## The Space We Play In



* SMB market up to Enterprise Departmental solution - Director of Support and his credit card
* Consumer-ization of software/KB
* Social
* Mobile
  + skinnable to mobile browsers quickly and easily

# “The Hook”

*How to get them in quickly and make it a nice place to want to stay :)*

* Knowledge grabber - create an engine that knows how to get knowledge and suck it in
  + InQuira - for public articles tell us your InfoCenter URL for a single article and a few other parameters and we will go get all the articles for you
  + InStranet - for public articles tell us your InStranet URL for a single article and a few other parameters and we will go get all the articles for you
  + General web - tell us a URL and we will attempt to scrape the content - also create a browser javascript bookmark that allows you to add any webpage into the KB
  + General web - spider - tell us a page and then how deep to go on the links and what domain to stay true to (like configuring an inquira crawler) and we will go get the content
  + google sitemap import?
  + General web - indirect spider - instead of “getting” the content, we will just store links to the URLs and treat it like knowledge but not actually scrape in the knowledge - also create a browser javascript bookmark that allows you to add any webpage into the KB
  + RSS - anything we want to do if the site has RSS - perhaps a browser bookmark that executes JavaScript which allows you consider the RSS feed as knowledge and auto-update the knowledgebase?
  + what else?
* Template sample knowledgebases
  + If you aren’t using the knowledge grabber to get knowledge into the KB, then we should allow you to start with a sample KB and then give you the info on what it contains
  + IT Helpdesk
  + Software Company - MS Office???
  + Widget Product Company - iPod/iPoad/iPhone?
* Automated Look and Feel Wizard to make it like your brand
  + give us the URL of your company site and we will auto configure the application to look like your company
  + auto-display images from the home page and ask the user which one is thier company logo
  + for higher paying customers, allow ‘live help’ sort of concierge service to customize for them in real time
  + display swatches from the color palette of the home page and have the user choose which colors will be used for headings, text, box outlines, etc
* Gamification of knowledge
  + have a game going which allows the user to “win” free features if they use the app enough in the first 30 days - kinda like frequent flier points
  + game to unlock features if you go through certain steps... if you fill out your profile and invite 5 users then you get super admin status... or a badge....or a new game unlocked to play
  + Example: get 10 users to configure their twitter handle and unlock the “tweet this” feature - may have a user-2-user bulletin board so users can talk to each other and encourage each other to do these things
  + Example: invite other users to join your knowledge community (would need to generate tokens) and get “points”
  + Example: invite other users to trial their own knowledge community and get points that add up to dollars off your bill
  + Example: author a KB and rate 3 other KBs to become an ‘explorer’. Look at the kinds of badges that you can get on foursquare and come up with a cool badging model
* Stats and graphs and dashboards, oh my!
  + Support manager is paying for it, make him feel like he is getting \***HIS**\* moneys worth
  + Articles should have reputation/influence
  + heatmap - what is waxing and waning
* Templates for types of support
  + Do you do technical support? - Template deployed automatically as a starting point
  + You want FAQs?

