

THE CHALLENGE

Meaningful knowledge sharing in an organization can be difficult. Getting people to view material at a time when they "need" it and are likely to retain it is a challenge. Organizations purchase learning materials that often go to waste because no one refers to them. Individuals, when looking to learn, often search across the web and social networks for material, and spend a great deal of time combing through results to separate the useful ones from the not useful. And due to a lack of in-time sharing/finding, the next individual looking for the same information often repeats the process.

MindMerge will address these challenges by serving as an **internal, sharable, online media library** where staff can **collect and upload digital content** (articles, eBooks, videos, tutorials, etc.). MindMerge will combine this with library management tools and users' external social network suggestions and reading lists, so that staff **can quickly find, share and recommend learning materials** based on immediate **needs, preferences and learning styles**.

THE USERS

- ★ **The Constant Sharer** – Always reading/watching media and sharing it out via his/her social networks with brief comments
- ★ **The Occasional Consumer** – Pressed for time. Only looks for things when interested in a particular topic. Doesn't share out much unless something is really striking.
- ★ **The Coordinator** – Wants to ensure that people are learning what they need to, that the org is purchasing learning materials that are useful and used and that valuable content is being escalated.

KEY PRINCIPLES

- ★ **Be where I am.** Don't be just another place I have to go log into.
- ★ **Don't get in my way.** The more I have to do when using the tool, the less likely I am to do anything.
- ★ **Know me.** What are my interests? Go beyond "topics." Understand my preferences in other facets (length, content type, style, etc.)
- ★ **Not everyone is equal.** Understand that some people's recommendations mean more than others.
- ★ **Entice me (and others).** Make me want to participate even if I don't "share" often.
- ★ **Appeal to me visually.** Text alone isn't sexy to everyone.

KEY SCENARIOS

- ★ **Finding something to read/watch/etc.** – How does a user find something to read appropriate to their current needs (topic, time available, learning style)?
- ★ **Sharing something** – How does a user share something they've read/viewed with others (specific individual, group, all)? What if the user isn't an active "sharer" how can the system make use of the fact that they consumed the information?