2022

QuestO

FINAL PROJECT REPORT
MGMT 52200

Team:
Nikita Bharti
Rachana Ramshetty
Abhiram Chilukuri
Madhulika Chilla

Table of Contents:

EXECUTIVE SUMMARY

There are two sides to a coin and circumstantially you belong to either side switching roles; here, we talk about asking and answering questions. There comes a scenario in everyone's life wherein you are learning great things, and getting better with all the knowledge, but there just doesn't seem like there was a way to share it all. Or a point in life wherein you have so many niche questions and have no expert that can attain to you.

Much of the internet's content is frivolous and silly, it's not what most people would spend their time pursuing. How many instances one might have faced unable to find an answer for his/her tailor-made questions, I'd say many. There is all this knowledge that is not on the internet or is in people's heads that is scattered and not well organized to make sense of, there is definitely a gap.

QuestO is a culturally transformative technology, a global platform for asking questions and providing answers. QuestO operates on a logical premise: people need answers to questions from sources they can trust and intelligently stated.

The process followed was taking an online survey followed by a focus group discussion that helped us generate insights and resolve concerns regarding our product. Based on the data obtained, we developed further features of the app, and then developed a price strategy. Our initial plan is to keep the website/app free for our users, and revenue generation will be ads and click based. This decision has been formed taking in consideration the vast amount of scattered knowledge on the internet. We plan to introduce a low-priced subscription model in future for users to have access to quality and premium content.

NEED AND IDEA

We are trying to have a fresh start at how one can get specific niche information on the internet from a reliable source, and have it customized, what is the most ideal system we can build to help achieve this need? And how can we enable it?

The idea is to provide a global platform to cater towards diverse academic concepts and bridge the gap of knowledge transfer through advance technological features. Although there exist platforms pertaining to similar approach, there are various unmet needs that prevail promoting traction and revenue. One such feature we have identified in our market research is voice calling that provides ease of communication and quick resolutions, along with areas of improvement that places us in being a strong competition, such as, AI technology implementation to verify authenticity, user verification to avoid misinformation, and creating opportunities for educators.

SWOT ANALYSIS

Strengths

One of QuestO's unique selling propositions, which is also a first-mover advantage, is the feature of voice calling to resolve the queries of users. Also, 81.2% of people use various platforms to search for the answers which indicate that there's a huge community and a powerful user base, so one can get access to a lot of expertise of high caliber experts answering questions that are authentic and has reliable solutions. Adding onto this, through this app we are offering coupons in various educational platforms like Udemy, course era for all the students, who are regular users of this website and creators who have considerable contribution in responding to the doubts of the users. We are also verifying the quality of posts and the users who post the question through AI platforms ensuring customer safety which none of the other websites do.

Furthermore, this platform has very engaging and user-friendly content and real-time interaction with people who are adept in their respective domain which is a distinguishing feature. Moreover, this platform is not just targeted at one subject, it has useful information covering many topics. We are also maintaining a repository to store all the questions being answered in the call through AI driven platforms jotting down the script pertaining to that call recording. By maintaining the repository, we were able to avoid redundancy in questions posed by the users.

Weaknesses

The main problem that we have identified in our platform is, lack of adequate information for clickable topics. And there is a chance that a creator refuses to answer a customer's question plunging our potential customer base. Since our website primarily runs on user generated content it has become very difficult to impose control over the content posted, hence there is always a threat of misuse and leakage of information. Another major problem that we spotted in our app is lack of privacy for users. Users cannot post the questions and full content without signing in, which might turn them away.

Opportunities

After a few years of launching this app, we are planning to provide monetary rewards and incentives to creators and frequent users such as coupons to purchase in Amazon, SHEIN and other third-party websites. Abundance of content gives tough competition to popular websites like Wikipedia, Google and Quora. And soon we plan to use supervised machine learning algorithms to train models on historic data to predict the labels for the call recordings instead of manually tagging them. Besides this, we also plan to switch to a subscription-based model where we launch

4

premium subscriptions with access to superior content consisting of the queries resolved by experts and other add-on features.

Threats

There is a decent probability that our rivals, like Quora and Stack Overflow, will also add this new functionality to their platforms, putting us in fierce rivalry. Our platform could be acquired by strong companies like LinkedIn who have already gained expertise and are planning to strengthen their brand reputation.

IDEA TESTING

➢ **Concept Testing:**

Our first step was to design the survey to understand the inclination of people towards a QnA platform with a calling option. We were interested to know their willingness towards getting their questions resolved through calls. We were also interested in knowing about the customers' readiness towards answering questions via calls.

