NexaFlow

About the Platform

NexaFlow is a platform that offers a comprehensive CMS and APIs infrastructure, designed specifically for developers. It takes care of the complex backend work, allowing developers to focus on creating an exceptional website for their audience.

Platform Vision

One-Stop CMS & APIs Infrastructure for Developers

USP

- Easy to use and customize API's and CMS.
- Time efficient.

Important Points

- Competitive analysis.
- User Personas.
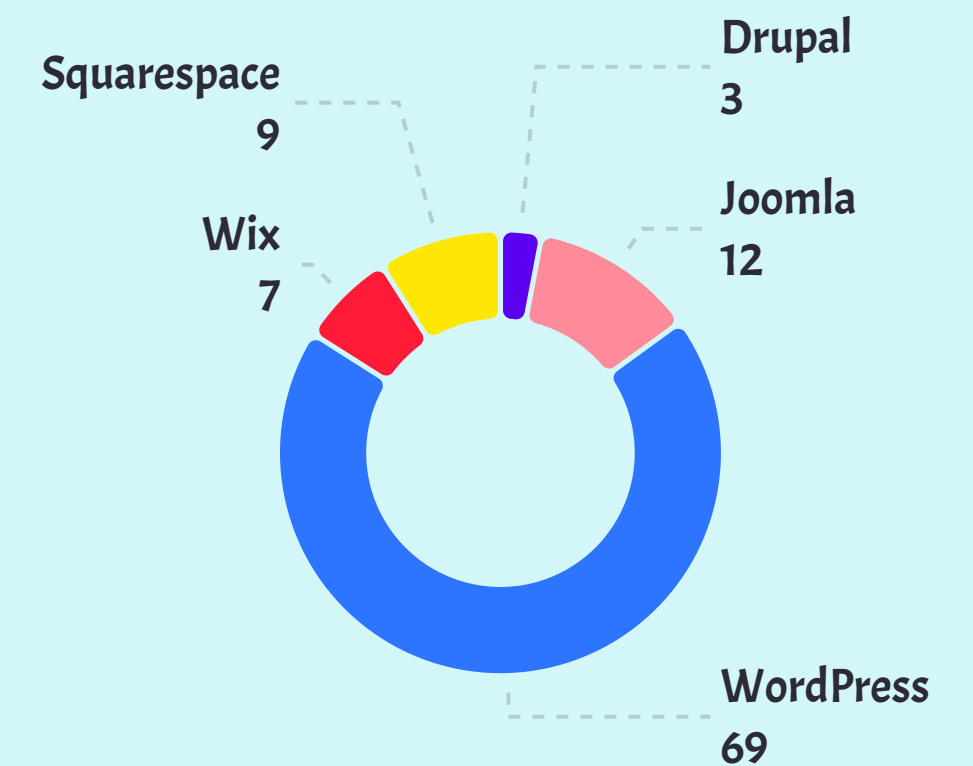- Proposing solution/features.
- Prioritization.
- User Stories

Approach

- Understand the User journey and the Pain points during the journey.
- Developing some solutions/features from the idenfied painpoints.
- Feature Prioritization.

Other Competitors

1. Drupal
2. WordPress
3. Joomla
4. Wix
5. Squarespaces

Market Analysis

Squarespace 9
Drupal 3
Wix 7
Joomla 12
WordPress 69

Competitive Analysis

Drupal

USP's of Drupal lies in :-

1. **User Management:** enabling administrators to control user access and roles
2. **Community and Collaboration:** creating and managing user-generated content, forums, comments,
3. **API Support:** allowing integration with third-party services and data sources.
4. **Customization:** provides a highly flexible and extensible framework

WordPress.com

USP's of WordPress lies in :-

1. **User-Friendly Interface:** intuitive and user-friendly interface that allows even non-technical users to create and manage content easily.
2. **Mobile Responsiveness:** Most modern WordPress themes are mobile-responsive,
3. **Themes:** WordPress offers a vast collection of themes, which are pre-designed templates that control the overall look and layout of a website.
4. **Plugins:** Plugins are extensions that enhance the functionality of WordPress.

Joomla!

USP's of Joomla lies in :-

1. **User-Friendly Interface:** makes it easy for users to create, edit, and manage website content without requiring advanced technical skills.
2. **Extensions:** Joomla offers a vast array of extensions, including components, modules, plugins, and templates
3. **Access Control:** manage user permissions and assign different levels of access to various sections of the website.
4. **SEO-Friendly:** websites for search engines, making it easier to improve website visibility and rankings.

WIX

USP's of Wix lies in :-

1. **Drag-and-Drop Editor:** an easy-to-use drag-and-drop editor that enables users to build their websites by simply dragging elements
2. **App Market:** Wix has an App Market that offers a wide range of third-party applications and extensions to add extra functionality to websites.
3. **E-commerce:** Wix allows users to create online stores and sell products or services through their websites.

SQUARESPACE

USP's of Squarespace lies in :-

1. **Analytics:** Squarespace provides built-in website analytics to track website performance and visitor behavior.
2. **Integrations:** While Squarespace has a good set of built-in features, it also allows users to integrate with third-party tools
3. **E-commerce:** Squarespace has built-in e-commerce functionality, enabling users to set up and manage online stores.