# General Features

* Instant Pretty PDF
* User Generated Translation
* Auto-categorization of articles????
* Article Status / Flag
  + New Article / Updated / New Version - this flag is set when a new version is saved - need a configuration option that allows the customer to set for how many days this ‘new’ flag is shown
  + Proven Solution - this flag is set once an article has been officially published
  + Under Review - this flag is set once an article had been submitted into the approval worklfow
  + New Approach / Not Yet Reviewed - this flag is set once a ‘version’ has been saved
  + Draft / Incomplete - this flag is set when it has been saved but not yet marked as a version
  + visual indicator on the article should be large, perhaps a corner ribbon - hover on the ribbon should explain what it means and what the possible values are or a link to a help article
* Versions - ability to “save as draft” or “save as a new version” which does different things
  + ‘feed’ comments are different ala cubetree
  + ‘subscribed notifications’ are different ala cubetree
* Personalization Features for Knowledge Portal
  + My Bookmarks
  + My Recent Articles
  + Remembered Filters that were set last time
  + Ability to set a default filter (takes the place of having to do entitlements)
  + Saved Searches or filters
  + Popular filters you have used over time when you search
  + Broadcast messages that admins can put out based on the security group - tracking of when you dismiss the message
  + Location-Based features like Amanda saw in that chat product where it knows where you are from including what company you are from even though you aren’t logged in - this could also be cool to put on the manager’s dashboard
* Security Model
  + Admin can define any security groups they want
  + All users join as the public security group and then request to be changed to another security group - admin gets a task+email when the request is made and has to login to the admin app to change the security setting if they approve
* Workflow & Publishing
  + time-based publishing - auto-publish in X minutes which gives the reviewers a little time to review ahead of publishing (requires a calendar with the business hours)
  + future publishing - ability to set a milestone (indirectly a date) or direct date at which the article will be published [does not adhere to the time-based publishing rules]
  + ability to link the article to a product or service which has a lifetime and have the KB automatically understand EOL’ed products and products that have had new releases and take it into account when promoting KB articles in the widget and in the categorization (i.e. include EOL’ed products in the search or not) - ability to set in the admin configuration whether you want the EOL’ed KBs to be automatically removed (unavailable with an EOL page as the redirect), removed from search (still available through links), available in search as an optional checkbox (include EOL’ed products? as a search option) or do nothing and leave them in just like any product
* Objects
  + Customers
    - Users
      * Profile
      * Reputation
    - Config
    - Branding
  + Security
  + Workflow
  + Versioning/Metadata
  + Articles
    - Links
    - Case Links
    - Ratings
    - Comments/Feedback
    - Stats
  + Logs - Access and Audit
  + Widgets
  + Jobs
  + Tasks
* Article Ratings
  + For touchscreens - swipe it into the trash can if it wasn’t helpful, swipe it into the bookmarks/bookshelf/paperclip if you want to keep it for later, swipe it into the smiley face or gold coins treasure chest or something like that if it was helpful - for non touch screen it could be a handle with a click and drag or just turn into button clicks for each of the targets

## Widgets: Pre-configured ‘channels’ for content

* General Information about the widgets
  + widget title/category name should be configurable
  + Any article categorized with this category automatically qualifies to show up in the widget
* Glossary
  + Seed data is glossary terms from KonaKB product such as Knowledgebase, Wisdom, KB article, etc
    - Here are four definitions taken from Encarta® World English Dictionary © 1999 Microsoft Corporation. All rights reserved. Developed for Microsoft by Bloomsbury Publishing Plc.

#### Data

* + - 1. information, often in the form of facts or figures obtained from experiments or surveys, used as a basis for making calculations or drawing conclusions
      2. information, for example, numbers, text, images, and sounds, in a form that is suitable for storage in or processing by a computer

#### Information

* + - 1. definite knowledge acquired or supplied about something or somebody
      2. the collected facts and data about a particular subject
      3. a telephone service that supplies telephone numbers to the public on request.
      4. the communication of facts and knowledge
      5. computer data that has been organized and presented in a systematic fashion to clarify the underlying meaning
      6. a formal accusation of a crime brought by a prosecutor, as opposed to an indictment brought by a grand jury

#### Knowledge

* + - 1. general awareness or possession of information, facts, ideas, truths, or principles
      2. clear awareness or explicit information, for example, of a situation or fact
      3. all the information, facts, truths, and principles learned throughout time
      4. familiarity or understanding gained through experience or study

