# Home

Do you know your customer?

Many product companies make product decisions with a flawed understanding of what’s important to their customers. Focus groups, customer advisory boards, and one-on-one conversations all provide data points to determine customer wants and needs. But these approaches make broad assumptions about your users based upon a limited set of anecdotal evidence.

**OpenMind** enables you to build an online community with your customers and partners, allowing you to:

* Find out what features and improvements your customers as a whole would value most
* Engage in an online discussion with your users to gain deeper insights into their needs
* Communicate upcoming releases, closing the loop on customer feedback – your customers can see exactly which features became committed features of a future release based upon community feedback
* Gain deeper insights into specific targeted topic areas through user surveys
* Allow customers to engage in online discussion with each other and with you via online forums

**OpenMind** uses a unique allocation-based point voting system that creates an environment in which customers will make the same type of trade-off decisions that you do. It’s not enough to know whether a feature request is a good idea or not – you need to know which ideas your customers value most.

Product managers make difficult decisions every day – part of their job is to measure the trade-offs in order to determine what subset of possible features and improvements to address in a release based upon a limited number of resources. For example, the product manager must himself or herself that question: “If I have 10 items on a list of possible features for a release and I can only do 6 of them, which 4 would provide the most value to my customers?”

**OpenMind**’s allocations create an environment in which your customers make the same tradeoffs that you do. If I can only vote a limited number of times, I will choose wisely where to spend my votes rather than indicating every possible idea that sounds interesting to me.

**OpenMind** is in use today by these companies:

[home page](http://www.scribesoftware.com)

# Screenshots

# FAQs

I’d make this a copy of our help page from the app…I’d either link straight to the app or make a copy of that page and serve it statically.

# Demo

Log on to our demo environment at <http://openmindsw.com>.

You can login as the following users:

* [prodmgr@openmindsw.com](mailto:prodmgr@openmindsw.com) has access to all product management functions within the application.
* [allocmgr@openmindsw.com](mailto:allocmgr@openmindsw.com) has the ability to grant allocations to users.
* [voter@openmindsw.com](mailto:voter@openmindsw.com) is a typical user who can create ideas as well as vote and comment on ideas.
* [readonly@openmindsw.com](mailto:readonly@openmindsw.com) can see content within the community but cannot vote for ideas.

The password for all of the demo users is ‘demo’ (without the quotes).

# Documentation

I would make this a web-based version of the documentation that I’ve written.

# [Sourceforge](http://openmind.sourceforge.net/)