Jumble

Russell Harter, Vishal Hada, James Liu
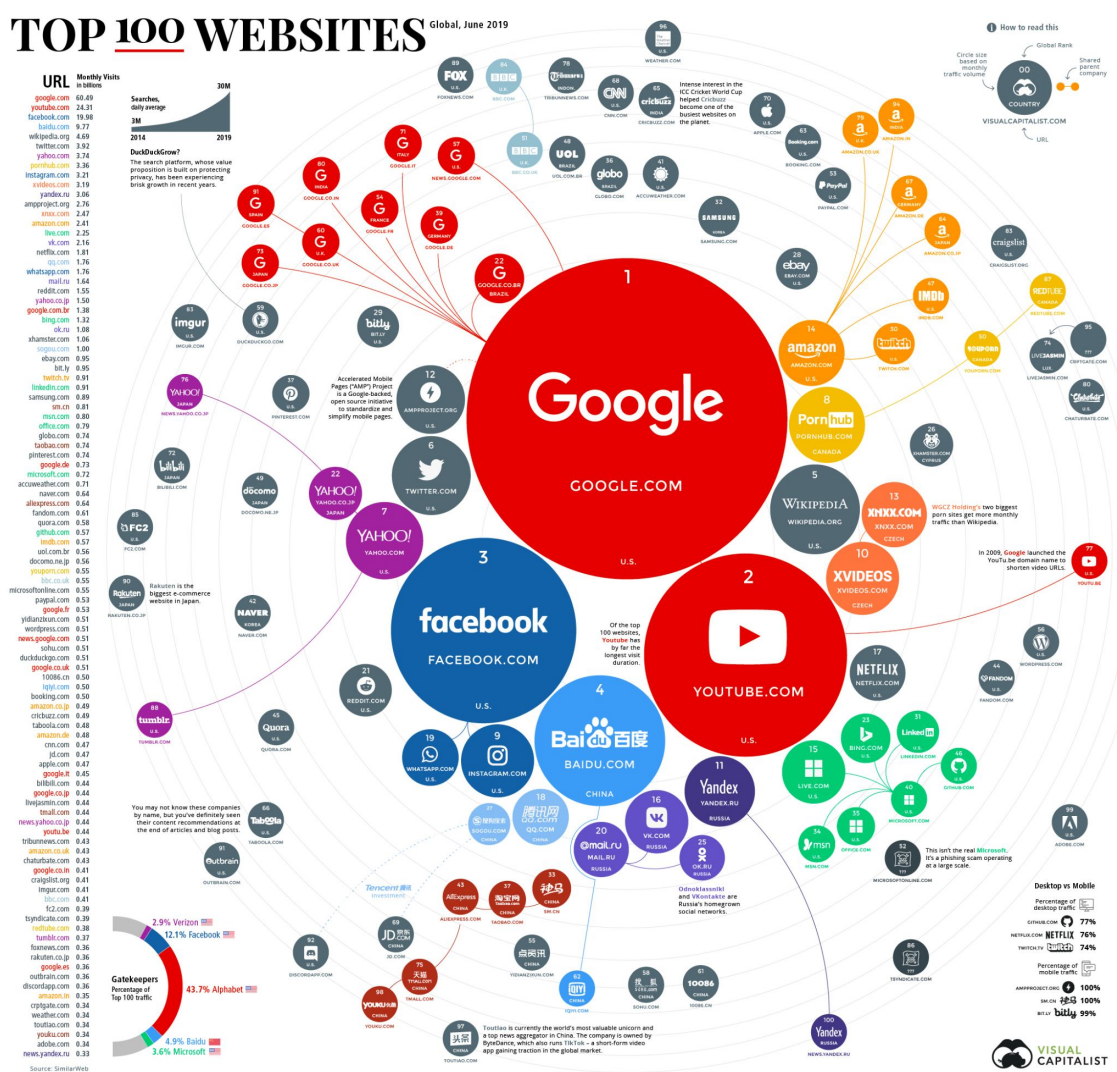
The Problem:

- We use a ton of sites on a daily basis

- Hard to keep track of all of them

- No real way to organize them

How People Spend Their Time Online...