First, we sent the survey out to several groups at Purdue University across streams to gain insights regarding whether students would be interested in this platform, especially considering this caters heavily to them. Then, we sent it out to several alumni from our previous universities who are currently working and may be inclined towards being a part of the answering community based on their knowledge areas. We structured a survey in a manner wherein we tried to obtain the demographic and social information of the respondents and then the platforms they are comfortable with for asking questions. Then, we became more specific in our questions by asking them about their level of comfort if a calling option is introduced in

this platform. After receiving the responses, we identified an accessible focus group to conduct our discussions with. The survey is given in **Exhibits 1-7.**

➢ **Prototype Testing:**

Post the survey results, we wanted to host a focus group to get further insights from people on their inclination towards our product. W6e got in touch with a few people from our surveys who were open to the idea and with people who were slightly apprehensive (with maybes) about trying out our service. These were primarily students of Purdue and we held an in-person discussion at Krannert. We explained the entire concept to them – the need for the product, the features we are introducing in QnA platform and how the entire app works. We got a great insight from one of our focus group members who suggested we can build a repository of videos for the questions that have already been answered, so there's no repetition.

There were a few concerns about the security of the calling feature, specifically regarding prank calls, which we resolved by explaining to them the secure process of onboarding. Another concern we had was if the person who was answering questions could be called at any time, since it would be a huge invasion of their time. We reassured you that the calls can only occur with a pre-assigned timeslot.

STP ANALYSIS

Segmentation: Considering that this is an online QnA platform, this product is best targeted towards millennials and Gen Zs. The survey results helped us determine that the age group most likely to use this product hovered somewhere between 19-40. Since, the greatest number of the survey recipients were our college peers and work peers, the maximum recipients fell under 26-30 **(Exhibit 1).**

Our audience also is the population segment that relies on online platforms to get their questions answered, which was around 81.2% based off our survey **(Exhibit 2).**

Targeting:

The primary target audience we identified by surveys and focus groups were the respondents who primarily relied on Quora and Stack Overflow for help with queries and considered these platforms useful (a score of greater than 5 on a scale of 1-10, based on the survey). **(Exhibit 3 and 4)**

They were further divided into 2 groups. The first were respondents who were open to having their questions answered on calls, which immediately showed us that they are not alienated to the idea suggested by us. The second were respondents who gave a 'Yes' or 'Maybe' to answering questions on a call basis, which made us organize a focus group to explain to them the intricacies of it further**. (Exhibit 6 and 7)**

Positioning:

QuestO will be positioned in the market as **a one-stop to get all your questions resolved.** Our goal is to ensure that when people think of a QnA platform to get their academic questions answered, instead of scrambling for websites, QuestO is the first app/website that comes to their mind. Our **calling feature** further gives us a unique positioning in the minds of our customers, acting as a platform that would not leave anyone's questions unresolved.

Positioning from B2B perspective: QuestO will position itself as an intermediary platform for a company for its employees to interact with each other and have their queries resolved. For instance, an employee within a company can candidly ask questions that can be answered by any other employee within the same company who has some expertise in that matter. This can also serve as a discussion forum wherein a team can discuss a CSR event which they have previously

7

participated which can be further replicated by another team of the company. This acts as a more informal forum within the company and can position itself as the **go-to stop for employees to freely interact with each other**.

4 Ps OF PRODUCT LAUNCH

PRODUCT:

QuestO is primarily a global online platform for asking questions and receiving answers, revolving around diverse academic topics but not limited to technical, business, finance, science, etc. It has two forms of users - creators and learners, where creators can also be learners. The unique proposition it provides is a calling feature that enables a learner to get their questions resolved on calls rather than going back and forth with messages. **(Exhibit 12)**

The basic form of platform requires limited network bandwidth so can be easily accessible from any place on one's phone. On a B2B platform, QuestO is a shared space for employees within a company to share their experiences candidly and have their questions resolved.

Characteristics:

Category options – This is one of the first options to choose from as a user sign up to our app. They have multitude of options to choose from – Technical, Legal, Finance, Taxes, etc. – and following these topics will show questions related to them on their feed.

Following/Followers – Apart from category, users also have an option to follow an educator they like or be followed by someone, such that the feed of the person they are following turns up on their profile.

Notifications – Users can follow a question thread they are intrigued in, and they will get updated whenever there is an answer posted or a new update to that thread.

Save and Share – Users will have an option of saving a question thread that they want to refer to during assignments, or when they do not have an internet connection. They can also share it with other people on various social media platforms.

