Customer Meeting (9/20/2007)

Attendance: Everyone is here

- **Project Definition**
  - Definition in Powerpoint
  - A web tool through a browser interface
    - Unifying design
    - Compatible
  - What is a user?
    - Different types of users: basic and advanced
    - Organize users into user groups
      - Different members will be able to collaborate on content
  - Content
    - “Educational” in the sense that people will be learning things, rather than academic
  - Links
    - Tags
    - Categories
  - Central idea of trust
    - Trust: “Your idea of how reliable a user and his or her content is.”

- **QUESTIONS AND COMMENTS**
  - LaTeX: Is a math language
  - Research on RDF?
    - Do not think it is the ideal technology for modeling our data
    - Do not want to lock into it
    - May be applicable to export our data as a web service so that other servers can poll our data
  - RDF has the potential to redefine how we use the internet. Would like to be ready for that for purposes of extensibility.
  - Brad: Semantic Web is an interesting idea but not sure about the data. Representing your data as XML files requires you to write your own algorithms to pick data up. It will be important to make sure we will be able to add this feature in the future.
  - Dr. Wong: There have been many implementations so perhaps you can research how people have used it in conjunction with databases
  - How maintainable will this code be?
    - Good documentation should avoid most of the problems associated with understanding how code left
    - It also matters how much code there is

- **GUI Mockups: Atelier** (code name)
  - Possibility of adding and viewing feedback by section of the video
  - Possibility of jumping straight to the requested section of a piece of content

- **QUESTIONS AND COMMENTS**
  - Playlist type idea—a dynamically created queue of content for users to watch
  - Would like to see some sort of developer interface
    - Error log
    - Optimal environment for managing the project
    - Can have a sequential list of actions taken by a user
    - Not sure what else would have to be put there
    - Documentation?
      - Would need to segregate documentation based on user type (developer/manager)
    - Change order/requests
    - Linked information/trust (the “web” search results)
      - Not sure that width of the bars is the ideal way to pull that off
      - Graphical content should show how different people interpret different data
      - An “information map”
      - It is about identifying the value of networks—networks of people and network of data—and representing that graphically
  - Timeline
    - How close do you need to decide the scope of the project before we get to a stage that content can be added?
• Tentative date to get into a lot of testing is towards the end of November
• Beta testing, with the knowledge that data may be deleted, may be an idea to gather data for testing
  ▪ How does search work?
    • Normal, keyword-based search
    • Advanced search will allow you to use different dimensions
      o Trust-based searching
      o Category-based searching
    • Brad: In general, the extra information we are collecting will help get us the edge in ordering content properly and linking content together

• Other comments or questions
  o In an information network there is a concept of people linked in
  o Three types of people: transitional nodes, source nodes and hubs
  o Brad: System we are developing on the backend will support a multitude of different type of views
  o Concept of peer review
    ▪ Possibility to identify themselves not just by name but by other factors: professional, semi-professional, etc.
    ▪ How do you know someone is an expert?
      • Users will have the option of choosing their level of expertise
      • However, negative ratings will hurt their trust factor more, so they won’t want to lie about that
  o At the end of the day, want to make it fun to find information
    ▪ Brad: Needs to make it fun to find information, need to make it worthwhile to post information
  o Don’t see a notion of sponsorships
    ▪ Proficiency
      • Someone who is proficient at some level is as valued as someone who is a professional
      ▪ “These are the people that are sponsoring me” kind of tag
      • Someone who is not a star or super-professional can still add a value to a company and allow them to sponsor him
  o Should pull out the questions into an action list of items that need to be resolved next week
  o Brad: Test data in a month
  o Don’t see trust network, what happens with purchased content
  o Don’t want to brand it as something that is primarily an educational site
    ▪ Want a first reaction as, “that’s cool!”
    ▪ Needs to have a cool look
    ▪ Not stuffy
    ▪ Brad: Can look professional without looking stuffy

• DELIVERABLES
  o Visual framework/GUI designs
  o Developer interface
  o A timeline of milestones/deadlines