Surfing social media	28%	
Surfing content	23%	
Surfing video	19%	
Searching	1%	
Checking email	24%	
Shopping online	6%	

http://www.adotas.com/2016/03/how-people-spend-their-time-online/time-online-infographic/
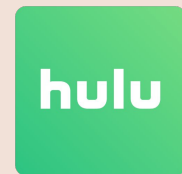
"Ranking the Top 100 Websites in the World", Nick Routley,
https://www.visualcapitalist.com/ranking-the-top-100-websites-in-the-world/

TOP 100 WEBSITES
Global, June 2019

How to read this

Circle size based on monthly traffic volume · Global Rank · Shared parent company

VISUALCAPITALIST.COM · COUNTRY · URL

URL	Monthly Visits in billions
google.com	60.49
youtube.com	24.31
facebook.com	19.98
baidu.com	9.77
wikipedia.org	4.69
twitter.com	3.92
yahoo.com	3.74
pornhub.com	3.36
instagram.com	3.21
xvideos.com	3.19
yandex.ru	3.06
ampproject.org	2.76
xnxx.com	2.47
amazon.com	2.41
live.com	2.25
vk.com	2.16
netflix.com	1.81
qq.com	1.76
whatsapp.com	1.76
mail.ru	1.64
reddit.com	1.55
yahoo.co.jp	1.50
google.com	1.38
bing.com	1.32
ok.ru	1.08
xhamster.com	1.06
sogou.com	1.00
ebay.com	0.95
bit.ly	0.95
twitch.tv	0.91
linkedin.com	0.91
samsung.com	0.89
sm.cn	0.83
msn.com	0.80
office.com	0.79
globo.com	0.74
taobao.com	0.74
pinterest.com	0.74
microsoft.com	0.72
accuweather.com	0.65
naver.com	0.64
aliexpress.com	0.64
fandom.com	0.61
quora.com	0.58
github.com	0.57
imdb.com	0.57
uol.com.br	0.56
docomo.ne.jp	0.56
youporn.com	0.55
bbc.co.uk	0.55
microsoftonline.com	0.55
paypal.com	0.53
google.fr	0.53
yidianzixun.com	0.52
wordpress.com	0.51
news.google.com	0.51
sohu.com	0.51
duckduckgo.com	0.51
google.co.uk	0.51
10086.cn	0.50
iqiyi.com	0.50
booking.com	0.50
amazon.co.jp	0.49
crickbuzz.com	0.49
taboola.com	0.48
amazon.de	0.48
cnn.com	0.47
jd.com	0.47
apple.com	0.47
google.it	0.44
bilibili.com	0.44
google.co.in	0.44
livejasmin.com	0.44
tmall.com	0.44
news.yahoo.co.jp	0.44
youtu.be	0.44
tribunnews.com	0.43
amazon.in	0.43
chaturbate.com	0.43
google.ca	0.41
craigslist.org	0.41
imgur.com	0.41
bbc.com	0.41
fc2.com	0.39
tsyndicate.com	0.39
redtube.com	0.38
tumblr.com	0.37
foxnews.com	0.36
rakuten.co.jp	0.36
google.es	0.36
outbrain.com	0.36
discordapp.com	0.36
amazon.in	0.35
crptgate.com	0.34
weather.com	0.34
toutiao.com	0.34
youku.com	0.34
adobe.com	0.34
news.yandex.ru	0.33

Searches, daily average — 30M · 3M — 2014 · 2019

DuckDuckGrow?
The search platform, whose value proposition is built on protecting privacy, has been experiencing brisk growth in recent years.

Intense interest in the ICC Cricket World Cup helped Cricbuzz become one of the busiest websites on the planet.

Accelerated Mobile Pages ("AMP") Project is a Google-backed, open source initiative to standardize and simplify mobile pages.

WGC2 Holding's two biggest porn sites get more monthly traffic than Wikipedia.

In 2009, Google launched the YouTu.be domain name to shorten video URLs.

Rakuten is the biggest e-commerce website in Japan.

You may not know these companies by name, but you've definitely seen their content recommendations at the end of articles and blog posts.