Ask a Question – There is an icon for asking questions that enables a user to add a question to the database. While adding questions, the app will ask the user regarding which topic the question is related to. Then, there is a **verification process** using AI to determine the legitimacy of the question post which will take about 10-15 minutes for the app to approve the question and post it on the app.

Characteristics specific to learners:

User profile – The first process after signing up is creating a user profile which enables a learner to share their personal information. Giving information like current occupation, company or university would give the users more credibility in eyes of the educators and is recommended.

Text feature – After getting a question answered, the learner can follow up with the educator on a text to try to understand the solution further.

Calling feature – The unique propositioning that we provide in this app is that if the learner doesn't feel like they are getting their questions resolved on text, they can request for a call with the educator. Once the educator agrees, the learner can set up a call with the educator based on both sides' time preferences which when accepted can enable them to communicate on call.

Characteristics specific to educators:

Profile creation – Once the educators have signed up, there is a verification process for them wherein they must enter their current occupation, company, offer letter from the current company or university and LinkedIn profile. They also can sign up from their work or school account which automatically will be a verification process. Apart from this, they need to enter their subject of expertise that will be verified with either their work experience, or current occupation or certifications. Educators can also upload YouTube channels if they are freelancer teachers to be verified. This verification will then take 24 hours to be processed after which an educator will be onboarded.

Skill incentivizing – The educators will be incentivized in multiple ways. First, getting their answers upvoted would result in building up their skills on LinkedIn. Secondly, they will be given coupon incentives from our tie-up partners like Udemy, LinkedIn Premium, etc. We also help them get job opportunities within our network of companies by promoting their skills if they have sufficient upvotes.

PLACE: This product is going to be launched on the website and as an app. The app will be available on Google Play Store, App Store, and Amazon App Store. This is going to be compatible with both smartphones and tablets. The website will be more convenient for studying while the app can be accessible from anywhere. This product is going to be globally available to everyone.

PRICE AND PROFITABILITY: Initially when the app is launched, we plan on charging **no fee** from the customers, however after we reach out target of 50,000 users, we plan on making revenue from an ad-supported model. This strategy will let us attain the desired traffic and traction. Furthermore, we would like to integrate premium subscription model with a price of 3.99$ per month and further increase it steadily. The strategy behind charging a low price is that people will not be willing pay for subscriptions for these platforms rather, they prefer on searching in internet

for their answers. Additionally, our competitor pricing is ~6.99\$ per month, so this could be a good strategy for our business as a greater number of users will be interested to subscribe to our platform that provides **quality content** and we will expand our business to partner with third-party websites like LinkedIn.

Our plan of action provides us a break-even period of 2 years, post which we plan on introducing premium subscription model and B2B model providing our platform as a service. Our initial revenue models include: (a) Phased advertising revenue model (b) Click conversions based revenue (c) Collaboration with educational platform providing them with traction for courses at a discount. **(Exhibit 9 and 10)**

PROMOTION: Our vision for QuestO is to be a one-stop shop for everything related to peer-to-peer knowledge sharing. The platform users are mainly categorized into creators and consumers. In the first year of the product launch, we plan to promote QuestO among prominent Youtube creators in select fields like "Programming", "Business", "Music", etc. to use QuestO as a tool to quantify their expertise. We will also promote the platform to consumers through the creators' content, akin to how "Patreon" does it.

However, users still have the option to create new tags and socialize knowledge through QuestO and based on user trends creators from new fields shall be reached to join the platform. Consumers shall be provided with incentives to improve their skillset through courses on educational platforms like Udemy which will result in an improved score in that specific skill set. Through these incentives and integration with platforms like LinkedIn, we expect users to perceive QuestO as their resume that not only enumerates a person's skill but also proves their expertise through quantified scores.

11

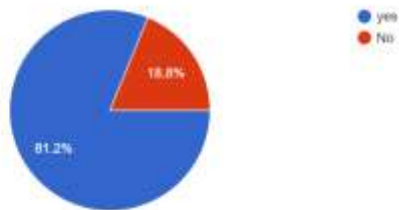# **Appendix**

Survey questionnaire and Responses

Exhibit1:

