Riko-san’s Request of the BBS website about international marriage for women

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Purpose of Riko-san’s request of the BBS website

Riko-san’s goal is to have one of major BBS websites about international marriage for women to share their experiences, knowledge, or even complaints in their private lives.

There are only a few websites mainly used for international marriage issues today although there are a lot of women who would like someone to share their concerns, anxiety, questions, or complaints.

Riko-san is planning to develop a kind of bulletin board system (BBS) website as the solution.

What is Riko-san’s aim of this business model?

Riko-san is aiming at some profit from the usage of unique points which the members of this BBS website buy as a first phase of startup.

She is also planning to get some revenue by selling some spaces and banners of advertisements.

Who are main target users of this BBS website?

The main target users of this BBS website are only women who are born in Japan and communicates in Japanese language.

Any men cannot become members and use this BBS website.

Also, the women as the main target users are only categorized as follows.

1. Women who are getting married with men of foreign nationality other than Japan.
2. Women who are interested in an international marriage with men of foreign nationality other than Japan.
3. Women who have been in international marriage with men of foreign nationality other than Japan.
4. Women who have experienced international marriage before but divorce from men of foreign nationality other than Japan.

What types of users are using the BBS website?

There are 4 types of users for the BBS website as follows.

1. non-members of the BBS website
2. Members of the BBS website but they do not use any point for its usage.
3. Members of the BBS website and they do buy some points for its usage.
4. Members of the BBS website and they do buy a monthly flat-rate license with full commitment of its usage.

How to sign up and log in the BBS website?

Any proper women to the members can sign up with their email address, then they can receive a unique user ID and password by an email address.

How to use the BBS website?

There are mainly 6 threads defined as default as follows.

Thread 1) A Green card

Thread 2) Prenuptial agreement

Thread 3) Education for children

Thread 4) Preparation for Divorce

Thread 5) Complaints in their marriage

Thread 6) Others

In the thread 6), there are several threads available as default.

These threads are created in the threads 6 as the minor compared with the major 6 threads.

How to purchase and use “points”?

There is a “unique” point purchase page, which means “unique” points can be used only in this website.

The point can be sold and used in 2 ways as follows.

To purchase “unique” points

1. A member can purchase “unique” points out of the lists such as 100pts, 300pts, 500pts, and 1,000pts.

In this case, the member can use those points for the convenience of using this website.

1. A member can purchase the right of being a “Senior” user with flat-rate fee such as 500 Japanese Yen per month.

In this case, the member can use this website conveniently with no use of points because of “flat-rate” fee per month.

Characteristics of this BBS website

1. Not only the membership users but also non-members can read and post to each thread which they can discuss with.
2. The membership users can talk to another membership user in chat box privately only in case of the user receiving a request from a membership user with some points of use e.g., 50 points, accepts the request.
3. Those threads even in minor ones will be used for an international marriage consultation between users wanting someone to give some advises and users with a lot of experiences or knowledge.

My Page for the membership users

1. Profile as personal information with handle name, age/generation, living place, and marriage experiences.
2. Husband information with his nationality, his age or generation, and good/bad characteristics.
3. Purpose of use such as prior knowledge of something law, complains in their international marriage life, something like that.
4. Points of use / purchase shows history of purchase or recommendation for flat-rate fee per month.

UX / UI design creation

Riko-san requests only images that she draws in handwriting, and she does not care about UX / UI design about any other page flow or procedure in each step.

Her concern about UX / UI design is the top page image, which she can show you a drawing in handwriting, the taste of coloring on the website such as PINK.

Task for this BBS website development

1. UX/UI design needs to be created by Rapples.
2. There is no plan from start-up to stable running this BBS website such as how does it make attention to users looking for this kind of international marriage consultation BBS.
3. Riko-san would like to make this BBS website higher ranking in google search by “SEO” or something like that.
4. Riko-san’s idea for this BBS website will be continued by adding some more functions, rolls of membership users ranked, matching business relationship with some lawyers, international nursery schools, any other influencers as experts for international marriages. (This is not included in the first stage of development.)