User Personas

Casual User

Age: 20

Location: Indore

Profession: College Student

About Them

He lives in a hostel and usually get in touch with their friends. He is passionate about web development and want to learn new ways to make his site better.

Goals

- To make his website more and more creative and functional.
- Want guidance to make these websites.
- **Personal Branding:** Creating a personal website showcase their skills, achievements, and experiences to potential employers or academic institutions.

PainPoints

- Insufficient support and guidance for customizing website.
- Lack of easy and creative customization.
- Lack of getting reach on websites.

Professional User

Age: 26

Location: Pune

Profession: Web Developer

About Them

She resides in an apartment and usually commutes to the office. Her occupation involves creating websites for clients, and she gets paid for making the websites.

Goals

- To get good and specific templates for easy and fast creation of websites.
- To make efficient content management, making it easy to update and maintain the website.
- To choose a website builder that allows for collaboration with other team members or departments

PainPoints

- Lack of specific templates as per the need.
- Keeping the website up to date and performing regular maintenance might require extra effort, especially if the website builder doesn't offer automated update features.
- Can't collaborate with team members efficiently'

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Feature 1   WorkSpace

Thought process behind this:

The client will feel more personally connected with the other teams. It allows seamless collaboration, real time customization and instant feedback. The efficient version control and task assignments make the process stress free.

Description:

Once the client has completed the website creation, they can easily click on the "Add to workspace" icon. This feature allows them to add the website to their personalized workspace. From there, they can invite various co-workers by using their email addresses to collaborate and work together seamlessly on the website.

Moreover client can manage access to which co-worker he want to give editing access, commenting access or viewing access. Additionally the client will have the visibility into editing history, enabling them to see precisely who made changes to specific elements of the website.

Problem it Solves:

1. How might we enhance the collaboration between different teams.
2. How might we control the managing access and regulate the website building process.

Success Metrics:

1. Number of websites added to workspace / Total number of websites made.
2. Average number to different access given to an individual.

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Feature 2   Genre & Customization

Thought process behind this:

The client will feel more inspired by curated selection of templates for different website genre simplifies the decision making process, making it easier to choose the perfect templates that aligns with their websites purpose and theme.

Description:

The genre feature will empower clients to create websites of various genres with ease and efficiency. When clients begin building their websites, they will have the option to select from different franchise categories, such as event management or restaurants, to align their website's purpose. They will have access to a wide range of templates tailored to each franchise category, making the website creation process straightforward. Additionally, clients can further personalize their websites by modifying templates according to their specific needs and preferences. This flexibility allows them to customize colors, layouts, content, and other elements, resulting in a uniquely branded and tailored website.

Problem it Solves:

1. How might we solves the issue of lack of easy customization.
2. How might we solves lack of specific templates.

Success Metrics:

1. Number of templates used in website building / Total number of websites

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Feature 3   AI Integration

Thought process behind this:

The client will be more empowered by the cutting-edge technology automates the creation of personalized UI/UX templates for there websites, saving time and efforts. The AI analyzes their preferences, ensuring they receive visually appealing and customized design that perfectly fit their needs

Description:

