'Smart Bookmarks'
Web Application Concept

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████ needs to raise its profile and stake its place in the knowledge economy. One way of doing this is to develop new web applications (or plug-ins) which can be widely used by the general public.

The Benefits

████

- Learning through the process of researching and creating the application
- Impetus for others in ████ to build/share initiatives
- Knowledge gained will add value to future projects
- Adds-value to existing client relationships
- Additional pre-sales credentials

Clients
- See ████ as a progressive-thinking organisation
- May choose to review their own products and services based on new knowledge
- Respect for ████ via word of mouth

For Industry Peers
- Respect for ████ via word of mouth
- Knowledge gained - improving the industry as a whole

The Press
- May publish a review of the application

Summary

On the following page is one idea for a development project I'm keen to undertake.

At this stage I've presented a concise breakdown of the concept in order to gauge ████'s level of enthusiasm for backing such a development.

If interest is sufficient then an analysis phase is necessary to determine the research and development process, resources, timeline and budget.

As the initiator of this project, I would expect a key role in its planning, implementation and release.

Zef Fugaz

Smart Bookmarks – Concept Brief

Intro
'Smart Bookmarks' is a system which allows users of the WWW and intranets to share each others bookmarks simply and effectively. The system would be designed to integrate seamlessly with current book-marking systems used in leading web browsers such as Internet Explorer. Feedback within ▬▬▬▬ has indicated that no such application exists at present.

Overview
Currently when you add a bookmark you can choose to add it to a predefined sub-directory within your book-marking system. These bookmarks are stored locally on your hard-drive in an the URL format (Windows) and HTML format (Mac).

Presently there are ways to share your bookmarks over a network, but the set-up process requires a high level of technical know-how, and strikes problems when used across different platforms (eg. PC-Mac-Unix).

The system I'm proposing offers more sophisticated features and possibilities, without the user needing to leave their already familiar browser environment.

Imagine being given the option to share your latest bookmark with others in your work-group, company network or even specific users. With the right setup this could be achieved with a few clicks of the mouse. Upon activating this option your bookmark is sent to a central database (or master bookmark file).

The next time your peers logon to their browsers their own bookmark file is updated to include your shared bookmark(s). To save users being inundated with unwanted bookmarks, the system could use categories and each user given a level of control over subscriptions to: specific categories/topics/projects and originating user(s).

Essentially the bookmark system on everybody's computer moves from being a static entity to a dynamic one, (with smart-update functionality).

To get around privacy issues private (personal) bookmarks could still be stored locally and not shared, (or stored securely on the server).

From a user perspective this system saves the hassle of emailing links and compiling lists of bookmarks on intranets or 3rd party websites. This system also ties into existing the users bookmarks (or favorites) system on their browser, so user uptake should be quick and easy.

Users could also share their central bookmark file across browsers, computer platforms and locations.

Benefits to the provider is that they will end up with a huge database of bookmarks.

Apart from private or confidential bookmarks (as specified by the user), these could be compiled into a Yahoo-style public directory of bookmarks.

The differences from traditional directories and search engines is that the database would be made-up of sites people actively like to visit, and could include statistics such as the most popular bookmarks by category and more.

Target Audiences

Businesses & Organisations
- Project groups
- Intranets
- Interest groups
- Departments
- Multi-site development

