



Why we can't organize our stuff online

Imagine a world where we each keep our own file cabinet in our own offices and then picture two colleagues collaborating on a project. Every time you need to find something your partner references, or vice versa, you would need to go to each other's office, find the correct file cabinet, and then search through it – not efficient at all. This scenario happens all the time in the world of current collaboration tools. It isn't even as organized as it was back in the '60s when there were central cabinets with a dedicated assistant who would aid you in finding things. Why isn't society that efficient today? Finding what we need has gotten harder. Sometimes, we never find the information we seek. Technology was supposed to help us make everything easier, and in many ways it has. A huge exception: how we organize all our stuff and classify interactions between people in the digital sphere.

Social collaboration (that allows people to easily see whom they are interacting with and about what and when) has been shown to improve productivity between 15% and 21%

Why hasn't our technology caught up to our needs for organization? In the '60s, communication took place via telephone, snail mail, and in person. Today, we have email, FedEx, Twitter, chats, texts, faxes, Facebook, blogs, ftp sites, video chats, Dropbox, cloud services – the list goes on and on. Yet consolidating streams of information hasn't been the focus, nor has a computer system that helps the individual make sense of these streams. Think of the process of buying a car ... seems simple, but on inspecting the number of options, upgrades, and different configurations of the same car, the process becomes extremely complex. You're able to navigate the process because manufacturers and dealers create a systematic approach; therefore, it appears simple and manageable. For example: assume there's

an organizational structure that has nine elements. The number of grouping options magnifies to 362,880! When classified into groups of three, the options shrink to 216, a tidier, much more manageable sum to the user. That's what needs to occur in the online world.

A broader view of your available options: Contextual relevance functions like the Dewey decimal system for libraries. Once you find an item, the things around it are now inter-related.

We call managing bit information through association... contextualization. Contextualizing your stuff in a predictable way allows users to find what they need while simultaneously helping the people we interact with to find the same things. The Qikspace solution centralizes these streams and adds contextualization in a rational way. Like street addresses or phone numbers, things contextualized in a predictable way or method will establish a standard format, which will create simplicity for you in organizing your network.

About Us

Qikspace (www.qikspace.com) specializes in social collaboration software with a personal relationship management (PRM) component. Qikspace was started as a research project in 2011 the emphasis was the analysis of contextual relevance in relation to human interactions. The result of this research became the platform that is being developed and enhanced today. Our unique philosophical and technical approach has allowed us to create a solution to the complex world of online human interactions and the consequent collaborations.

About the Author

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