BRAINSTORMING & PLANNING DOC

BRAINSTORMING:

-We are heading here

-Stone soup - we would love people to participate in this process. Bring what you’ve got, we are making stone soup. How can we flip this is such a way that we can help people see where we are going in a way that they want to invest and aid in the process???

-What does that mean if this is our business model? Can’t be too picky. Whatever people bring - use what you can or want and leave some. May have to deal with what is dished out.

-Just in time funding - community funded projects.

-If we have world building - check, data assembly line - check, fracture - check, 3D - check, if we have all of this in place that would be amazing!!! Could we start incorporating more of these pieces? That would be so cool!

\*\*\*Plan out toward fracture - maybe this is where we work on next - what are the requirements and stepping stones to get there. Outline/plan

-Let’s break this outline up so that it can be more consumable. We can put the full outline in one place and then we can break all the other pieces into smaller sections. Flood this area with prior art - intellectual property.

-When we are done with this outline - let’s link it to a few key help files. Get it broken up into easier pieces.

-May want to tone it down here - help explain and create a vision, help people start to be thinking, searching for and seeing the vision, sell the sizzle not the steak.

\*\*Tell a story to share your story! Paint the picture without any techy stuff.

-We are wired for stories - we connect through story/stories.

\*\*\*We need to talk to someone in sales. How do we distribute this? How do we want to display this information? What are the next steps they need us to take to make it more useable (refine & summarize?, alter anything?)?

-Should we present it to Steve, **Chuck**, Danny, Marisa, Kelly, Molly - maybe pick just someone specific and ask them what they want/need us to do to make it more consumable/effective for sales?

-Another person who is very good at boiling things down is Jonathan Wells - good at boiling things down and creating a visual representation.

Ideas for Fracturing Plan:

-Making a plan of the plan, for the plan

-What’s our goal?

-Who’s our audience?

-What are we trying to do?

-Are we trying to get funding? Or build this out? Is this a tech doc?

-We have some great prototypes from Jonathan Wells

-Do we do techy, techy for our developers to know what is next?

-Are we trying to create something to present to investors, funding sources?

-We would love to get some funding because then we could really go forward.

-If this is stone soup style, we have to go a little at a time, helping people invest a little bit more.

-At least right now our current model is slowly building and taking volunteer donations, so we can’t move crazy fast or big or get everything done the way we want. But we are slowly making progress. Progress is how we are measuring success right now.

-Brandon has tons of research inside of Adilas right now that could be helpful in moving forward. Brandon doesn’t have all of the ingredients but he can help be the person who mixes it. Brandon can talk designer, developer, back-end developer, he knows how to teach, show theories, concepts, etc., etc. He is in a great position and has great abilities to help mix and make things happen.

-We can come up with content

-We have worked on some really big, long content projects

-Can we make something that is transferable - someone could have and they can get a pretty good idea of what we are doing, what we are proposing

-Proposal? Goal, mission statement, vision, planning doc?

-One of the most common things we’ve seen as far as problems - you identify something and immediately want to fix it. Instead of just fixing it - we need to figure out a better approach and plan for fixing problems.

-The other danger gets to the other extreme where you overplan and detail things out so much that it is over done and less helpful

-Somehow we have to get this information in a form that people will have buy in - that people will want to participate and contribute and bring value to the table

-We are pitching a pretty broad future. If we weren’t limited by money and technology where would we go?

-Are we really pitching our vision of this thing?

-There is already millions of dollars of development in this and many millions more to come if we had our way.

-Stone soup - very low budget

-This is the dream - hundreds of millions

-Can we even mix these two? Stone soup and million dollar dream - million dollar stone soup????

-Have things already been done or happened like this? What are examples?

-Apple - people buy a progressive product and they like it - or a platform based idea like Facebook

-Is the goal popularity? Or function/form? Usage? What is the goal? Who do we want to be our end users?

-What about a market analysis? Are we worried about that?

-Typically the goal has been see a need, fill a need

-But lots of people before they even jump do these market analyses

-But we already have a user base that loves their product and would love if it worked faster, better, easier - so do we just work and build to that?

-Intellectual property?

-If there really is a million dollar stone soup possibility - would it be better to get the ideas out there and share it with everyone - helping create a shared vision instead of keeping it all secret and trying to build it ourselves.

-If you are in denial, what questions are you skipping, denying, avoiding? And why are you avoiding that?

-What are we doing with timeline?

-Our current goal is 2 hours a week - not trying to knock this out of the park, just chipping away at it slowly - just going to start chipping. Making arrowheads, one chip at a time.

-Do we need to settle on certain analogies? Because Brandon has a great skill with analogies. Do we need to keep with a certain few or more? Just surface similes, analogies? Just a way to communicate. They are not fully thought out allegories or parables.

-Can we translate the enjoyment we find in these sessions? The dreaming, the planning, the creating - can we translate that joy and creativity to others through our docs????

-Goal - trying to create a shared vision so that we can have motivation to move forward.

-Harvest some of the ideas from the idea farm

-WHO is our audience?????

-One of the biggest assets is the Developer’s Notebook - years of recording ideas, requests, things people have been excited about, wanted to pay money for

-Potential stimulates/breeds excitement - look at what we could do? Look at the potential, the possiblities? That gets people excited.

-Think of where we can go? We don’t want to own that mountain. We just want to help others get there.

-Brandon - the first mixer of the stone soup

-Awesome article called "Get Control! An Introduction to Process and Documentation" by Dave Hecker – April 12, 2004. I've read this article a number of times. A good one on project management. The original article was posted up on a website called: sitepoint.

-What are the pieces missing to get out to “deeper water”?

-Pros & Cons: People on both side, lots of research but it’s all over the place, things change all the time - if we plan will things change? But if we don’t plan will we be able to go deep enough?, budget, where do we find our balance point, things constantly in a state of change - some pros for those who have been around for a long time and can see some trends but also some cons

-Different docs for fracturing - technical development, design development, overview, ….

PROS:

-We are doing it! That’s awesome - we have a working prototype

-We have things that people have already said they want to pay money for

-We have been building for 20+ years

-We build and break, build and break

-We have been growing in a sustainable fashion

-We have other people - we have teams and people with skills/assets available

-We have tons and tons of research - harvesting documentation

-We have so much we can boil it down and have very substantial pieces left

-We don’t have to destroy the current wagon in order to build another one - that one can keep going and we can build something new or different on what we have

-The way things are trending - we have been able to get some funding by pitching ideas and have people buying into the stone soup analogy

-We are creating a culture here - what culture do we want to create here? What kind of environment are we trying to create?

CONS:

-The amount of things we are trying to boil down and mix together

-Always facing a time, personnel, talent, money balance challenge - it is hard to get all of those pieces happening in the right amount at the right time

-Doing the stone soup analogy we have to have that buy in from others to make things continue progressing

-Some people don’t handle change very well

-Disruptions in style and culture - that is a hard thing for people to adjust to - this is a consequence of organizing and having more structure

-There isn’t a firm path from bottom to top - a loose structure - this can be nice in some ways and creates it’s own culture but that has to change for more efficiency

-Things will have to get locked down into more standard operations procedures - we have to start tightening, tighten and assess and loosen or tighten more

-Management - need to get better at saying no

-We are fighting tradition - that is one of our biggest competitors

-Because things keep changing - not a whole lot of other people want to play here (a pro and a con)

-Some of this is history and existing clients - sometimes we feel a little bit pigeon-holed