Government
- Research
- Departments

Education
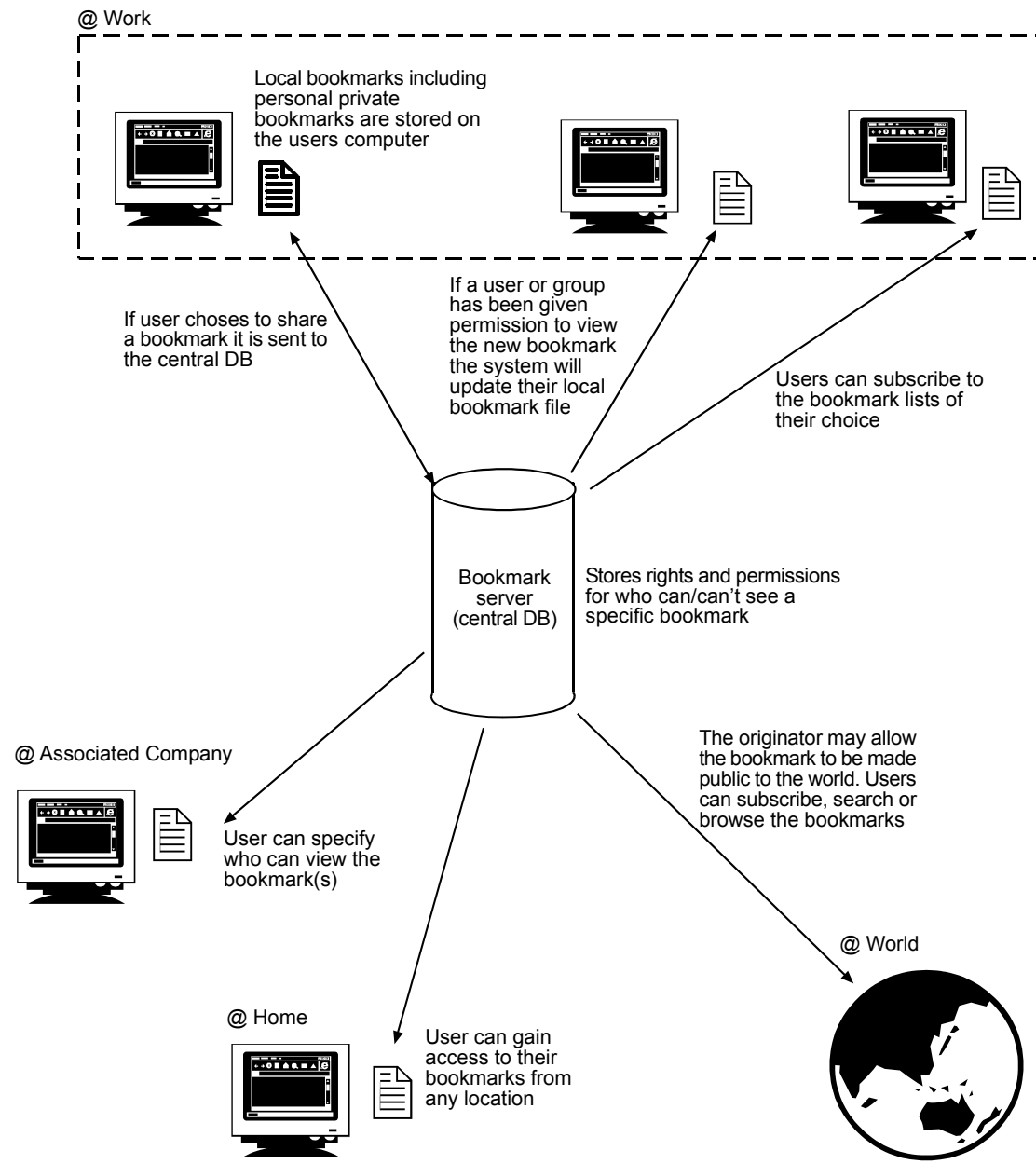- Classrooms
- Study groups
- Research
- Departments
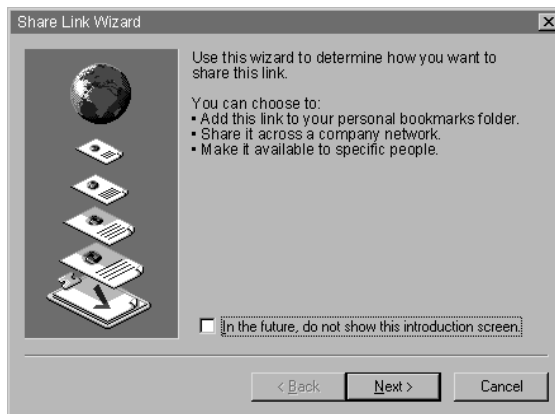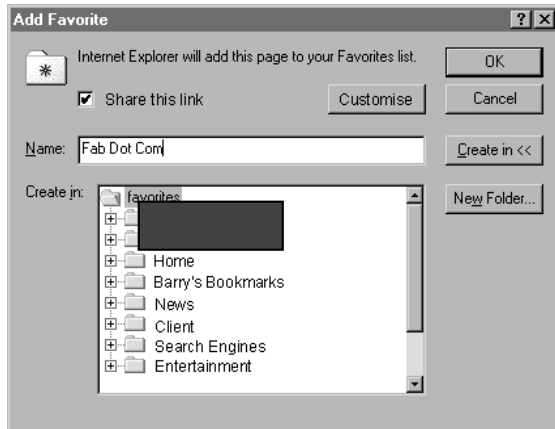- Clubs

Hobbyists & Clubs
- Interest groups

Home users
- Work <> Home
- Friends & Family

Smart Bookmarks - Concept Diagram

@ Work

Local bookmarks including personal private bookmarks are stored on the users computer

If user choses to share a bookmark it is sent to the central DB

If a user or group has been given permission to view the new bookmark the system will update their local bookmark file

Users can subscribe to the bookmark lists of their choice

Bookmark server (central DB)

Stores rights and permissions for who can/can't see a specific bookmark

@ Associated Company

User can specify who can view the bookmark(s)

The originator may allow the bookmark to be made public to the world. Users can subscribe, search or browse the bookmarks

@ World

@ Home

User can gain access to their bookmarks from any location

Smart Bookmarks - User Perspective

Adding a new bookmark

Accessing the bookmarks using IE favorites