Odnoklassniki and VKontakte are Russia's homegrown social networks.

This isn't the real Microsoft. It's a phishing scam operating at a large scale.

Toutiao is currently the world's most valuable unicorn and a top news aggregator in China. The company is owned by ByteDance, which also runs TikTok – a short-form video app gaining traction in the global market.

Gatekeepers — Percentage of Top 100 traffic
- 43.7% Alphabet
- 2.9% Verizon
- 12.1% Facebook
- 4.9% Baidu
- 3.6% Microsoft

Desktop vs Mobile
Percentage of desktop traffic:
- GITHUB.COM 77%
- NETFLIX.COM 76%
- TWITCH.TV 74%

Percentage of mobile traffic:
- AMPPROJECT.ORG 100%
- SM.CN 100%
- BIT.LY 99%

Source: SimilarWeb

VISUAL CAPITALIST
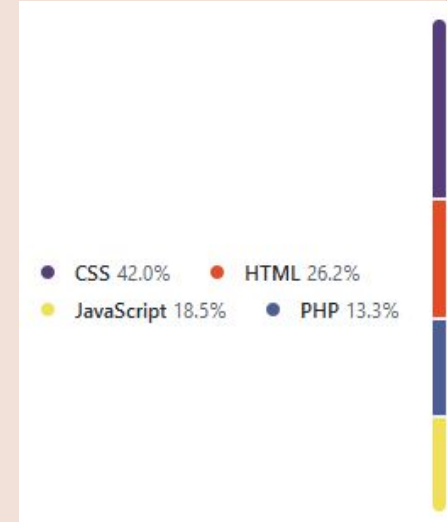
Social Media

Messaging

Streaming

Jumble

Our solution

Jumble Will Become Your Home Base

- One site one page

- You just open it up and then you had all your services available to you

- Very Customizable
  - Account to save preferences

- Easy to use and intuitive interface

The Technologies Being Used

HTML

CSS

JavaScript

php

jQuery

AJAX
Asynchronous Javascript And XML

MySQL®

● CSS 42.0%   ● HTML 26.2%
● JavaScript 18.5%   ● PHP 13.3%

The Market (what's there and how we're different)

- Not that much stuff out there at the moment like Jumble

  - There are management and organizing websites but they have a strong focus on analysis for businesses

- Offers extensive customizability and saving layouts to use across your devices

- Replaces traditional bookmarks/bookmark managers

Monetization / Business plan

- Option 1:
- Initially free service with features locked behind (premium) accounts
  - Premium accounts can have features such as adding their own links/icons and having a password manager

- Option 2:
- Gathering and selling data
  - Companies such as Facebook and Google do it already
  - How would it work (what data)
    - Obviously we won't have nearly as much data but data is still data
    - User behavior of services and stuff
    - Tracking

Users

Users of Jumble Include anyone who has to deal with using way too many apps or websites of the same general function on their devices:

- College Students
- Teachers
- Teenagers
- Tech-Savvy Adults
- Business Owners

And so on...

Stakeholders

Stakeholders of Jumble include the:
- Services
- Apps
- Platforms
- Friends and Family of the Users

The main stakeholders being the actual services, apps, and platforms:

Services can see how their apps are doing based on how many people have their apps on Jumble.

Examples of how it's used

User Case 1

- **A college Student who's classes use many different messenger apps such as discord and webex and school websites such as LMS and class specific sites, needs a way to organize all of these so he can stay on top of everything**

Using Jumble the student can
- Organize all of his school apps by category
- Can add any new apps to his jumble profile
- He can also put his most important apps in the bottom bar.

This allows him to have all his school specific apps organized in one central location.

Examples of how it's used

User Case 2

- **A content creator has many different platforms that he must keep track of such as instagram, twitter, discord, reddit, youtube and so on.**

Using Jumble the creator can
- Organize specific social media apps
- Organize sponsored apps
- Can add any new apps to his jumble profile
- He can also put his most important apps that he must use on the bottom bar

This allows the creator to have all his used platforms organized in one central location.

DEMO

Thank You!

Any questions?