Age
117 responses
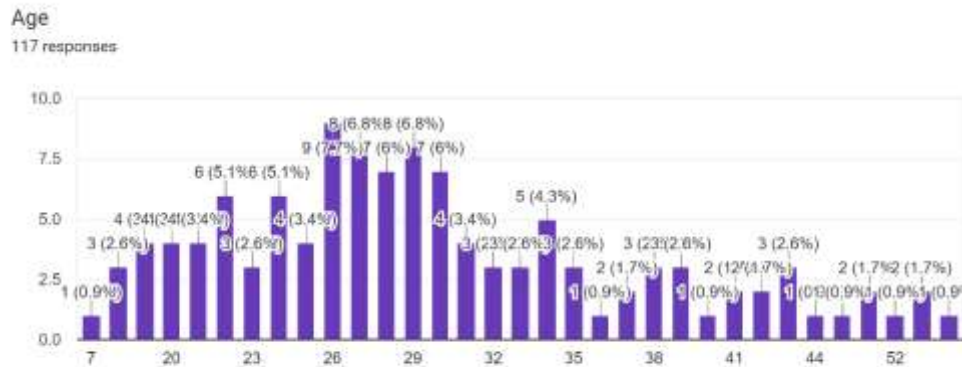
Exhibit 2:

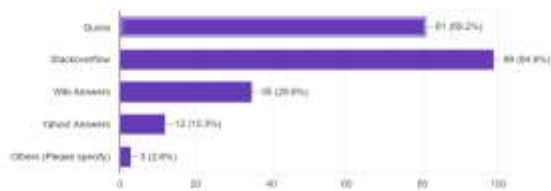Do you look up answers online for questions you may have?
117 responses

Exhibit 3:

Which platform do you use that help you with queries that you have?
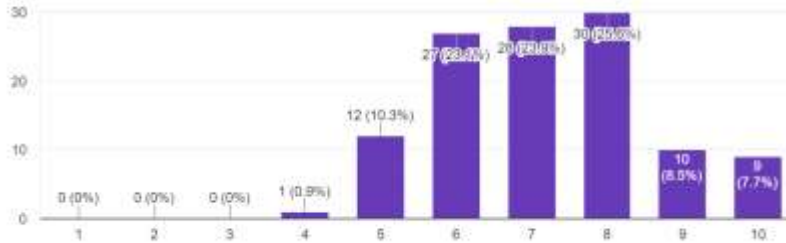117 responses

Exhibit 4:
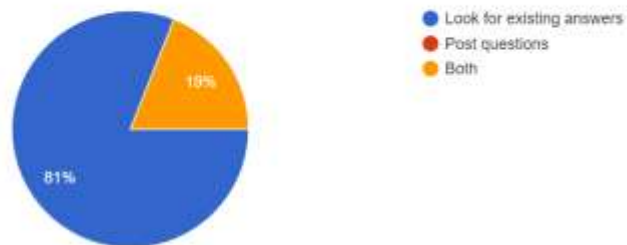
How helpful are these platforms on scale of 1-10?

117 responses

[Copy]

Exhibit 5:

Do you post questions on these platforms or look for existing answers?

116 responses

- Look for existing answers
- Post questions
- Both

81%

10%

Exhibit 6:

Will you be open to talking to someone to get your questions answered?

117 responses

- Yes
- No

62.4%

37.6%
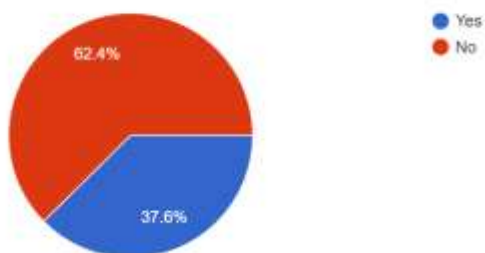
Exhibit 7:

Will you be open to answering questions on a call basis?

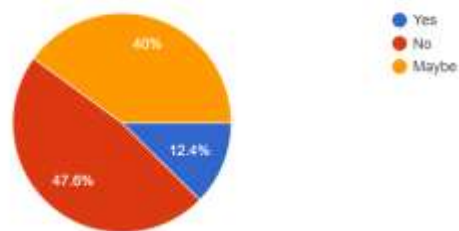105 responses

- Yes
- No
- Maybe

40%

12.4%

47.6%

Exhibit 8:

If Yes, what is the field you are open to answering questions in? Programming, Business related, job related, finance.
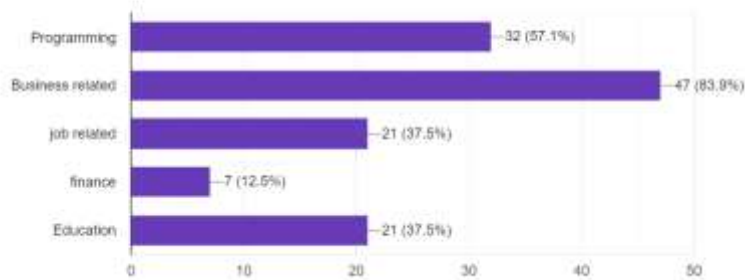
56 responses