#### Wisdom

* + - 1. the knowledge and experience needed to make sensible decisions and judgments, or the good sense shown by the decisions and judgments made
      2. accumulated knowledge of life or in a particular sphere of activity that has been gained through experience
      3. an opinion that almost everyone seems to share or express
      4. ancient teachings or sayings
* FAQs
* Quotes / Did Ya Know?
  + Setting Options:
    - Show up to X items
    - Show all items at once, or show one at a time and auto-scroll through items
    - Widget Width X pixels or X percent
    - Widget Height X pixels or dynamic to fit content
  + Seed Data
    - (from <http://www.quotelady.com/subjects/knowledge.html> )
    - (from <http://www.patrickcrusade.org/Wisdom_Knowledge_Ignorance.html> )
    - (from <http://www.abundance-and-happiness.com/wisdom-quotes.html> )
    - Individuals are said to be "in pursuit" of knowledge. They are said to "search" for knowledge. They are said to be "on a quest" for knowledge. They describe themselves as "seekers after" knowledge. All these idioms suggest the same thing: that the knowledge already exists that the individual has yet to find. No one ever says they have "created" knowledge, for, of course, they cannot.--Michael Rawls
    - Knowing is not enough; we must apply. Willing is not enough; we must do.--Johann Wolfgang von Goethe
    - Knowledge comes by eyes always open and working hands, and there is no knowledge that is not power.--Jeremy Taylor
    - Knowledge comes by taking things apart: analysis. But wisdom comes by putting things together.--John A. Morrison
    - Knowledge is a process of piling up facts; wisdom lies in their simplification.--Martin H. Fischer
    - Knowledge is gained by learning; trust by doubt; skill by practice; and love by love.--Thomas Szasz
    - Knowledge is knowing a tomato is a fruit; wisdom is not putting it in a fruit salad.--Peter Kay
    - Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information on it.--Samuel Johnson
    - Knowledge is power and enthusiasm pulls the switch.--Steve Droke
    - Knowledge is the true organ of sight, not the eyes.--Panchatantra
    - The larger the island of knowledge, the longer the shoreline of wonder.--Ralph W. Sockman
    - Knowledge might be power, but only when you take action.--Richard Keeves
    - My philosophy is anyone or anything that gives you knowledge inspires you.--Gabrielle Reece
    - One of the greatest joys known to man is to take a flight into ignorance in search of knowledge.--Robert Lynd
    - Our age is being forcibly reminded that knowledge is no substitute for wisdom. Far and away the most important thing in human life is living it.--Frank R. Barry
    - Our knowledge is a little island in a great ocean of non-knowledge.--Isaac Bashevis Singer
    - Play is the beginning of knowledge.--George Dorsey
    - Reading furnishes the mind only with materials of knowledge; it is thinking that makes what we read ours.--John Locke
    - The saying that knowledge is power is not quite true. Used knowledge is power, and more than power. It is money, and service, and better living for our fellowmen, and a hundred other good things. But mere knowledge, left unused, has no power in it.--Edward E. Free
    - There is hardly any place or any company where you may not gain knowledge, if you please; almost everybody know some one thing, and is glad to talk about that one thing.--Lord Chesterfeld
    - These days people seek knowledge, not wisdom. Knowledge is of the past, wisdom is of the future.--Vernon Cooper
    - Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply to their work and to their lives will be the movers and shakers in our society for the indefinite future.--Brian Tracy
    - What we need to acknowledge, now more than ever, is that we do not know everything. We cannot know everything. Knowledge changes.... The only thing we can count on to see us through an uncertain future is our ability to ask questions.--Andrea Batista Schlesinger
    - Wonder rather than doubt is the root of knowledge.--Abraham Joshua Heschel
    - Zeal without knowledge is fire without light.--Thomas Fuller
    - Wisdom is the supreme part of happiness. Sophocles
    - Knowledge is a process of piling up facts; wisdom lies in their simplification. Martin H. Fischer
    - We can be Knowledgeable with other men's knowledge, but we cannot be wise with other men's wisdom. Michel de Montaigne
    - Wisdom is knowledge which has become a part of one's being. Orison S. Marden
    - To know that you know what you know, and that you do not know what you do not know, that is true wisdom. Confucious
    - Knowledge becomes wisdom only after it has been put to practical use. Anon
    - Ours in a data-rich and information-poor society.... Although the body of science and technology and the population of the world have both grown exponentially in the last two hundred and fifty years, wisdom, perception, and other individual traits have not. Martin Shubik
    - Never mistake knowledge for wisdom. One helps you make a living; the other helps you make a life. Sandra Carey
    - By three methods we may learn wisdom: First, by reflection, which is noblest; Second, by imitation, which is easiest; and third by experience, which is the bitterest. Confucius
    - Wisdom is found only by constant practice in pure thinking and well-doing; by harmonizing one's mind and heart to those things which are beautiful, lovable and true. James Allen
    - Lovers of wisdom must be inquirers into very many things indeed. Heraclitus
    - Wisdom is the reward you get for a lifetime of listening when you'd have preferred to talk. Doug Larson
    - The art of being wise is the art of knowing what to overlook. William James
    - Kindness is more important than wisdom, and the recognition of this is the beginning of wisdom. Theodore Isaac Rubin
    - To be a man of knowledge one needs to be light and fluid. Yaqui Mystic, Little Zen Companion, Schiller.
    - It is a truly wise man who does not play leap frog with a unicorn.
    - Knowledge rests on knowledge; what is new is meaningful because it departs slightly from what was known before. Robert Oppenheimer
    - The desire of knowledge, like the thirst of riches, increases ever with the acquisition of it. Sterne
    - Wonder is the desire for knowledge. St. Thomas Aquinas
    - Enthusiasm without knowledge is like running in the dark.
    - Knowledge is the only instrument of production that is not subject to diminishing returns. J.M. Clarke
    - An investment in knowledge pays the best interest. Benjamin Franklin
    - The value of knowledge lies not in its accumulation, but in its utilization.
    - Knowing is not enough; we must apply. Willing is not enough; we must do. Goethe
    - Information is not knowledge. Knowledge is not wisdom. Wisdom is not truth. Truth is not beauty. Beauty is not love. Love is not music. Music is the best! 'the girl from the bus' Joe's Garage. Frank Zappa.
    - Information anxiety is produced by the ever widening gap between what we understand and what we think we should understand. It is the black hole between data and knowledge.
    - The so-called knowledge explosion of the past thirty years or so has little to do with knowledge. It has primarily to do with knowledge as a commodity produced by the knowledge industry (Clark Kerr). And like every other form of industrial production in American today, its most significant side-effect is pollution: the pollution of minds. This explosion is an information explosion in the sense that the contemporary organization of the academic establishment depends upon everyone finding something to exchange and communicate in order to obtain funds and to maintain the system. -- Anthony Wilden. System and Structure (1972). p. xxiv.
    - “Better to do something imperfectly than to do nothing flawlessly.” -Robert Schuller
    - “The beginning of wisdom is found in doubting; by doubting we come to the question, and by seeking we may come upon the truth.” -Pierre Abelard
* Sponsored Message / Announcement
* Training / KCS Principles
  + Seed data will be information from the KCS Best Practices

