Jeezee Service Description

Introduction

Purpose of this document is to provide a description of the Jeezee web-service as well as serve as a design guideline for constructing and implementing the service.

Tag Line

The objective of the service is to be *"The best, easiest and fastest way to create, share and update interactive dashboards or charts on the net"*

User Need

The service is targeting users who have a common desire for wanting to

1. design interactive graphs (charts or tables) and dashboards (group of charts) based on the user's own, proprietary data, for either online (Blogs, Homepages, Intranets, Extranets) or offline (Powerpoint) usage

   and/or

2. mesh their own content with 3rd party statistical content from public or private data service providers for informational or contextual purposes

   and

3. regularly share and distribute their charts/dashboards with others (either securely or openly), using web technology (i.e. HTML)

Of Dashboards and Visualization Techniques

iCHARTS LLC IPR2024-01387
Ex. 2013

Confidential ICHARTS0007021

Prospective Users

By nature of their need, typical users can be found in any of these communities:

Community	Nature of need	Example
Company Websites	Financial information for investor relation purposes Key company data for marketing purposes Product related information	• Any publicly listed company needs to show investor relations data on its corporate home page ▪ A medium-size, privately held company wants to provide general statistics regarding its product portfolio, customer base or distribution channel on its public website as an informative measure ▪ A small-to-medium size company wants to share key metrics/product characteristics for it's entire product catalogue online
Company Extranets	Order status, inventory statistics, revenue statistics Service level statistics Quality management statistics	▪ A 650 employee-Company would like to offer vendor-managed inventory services and needs to provide regular inventory statistics to it's client ▪ Web shop site provider wants to provide its customers access to statistics on current and historical orders/revenues generated from their sites ▪ A small Telemarketing agency would like to be able to provide to its clients - who regularly outsource business to them - call statistics ▪ An small company who provide outsourced R&D services would like to provide a regular update on Quality Management statistics to it's clients
Small/Medium Businesses	Maintain an internal dashboard of current company key financial data and non-financial KPIs that can be viewed either on the web or read regularly via HTML emails	▪ Rather than receiving weekly company results via Excel, text-based emails , phone or paper, the management of a small-medium size Business (800 employees) would like to have a weekly update on key data (e.g. revenue by key customers, order status by product, inventory by site) in an easy-to-read, no-nonsense graphical format.
Public Bodies, NGOs, Sport Leagues, Communities	Maintain a dashboard with current information of interest to it's community available on the homepage (e.g. Member statistics, League results, City Demographics)	▪ A local soccer league would like to update its members via the homepage on the weekly sports results as well as show current member statistics ▪ The city counsel of a 150.000 people-town would like to provide current information on local demographics and city service utilization

iCHARTS LLC IPR2024-01387
Ex. 2013

Confidential

ICHARTS0007022

Semi-Professional Blog Publishers	Maintain graphs (tables/ charts) on their blogs that contain proprietary data or syndicated 3rd party data (e.g. for economy, industry, environmental or demo- graphical statistics)	▪ A semi-professional investment blog with 500.000 readers would like to set up an easier to maintain way of showing statistics showing the performance of its stock picks ▪ A journalist maintains a private news blog with 250.000 regular readers and has interesting human rights abuse data it wants to regularly share with its readers ▪ This environmental watch blog would like to display on its site a tracker showing the the rate of extinction for mammal species living in the Antarctic
Students, Teachers, Hobbyists	Download graphs (tables/charts) that have been created through uploaded proprietary data or provided through from 3rd party data service providers(e.g. for economy, industry, environmental or demographical statistics) into their local presentations, thesis or studies.	▪ A student who doesn't have his own laptop with Excel/Powerpoint on it, uses the service to create and maintain high quality charts to download and embed in his thesis ▪ A teacher who is not the expert in using Excel/PPT to create, copy and paste charts he likes to use for his classes, utilizes the service to create high quality charts he then downloads and pastes into his presentation ▪ A hobbyist likes to use the service to prepare his evening presentation he has been asked to hold at his local yachting club

What are the users doing today?

The typical approach to showing data on a public web-site is any one of the following:

- Embed data in text instead of using graphs
- Use tables embedded in HTML (dynamic or static)
- Use PDFs
- Use JPGs/GIFFS embeded in HTML
- Build a dedicated web-application
- For web-site traffic data, use Google Analytics or Alexa
- For stock-data use a professional financial data provider
- Don’t do anything, avoid the hassle

For sharing data with a restricted external community (i.e. customers or partners) the typical approach is:

- Build a dedicated web-application with controlled external access
- Share data via Excel & eMail

For internal Management Information Systems the typical approach is:

- Implement an off-the-shelf client/server application
- Share data via Excel & eMail

The manual process to represent data in a graphical format online is very cumbersome and prohibitive:

1. create a graph (table/chart) using Microsoft Excel or Powerpoint,
2. save graph as a JPG or GIF file,
3. upload the file into homepage webspace,
4. embed the file into HTML source code

iCHARTS LLC IPR2024-01387
Ex. 2013

Confidential

ICHARTS0007023

5. format graph using HTML Editor tools
6. publish content
7. repeat process each time new data is available

Automating the process only makes sense, if the data changes very frequently (i.e. more often than once a week or perhaps once a month). Automation is achieved either by building a proprietary web-based application (for extranets or public websites) or implementing an off-the-shelf client/server application for internal use. The cost of this approach is low end-user experience, as the value of a singular application does not offset the investment required to build a superior user experience.