Programming	32 (57.1%)
Business related	47 (83.9%)
job related	21 (37.5%)
finance	7 (12.5%)
Education	21 (37.5%)

Exhibit 9: Employee rates calculations

Team	Req	cost per hr	hrs in a year	4,66,400
AI team	5	80	2120	169600
Testing/Maintenance	3	60	2120	127200
App Developers	10	40	2120	84800
Designers	2	40	2120	84800

14

Costs incurred for the first five years

Items	Year1 costs	Year2 costs	Year 3	Year 4	Year 5	Total
AWS Cloud platform	3600	18000	18000	18000	18000	75600
App store	100	100	100	100	100	500
Employees	450000	900000	900000	900000	900000	4050000
Marketing	66,000	660000	660000	660000	660000	2706000
Total cost	519700	1578100	1578100	1578100	1578100	6,832,100

Exhibit 10: Ad-based revenue model starting from year 2 to year 5.

1) **Psuedo advertising is calculated with average cost per click 0.4$ and number of impressions as 500**

2) **Ad revenue is calculated by charging an average of 0.5$ per month for companies and catering to 10000 consumers.**

3) **Subscriptions are calculated by charging 3.99$ per month and assumed 2% of active customer base subscribes to our platform.**

4) **From B2B business perspective we will target 10 companies each year and 10,000$ for implementation cost and we scale them from year 2.**

Item	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Psuedo advertising for educational platforms(catering to 10 platforms)	24000	48000	54000	54000	90000	270000
Psuedo advertising - Linkedin						0
Ad Revenue for platform related to other domains		60000	60000	60000	60000	240000
Targeted Audio Data						0
Subscription for Pro Accounts		960,000	3,240,000	7,200,000	7,200,000	18600000
Implementation for Businesses		60000	120000	180000	180000	540000
Total	24000	1128000	3474000	7494000	7530000	19,650,000

Exhibit 11: Break-even analysis (Cumulatives)

Year 1	Year 2	Year 3	Year 4	Year 5	
519700	1578100	1578100	1578100	1578100	Cost per year
24000	1168000	3554000	7514000	7550000	Rev per year
519700	2097800	3675900	5254000	6832100	Cum Cost
24000	1192000	4746000	12260000	19810000	Cum Rev
-495700	-905800	1070100	7006000	12,977,900	Net Revenue

Exhibit 12: App interface screens
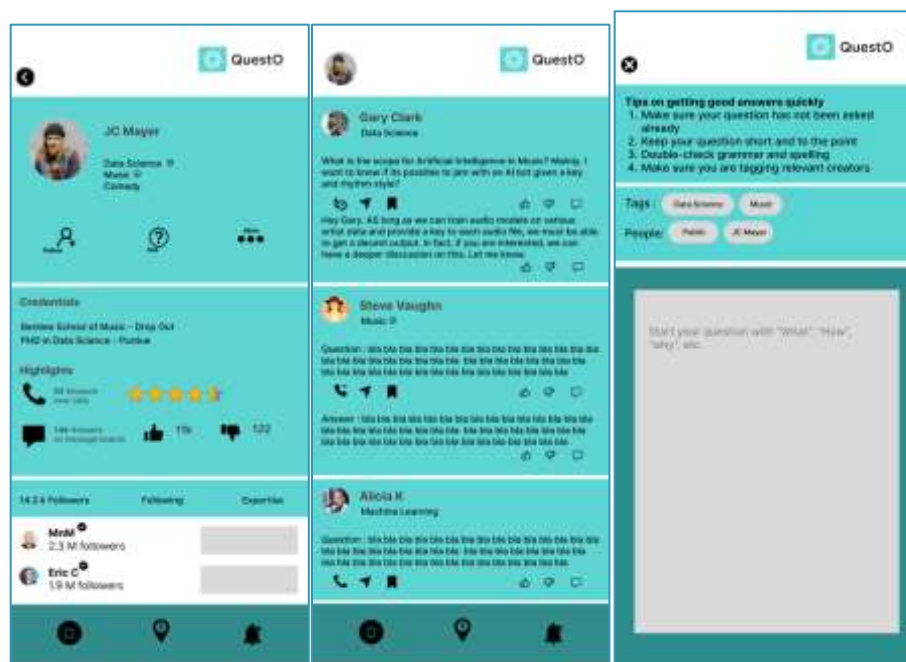
User Profile   Home/Feed   Ask Page

References:

[How much do people pay for their Quora+ membership? – Quora Help Center](#)