

Readrz Content Search Engine

Overview v.1

Consuming Information - Goals

Excitement



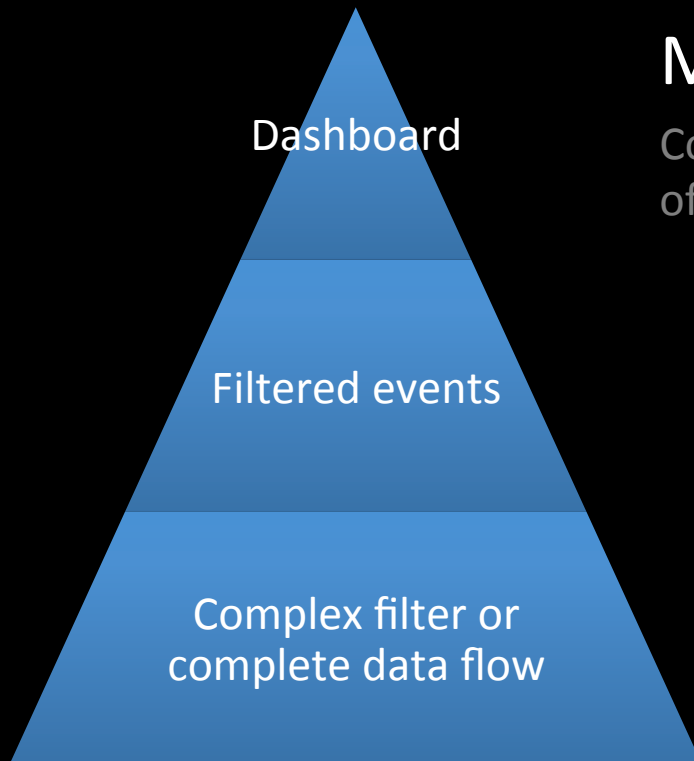
- Spend time
- See exciting events
- Maximize excitement
- Basic filtering
- Discussion

Business



- Minimize time
- Overview all events
- Maximize coverage
- Complex filtering
- Content

Delivering Business Goals



Minimize Time

Compressed diagram-like presentation of summarized data, must be filterable

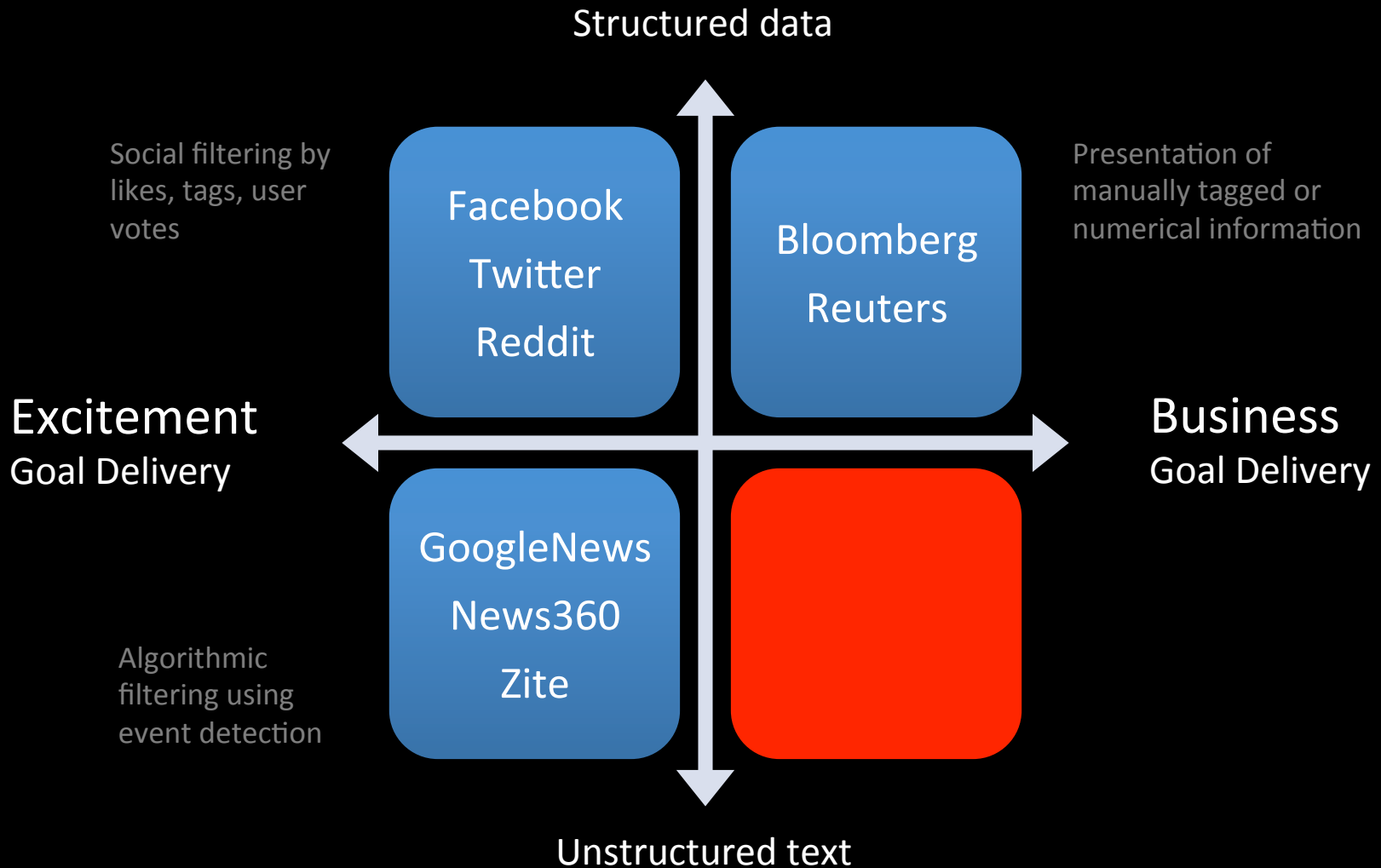
Maximize Coverage

List of events filtered and sorted according to user's preference

Complex Filtering

Two or more filters applied, or plain data flow displayed

Information Filtering Tools



Solutions for Business Goals

Dashboard

- “Trending” searches on Twitter, Google News, etc.
- Very limited, unable to sort or filter this view
- Unable to apply to arbitrary text collections

Filtered events

- Only basic “sections” filtering on Google News etc.
- Social networks: “social filter” is defined by your connections, and is therefore fixed for you

Complex filtering

- No functionality for complex filtering
- Example: Intersect “Disasters” and “Companies”

Readrz Solution for Business Goals