What the service will provide to the users

The service will provide to users

- an easy, intuitive and fun way of creating and sharing charts (tables/graphs) based on spreadsheet data the user uploads or sends to the service via eMail
- an vastly superior experience of interacting with the charts (both graphs and tables) as compared to any option today
- an intuitive, appealing way (i.e. drag & drop) of grouping multiple charts into one dashboard
- expert guidance helping the user create superior charts
- a gallery of 3rd party data service provider charts, where the user can search and select statistical content showing e.g. demographical, business, market or governmental information
- a fast and simple way of placing charts or dashboards in any HTML-based context using HTML snippets (like Google Video)
- a capability of setting up a secure, password protected web-site that carries dashboard content
- a super-simple way of updating charts and dashboards by simply sending a spreadsheet with current data via eMail to thw service or manually uploading a new spreadsheet and then publishing the data
- a capability to download charts and dashboards as JPGs/GIFs or even Powerpoint format to support off-line usage

Why the service matters and what will make it appealing

Showing graphical information has always been a superior, powerful way of representing key data to reveal underlying messages. In the pre-PC era, creating a superior chart originally required an expert who used sophisticated tools and methods to create physical, printed charts. With the advent of the PC, Microsoft Powerpoint and Excel effectively made this a "self-service" capability every user could do at his writing-desk. However, what did get lost in the process, is the Expert knowledge of how best to design a graph that supports a particular message. While embedding and updating Powerpoint/Excel charts across the Office suite is a standard feature today, the capabilities of the internet era have not yet been applied to the charting process. Placing, distributing and updating charts in an online context remains cumbersome and unintuitive.

This service wants to take the next step in the way charts get created and how they are shared and distributed across the internet. In addition, it wants to reintroduce the expert's expertise through online rich content combined through wizard or avatar techniques. In a nutshell, it wants to be ***"The best, easiest and fastest way to create, share and update interactive dashboards or charts on the net".***

It is believed that the key criteria for making the service appealing and therefore successful are:

- a **highly interactive and dynamic format** for charts giving the user a hitherto unreached level of experience
- an **easy and fast way to update** charts anywhere in the web by simply uploading or sending an email with new data to the service
- a **simple, fast, easy-to-use, intuitive and fun user-interface** leaving out the "whistles and bells"
- for proprietary data, the feeling that **service is** as **secure** or **even more secure** than the current way of sharing data and charts
- **rich-content features for guiding** users through the chart-creation process
- **3rd party data service provider content** that allows to mesh own proprietary with 3rd party statistical content
- a revenue model that allows both **free** (that is ad-financed) **as well as paid usage** of the service

Guiding users through the chart creation process

iCHARTS LLC IPR2024-01387
Ex. 2013

Confidential ICHARTS0007024

Meshing 3rd party statistical content with own proprietary data

How the service will be used

The service will be used in a number of different modes and depending on the modes, the type of service offered will need to vary:

Service Usage	Type of service	Model	Scope	Relevant Community
Free usage	Standard Service (Self-Service)	Free	Charts creation and distribution for proprietary data & self-created charts	Public Institutions, Communities, NGOs SMBs Corporate Web-Sites Semi-professional Bloggers Students, Teachers, Hobbyists
Free usage	Standard Service (Self-Service)	Ads-based	Dashboards Sharing of 3rd party statistical content	Public Institutions, Communities, NGOs SMBs Corporate Web-Sites Semi-professional Bloggers Students, Teachers, Hobbyists
Business usage	Business Service (Self-Service)	Add-free subscription	Dashboards Sharing of 3rd party statistical content	SMBs Corporate Web-Sites Public Institutions, Communities, NGOs Corporate Divisions Semi-Professional Bloggers
Platform usage	Platform Service (Self-Service) Professional Services	DSPs will be earning through revenue sharing Custom Pricing	All functionality + special platform functionality (distribution & utilization statistics) Custom-tailored design services to help Data Service Providers move their content online	Data Service Providers Data Service Providers

iCHARTS LLC IPR2024-01387
Ex. 2013

Confidential

ICHARTS0007025

iCHARTS LLC IPR2024-01387
Ex. 2013
Confidential
ICHARTS0007026

Date Last Modified	2/12/2007 7:26 AM