## Widgets: Marketing / Promotional / Buy Now

* See the Sales & Marketing section for ideas on what will go in here.
* This widget needs to display user-specific content - ie: 29 days left on your trial - click here to buy now
* Perhaps this widget can have a hook that is used as the “display rule” so we can have a message if we see you have never authored an article that says “try our authoring capabilities” but doesn’t display if you have already done that
* Probably a good sellable idea for a widget the customer can use for their users also....since it would be a low class marketing engine.

# Profile & Reputation

* Example: author a KB and rate 3 other KBs to become an ‘explorer’. Look at the kinds of badges that you can get on foursquare and come up with a cool badging model
* we would support all the serious levels of KCS + fun stuff
* want the badging and profiles to be for authors and viewers and should denote who is inside the company, who is an advocate for the company, and who is outside ala Get Satisfaction
* ability to customer upload images for the badges
* ability to create any number of badges that you want just by defining the threshold number of things that you need to do for each possible action in the KB - focus on interesting KCS actions/outcomes such as write an article that is liked by 20 customers
* Possible Badge names
  + Knowledge Lurker
  + Knowledge Explorer
  + Knowledge Expert
  + Knowledge Superstar

# Technology Design Considerations

* Source Control
  + Git on Github
* IaaS
  + EC2/Linux on Amazon - EC2 minimum monthly per instance is $70
  + [no.de](http://no.de) or Heroku? - helps to blame others for downtime?
  + rackspace cloud servers and cloud files
    - single data center, but significantly cheaper than EC2
    - Can have fully dedicated hardware should the horsepower be needed for DB or massive tasks
* Database - CouchDB
  + Data stored as JSON
  + JavaScript in the database!!!
* Server - node.js
  + JavaScript on the server side for the win
  + concerns that node.js won’t pass enterprise security review if we ever want it as an on-premise option - perhaps they can use the SaaS version then?
* UI - All JavaScript/HTML/CSS
  + One page app design, fewer reloads?
  + Can we use jquery-mobile for a desktop experience as well?
  + Graphics lib? - Highcharts?
* Search technology
* Realtime analytics
* Async processing/Queuing/etc
  + RabbitMQ?
  + Hadoop for big data?