

## **MyThinkSpace: Executive Summary**

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Computer organization of files and folders follows a hierarchical structure that has not changed since the beginning of the Desktop interface. However, a person's mind does not organize information in the same way that a computer does. It is much more nebulous and full of connections; nothing is segregated and ideas relate to each other in a map of relationships. MyThinkSpace is a way to restructure the way that people arrange their work and files to better match the way brains work and to simplify the organization process. After talking to many people about problems with collaboration, we discovered that the *act of collaborating* was not the issue in most collaborative projects: instead, it was organizing the materials necessary for the collaboration that caused the most problems. This new problem has led us to create a system that helps deter this problem in the hopes that people can be more productive.

MyThinkSpace is a web application to visually organize files, web pages, and notes in a way that makes sense to the user. The user can organize his or her items into sections or projects which can be broken down further into other sections. Files can belong to multiple projects through the process of linking. A single copy of the file is linked to each project (as opposed to creating multiple copies in multiple folders) and the file can be seen no matter which project is being viewed. The interface will resemble a cork board where ideas are pinned to spaces that represent projects. The cork board can then be zoomed in upon to view the inner workings of a project. This view will help people visualize their projects and all the pieces that are a part of them. ThinkSpaces can be shared between users for collaborative work. Users sharing files and ThinkSpaces can view and edit any files within that ThinkSpace. ThinkSpaces can be shared with any number of people.

This web application can help anyone stay organized and reduce the hassle of digging through folders, but to begin we will market MyThinkSpace to the research community where the initial need was first shown. Researchers must keep track of data, other research papers, and their own research work while also managing research partners and their work, making this an optimal space to begin expansion into. This will begin as we demo the product to researchers at

the University of Colorado at Boulder to refine the product into what researchers most need. We will also show MyThinkSpace at conferences, such as the Gordon Research Conferences in August. The expansion then can extend to multiple sectors including students and companies. MyThinkSpace is all about helping people and the groups that they are a part of stay organized and productive so the application can extend to a wide variety of clients.

This product uniquely combines popular services such as Dropbox, Evernote, and MindNode to create a new experience that currently is unavailable on the market. People will be able to keep their files along with notes and ideas in a single visual interface. As the first product of its kind, it has the ability to shatter the status quo and change the way people interact with their computers and organize their lives. This will provide MyThinkSpace with a sustainable advantage over its competitors.

The largest risk with MyThinkSpace is the small initial market space which could lead to not hooking enough users for the application to gain attention. This will be most influenced by the marketing strategy. With no business experience currently on our team, we are not ready to put our product anywhere near the market. In order to combat our risks, we are looking for a business person to help market the product. MyThinkSpace will be offered as a “freemium” service, with the service being free to use for everyone, but with many extra features and space available to premium users. This strategy has worked for competitors such as dropbox and evernote, and will work with MyThinkSpace as well.

Our team currently consists of two team members: Mitchell Wolfe and Hannah Thomas. Mitchell is a Junior Computer Science major at the University of Colorado at Boulder. He specializes in programming and design. Hannah is also a Junior Computer Science major at the University of Colorado at Boulder. She specializes in programming and problem solving. Hannah and Mitchell met when first coming to the University and living in the same dorm. They have worked successfully together on a variety of different projects since coming to the University three years ago, and have learned to fully trust each other. The experience of working together is what puts our team at an advantage. Mitchell is fulfilling the role of CEO and Hannah is fulfilling the role of CTO.