Fresco

Visual Collaboration

Fresco is a technique of painting executed upon freshly laid lime plaster. Water is used as the vehicle for the dry-powder pigment to merge with the plaster, and with the setting of the plaster, the painting becomes an integral part of the wall. Michelangelo used this style to paint Sistine chapel, The last supper etc. You can create your fresco like Michelangelo created his.

Introduction

The purpose of this document is to outline the vision and the technical / logical roadmap for Fresco. Fresco is similar to Mural - Mural.co - we plan on developing a "Brainstorming" tool that is lightweight and free. Similar to BaseCamp et al - there will be many visual collaboration tools - available - and I'd like to compete in that space.

Unique Selling Point / Proposition

SEO - Via Templates. A bunch of consultants have developed many different "Canvases" - these are models that folks put together that outline how to "brainstorm" or think - examples include;

- Business Model Canvas - https://www.strategyzer.com/canvas/business-model-canvas
- COSTAR https://ideascale.com/wp-content/uploads/2017/04/CO-STAR-Template-2016.pdf
- Digital Policy Canvas - http://thegovlab.org/introducing-the-digital-policy-model-canvas/
- SWOT Analysis - https://www.mindtools.com/pages/article/newTMC_05.htm

There are over 100's of these kinds of "Canvas" or brainstorming / organizing principles out there and they all are visual and large. But they come across as PDFs and Word Documents - there is no way to actually use this visually and collaboratively - ie. Google Docs Style - Live Collaboration.

Clones / Competitors

Here are some of the competitors;

- Miro
- Mural
- RyeBoard

Technical Proof of Concept:

We would like to develop a Technical POC - 2 Week Sprint that enables the following

1. User Registration / New User Creation via Google Apps (Google Apps ONLY) - This is to make sure we don't have JUNK registration. If you don't have a Gmail / Google Apps Account - you can't use Fresco.

2. "Create A Canvas" or Use a Canvas - Any Canvas that is created - other's can use.
   a. Canvas has a Title, Description
   b. Canvas has an Orientation (Portrait, Landscape) - Default to Landscape.
   c. Canvas has "PlaceHolders" - With an (x1, y1, x2, y2) coordinates.
      i. Placeholders have a Name - Mandatory
      ii. Placeholders can have an "Icon" - Optional - from a library of Icons - FontAwesomeIcons.
      iii. Placeholders can have a description - Optional.
3. Once a user creates a "Canvas" - anyone in the system can search and "Use" that Canvas - lets call this a "Session" as in a whiteboarding session. Effeciively a "Session" is an instance of a Canvas. Another way to think about this is that the Canvas is the template - and the Session is the use of that template.
4. Anyone can add "Sticky Notes" inside a canvas (in one of the "Placeholders")
5. We should be able to create 4 Canvases;
   a. COSTAR (See above)
   b. Business Model Canvas
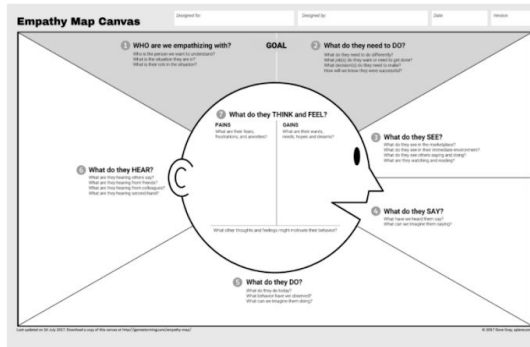   c. Digital Policy Canvas
   d. SWOT Analysis

Future / Post 2 Week Sprint;

1. Placeholder Types - For the initial sprint we are assuming a Rectangular Placeholder (X1, Y1) to (X2, Y2) - but we can have "Circular/Oval" Placeholders or "Quadrant" Placeholders also.
2. Placeholders can have more "Placeholders" within them - infinite zooming.
3. Colors / Visuals on the PlaceHolders - how to make them look really visually appealing.

a. Here is an example of of a complex Canvas;

Mural & How do we compete

While mural has a headstart - it does not bother me. When I started QuestionPro - SurveyMonkey was 6 years old and making 20M dollars. So - that does not matter. Zoom came in after GotoMeeting and WebEx.

Few ideas;
1. Keep it Free for a 99% of the planet and grab market share. Take a page out of Slack - it's free for the most part.
2. No point charging money now.
3. Enterprise / SSO - We charge for a SSO model - $18K/Year - Unlimited Users.

Technical Stack

-   Linux / Mysql for Storage
-   NodeJS (App / Server)
-   React / Material UI (Front End)
-   SocketIO / Websockets. (Communication Layer)

Viral Loop

We want the onboarding experience for Fresco to be intrinsically viral. When users signup with Fresco with their email (Non Free emails) - then we need to allocate them to the same "Organization" - this enables us to create a sense of "Belonging" - similar to Slack and a bunch of other tools.

- If I use Questionpro.com domain - then we say something like - John Johonson, Anup Surendran and 56 others from QuestionPro are using Fresco!
- We send a "Daily Digest" to the other folks saying "Vivek has joined the Fresco team"

Canvas Categories

We will launch with 5 Canvas Categories

1. Customer Journey Mapping
    - Journey Mapping Matrix
    -
2. Innovation
    - COSTAR
    - EDG BluePrint
3. Marketing
    - SWOT Analysis
4. Business Models
    - Business Model Canvas
    - Digital Policy Canvas
5. Product
    - Radar Product Roadmap

Tabs, Resources & Tasks

Tabs - we are thinking of having a tabbed interface for each of the Boards. Boards can have multiple tabs - each - tab will be of a type. There are 3 types of Tabs;

1. Canvas
2. Resource
3. Task

Canvas

The canvas tab is the same as a canvas. With the drawing elements. Users can add notes to predefined buckets.

Resource

The Resource tab is almost like a wiki. Anyone can add rich text/html content in there. Almost like a google doc / scratch pad associated with the board.

Task

A simple and basic task management. Each brainstorming session / Board will likely result in a set of tasks. Or at least we need a very simple way of allocating tasks to people.

Task have owners and due dates and a status. Simple.

Focus View

Focus View. At a click on mouse - look at everything a particular person has contributed. All the notes get hidden except for that persons notes.