Helpfulness/Quality Rating System (Low)
    a. Users can rate by node, tree, or subtree (select multiple nodes at a time and add or remove their rating simultaneously)
    b. Helpfulness rating is scalar (i.e. 1-5, with 5 being the highest)
    c. If a node that has been already rated is within a tree or subtree that has been selected to be rated, then that node's rating will change according to the rating given to the whole (if the user does not want this to occur then they can deselect the particular node(s))

Competitors in The Market

Competitor	What makes us similar	How our product is different or better
LinkedIn	Listing user skills and connecting with people with similar interests	Our product would be more documentation and exposure oriented, rather than focused on networking for the sake of being in a particular industry. Users would be encouraged to document what they have learned/are learning in their life both for themselves as a way to look back on what they have accomplished in their life, as well as to provide others a glimpse as to their particular skill sets and how they achieved them. Our

		product would also provide a place for users who are interested in learning a topic to be able to quickly and easily find other users who have experience in said topic in order to provide them with an initial starting point/road map for learning the topic. Our product will also be more social in that it will allow for interactions between users for the sake of facilitating discussions for learning or any other things of interest.
Khan Academy	A medium for users to learn new things and get help in learning them.	Our product would not provide lessons geared towards specific topics. Rather it would be focused on documenting users learning and providing users with a place to see how other people have learned certain topics/skills to provide them with a starting point for learning. It would also be more social by providing users a place to interact with other users to discuss a certain topic or anything else of interest.
SkillShare	A medium for users to learn new things and get help in learning them.	Our product would not provide lessons geared towards specific topics. Rather it would be focused on documenting users learning and providing users with a place to see how other people have learned certain topics/skills to provide them with a starting point for learning. It would also be more social by providing users a place to interact with other users to discuss a certain topic or anything else of interest.

Value Provided To The Market

The value that our product provides is a place for people to document their learning and skills in a visual way and provide them with a starting place to learn new topics through social interactions. It will also serve as a semi-motivational product in that users can see what their friends and other users are learning, as well as what things are "hot" or new to learn, which may facilitate learning.

What Will Keep Users Coming Back?

Users who are focused on documentation, either for personal records, to help others, and/or for the purposes of showing off their skills set to others will want to frequently come back in order to update their tree(s). Users who are focused on learning will come back in order to find information on how to start learning new topics of interest as well as what topics are "hot" or new at the time. Other users may come back for the social aspects as well as finding prospective people or mentoring.

Expansion

The first potential expansion that we would make is an open forum feature, which would allow our users to easily connect with one another in app, in order to get advice, find a study buddy or group, or anything else that might relate to their learning or otherwise. With the addition of this feature, we would also implement a report system to remove any users who may harbor malicious intent. Another feature that we may add is a one-to-one chatting system that would allow for a more private way of communication between two users.

In the future this app could be expanded in multiple ways. One such way would be with sponsored trees where a partnered company could build a learning tree relevant to their app or product, giving them exposure while providing value to our user base in the means of a useful introduction to learning the partnered company's app.

Another way this system could expand would be through the addition of multimedia content for sharing more in depth notes including links, pictures, videos, and audio recordings. This will allow for much greater diversity in content that can be created and shared in knowledge trees.