System evolution

There are many different ways the Kanvass system as a whole can evolve, functionally and structurally. In our initial offering we will be offering only a free version, linked with a Gmail or OneDrive account, this allows Kanvass to piggyback off Gmail and OneDrive storage to reduce overheads and allow the offering of a free service. Paid for services can be offered in the future, this would provide the capability to create an account separate to Gmail or OneDrive if desired. The paid for service will give users access to online storage to store their Kanvass’. Along with offering a paid for service there will be tiers available, these tiers include but are not limited to; single user, small business (10-49 users), medium sized business (49-249), large business (250+).

There is also opportunity to evolve and improve features in Kanvass. For example, allowing users to collaborate on a shared Kanvass – this will allow multiple people to work on the same Kanvass rather than just being able to view it. Along with collaborating, levels of access can be granted to users a Kanvass has been shared with – e.g delete permissions, a user cannot delete any widgets. Another feature could be the ability to take a copy of a Kanvass, if permission is granted, this will allow users to edit a Kanvass without interfering with the creators original Kanvass.

Additional System Evolution will come in the form of mobile availability, creating iOS and Android apps for Kanvass. This will involve redesigning the UI, to work on mobile devices.

Infrastructure and hosting requirements are likely to change over time, switching hosting providers to get the best price. Trying to keep overheads down will allow the maximization of profits, which in turn will accelerate the expansion and growth of the site/application. Allowing more funds for increased infrastructure and marketing.

There are also considerations to be made about how to initially generate revenue. Using web advertisements is an option which could be used, although it would rather be avoided. This is due to the fact that many users can become frustrated by web advertisements, which could potentially discourage people from using Kanvass. Another, more preferable option, is to use browser based cryptocurrency mining. A user would agree in the terms and conditions to allow Kanvass, while they are using it, to use a portion of their CPU to mine cryptocurrency. This can eliminate the need for web advertisements on the site/application, while providing revenue to benefit the further development of the site/application.