17th September 2012

Jibe – A Real time Collaboration Environment

Jibe is an online collaboration and chat platform that's centered around your website. It has an easy and fun use interface. Finally whiteboard enters the digital age!

You can place Jibe on your web page by simply copying a few lines of javascript code. It can be used for soliciting customer or user feedback, distance learning, or just for fun!

You can have people draw on top of webpages, and chat. All users connected to the whiteboard will see the changes in real-time. And, it doesn't require any downloads or plug-ins!!
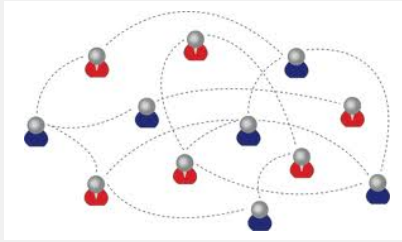
How does it benefit REI?

- **Servicing Customer**s by soliciting requirements quickly

- Demonstrate our **Passion for Success** to our customers by sharing an innovative product that serves their needs.

- Embrace Can-do positive **Attitude** by putting forth an solution to solve customer problems.

- Leverage the incredible power of teamwork by allowing REI employees to work across different locations, and be **Ready for Challenge**.

- Help us solicit quick feedback from customers and **Keep our promises** of providing quality solutions to our customers in short time.

Contents

Submitted by:
Zero Cool

Ready or not, here comes CoolBoard !

Look past the yakkers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Our advice: Catch up...or catch you later"

- Stephen Baker and Heather Green
  Bloomberg Business Week
  http://www.businessweek.com/

Need

Collaborative platform for REI to improve collaboration with customers and within the company

Goals

- Improve collaboration with customers by getting real-time feedback on their needs and preferences.

- Provide platform for employees spread across different geographical locations to interact and connect with each other.

- Use innovate techniques to contribute to REI's unique work culture and make REI stand out above other brands.

- Make REI employees more productive and efficient.

Relevance to REI Performance Objectives

Developing a collaborative platform will support REI's strategic goal of "Establishing Mechanisms to promote innovation and new solution offerings to provide greater REI value to our customers and our employees".

Personas

Jim Hart is a 45 year old male. He has an MBA in Marketing and has been working with REI Systems since 2008 as Project Manager.

Jim works in fast paced eGov initiative for OMB. The customer is very demanding and schedule is very tight. Jim is a Go-Getter and a general work day comprises of meetings, making decisions, resolving action items, attending status call with customer. He has to travel back and forth to GSA to get feedback on the website he is delivering to support President's open government initiative.

Goals	— Get fast feedback from Customer and avoid long commute. — Get things done
Motivators	— Relationships with other people — Contribute to company success. — Recognition for work
Frustrations	— Waste of time — Lack of resources available to support work
Questions	— What's the best way to do this — How can I get feedback fast

Mary Johnson is a 35 year old female. He has B.S. in Polatical Science and has been working with HRSA since 2007 as Program Analytst.

Mary works in HRSA's EHB initiative. She tries to keep up with the latest technology, trends and best practices in software development. Her general work routine comprises of creating and reviewing UI designs, and attending online webinars.

Goals	— Keep up with latest technology — Meet deadlines and expectations
Motivators	— Learn new things — Solve problems
Frustrations	— Not able to share his knowledge — Not being able to get feedback in time for changes
Questions	— Can I help people with my expertise — Why do people take forever to return emails and provide feedback

FAQ

1. **Can I use Jibe after the demo?**
   Yes. Go to http://demo.zerocool.reisys.com/.

2. **How can I integrate Jibe to my website?**
   Add this code snippet to your website:
   `<script src=http://api.zerocool.reisys.com/client.js></script>`

3. **Can the product be made open-source?**
   Yes, the code is commented and ready for usage. Download the source code @
   http://zerocool.reisys.com:88/repos/zerocool/trunk/

Innovative Collaboration Mediums in Corporations

"Organizations are exploiting different social media (e.g., blogs, wikis, and to engage directly with consumers and stakeholders, access a larger talent pool, enhance their public image and brand, and improve internal collaboration. In fact, more than 70% of companies are already using collaboration workspaces, and most are planning to increase their spending on across the coming years."

- A Realist's Guide to Social Media, Five Principles for Business Driven Experimentation
http://www.executiveboard.com/