When clients are presented with the option to customize their websites, they can choose to utilize AI technology. With this feature, clients can describe their website's specific details and requirements, and the AI will create a tailored UI/UX design accordingly. This seamless integration of AI enables clients to receive a uniquely designed website that precisely meets their needs, without the need for extensive manual customization. It empowers clients to achieve a personalized and professional website effortlessly, providing an innovative and user-friendly solution for website creation.
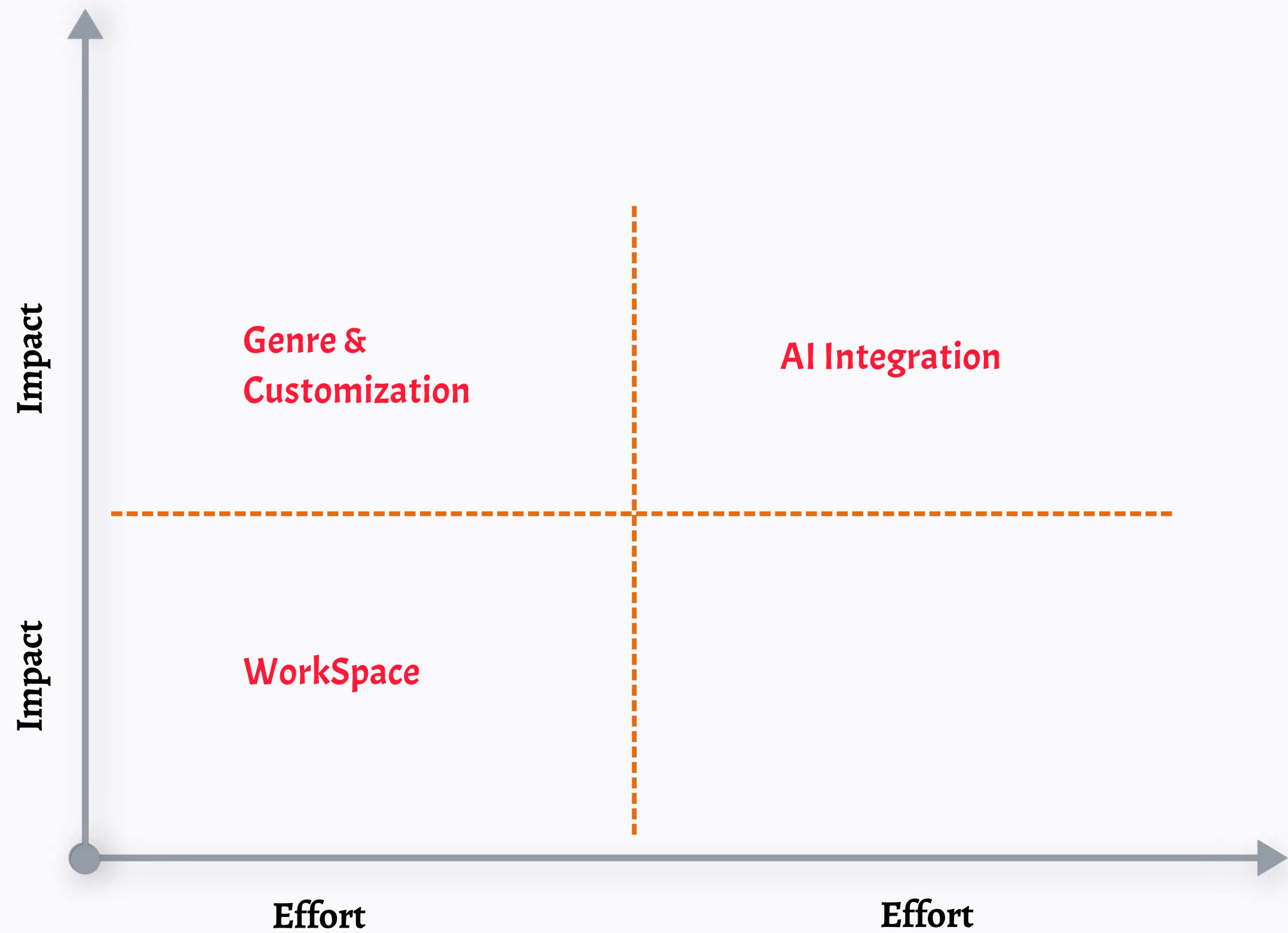
Problem it Solves:

1. How might we make easy and creative customization feature.
2. How might we make website creation easy for client with no technical background.

Success Metrics:

1. Number of AI used websites made / Total number of websites made.

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Prioritization   Impact vs Effort

Genre & Customization

AI Integration

WorkSpace

Impact

Impact

Effort

Effort

Try Pitch

User Stories

Arushi   (She is a beginner in web development)

INSIGHTS   The idea of the platform was so good but lacks in execution. I never heard about such kind of tools before but surely will give a try to these.

CHALLENGES   There was lack of certain essential features for creating UI/UX of the website like making boxes adding images.

SUGGESTIONS   Improve and add more and more tools for creating the website more and more captivating.

Saumitra   (He is beginner to intermediate in web development)

INSIGHTS   The platform is easy to use, still it needs needs improvement in its functionality.

CHALLENGES   There is a lack of templates and other editing tools which are essential for making a website.

SUGGESTIONS   Add pre-made templates and others editing tools.

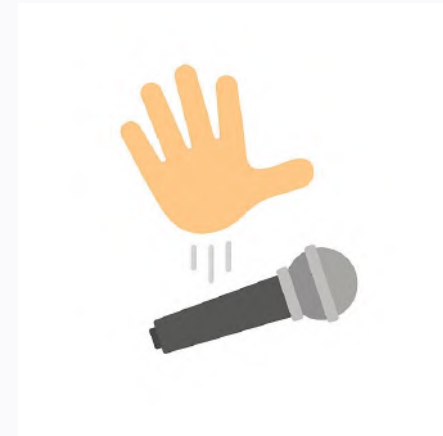## Anshul   (He is an intermediate in web development)

INSIGHTS   Nice and easy platform which creates codes based on the initial commands given.

CHALLENGES   Only has java script as a language lacks in integration of other languages.

SUGGESTIONS   Integrate more languages and focus on some new feature cause most of the competitor already have these feature.

Preyansh   (He is an intermediate to expert in web development)

INSIGHTS   A good UI\UX of home page and interface screen, but there are some images where the user can interact with so to increase functionality.

CHALLENGES   Needs a more functional website interfaces and should provide wide variety of categorized templates.

SUGGESTIONS   Add more interactive option on the home page, there should be more eye catching tutorials

Divyanshu   (He is an expert in web development)

INSIGHTS   The platform has its competitor already well established so in order to cop-up this website needs good and new feature.

CHALLENGES   The platform hosts websites on its own server therefore there might be a chance of sever down or sever lag due to high traffic.

SUGGESTIONS   Construct a high-capacity server to alleviate this problem of high traffic.

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👋🎤 **Thank You**

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