paradime.io

PRD (Product Requirement Document)

Business Problem

💡 The purpose of the community/app marketplace experience for Paradime Code IDE is to enhance the productivity and efficiency of analytics engineers by providing a convenient and centralised platform for accessing resources and support.

The product aims to solve the problem of having limited resources available within the Code IDE, making it difficult for analytics engineers to seek help, showcase their work, and discover new plugins.

The marketplace will provide a platform for analytics engineers to:

1. **Ask for contextual help from within the Code IDE:**
   By integrating a community-based help system into the Code IDE, analytics engineers can easily seek help and advice from other users who may have faced similar challenges.

2. **Showcase and publish their work to the community:**
   The marketplace will provide a platform for analytics engineers to showcase their work and share it with the community. This will allow other users to discover and use their plugins and extensions.

3. **Discover and try plugins from the Code IDE:**
   The marketplace will provide a centralised location for users to discover and try new plugins making it easier for them to find the tools they need to enhance their work.

Benefits of providing community as a product within Paradime

💡 Providing a community-based product within Paradime has several benefits, including:

1. **Improved Productivity:**
   By integrating a community-based help system into the Code IDE, analytics engineers can quickly seek help and advice from other users, reducing the time and effort required to find answers and resolve issues.

2. **Increased Collaboration:**
   The marketplace provides a platform for analytics engineers to share their work with the community, promoting collaboration and innovation among users.

3. **Access to a Wide Range of Tools:**
   The marketplace allows users to discover and try new plugins, providing them access to a broader range of tools and resources that can help enhance their work.

4. **Enhanced User Experience:**
   The marketplace provides a centralized and convenient location for users to access resources and support, making the Code IDE a more efficient and user-friendly tool.

5. **Increased User Engagement:**
   By providing a platform for users to engage with each other and share their work, the marketplace helps foster a sense of community and encourages users to participate in the development of the Code IDE actively.

6. **Better Insights:**
   The marketplace provides valuable data and insights about user behavior and preferences, which can be used to inform future development and improve the product.

7. **Improved Code Quality:**

   By using code snippets in the marketplace that have been tested and reviewed by other users, analytics engineers can be confident that the code they use is of high quality and will work as expected.

Overall, the community/app marketplace experience has the potential to provide numerous benefits to both users and the company, helping to make the Code IDE a more productive and efficient tool for analytics engineers.
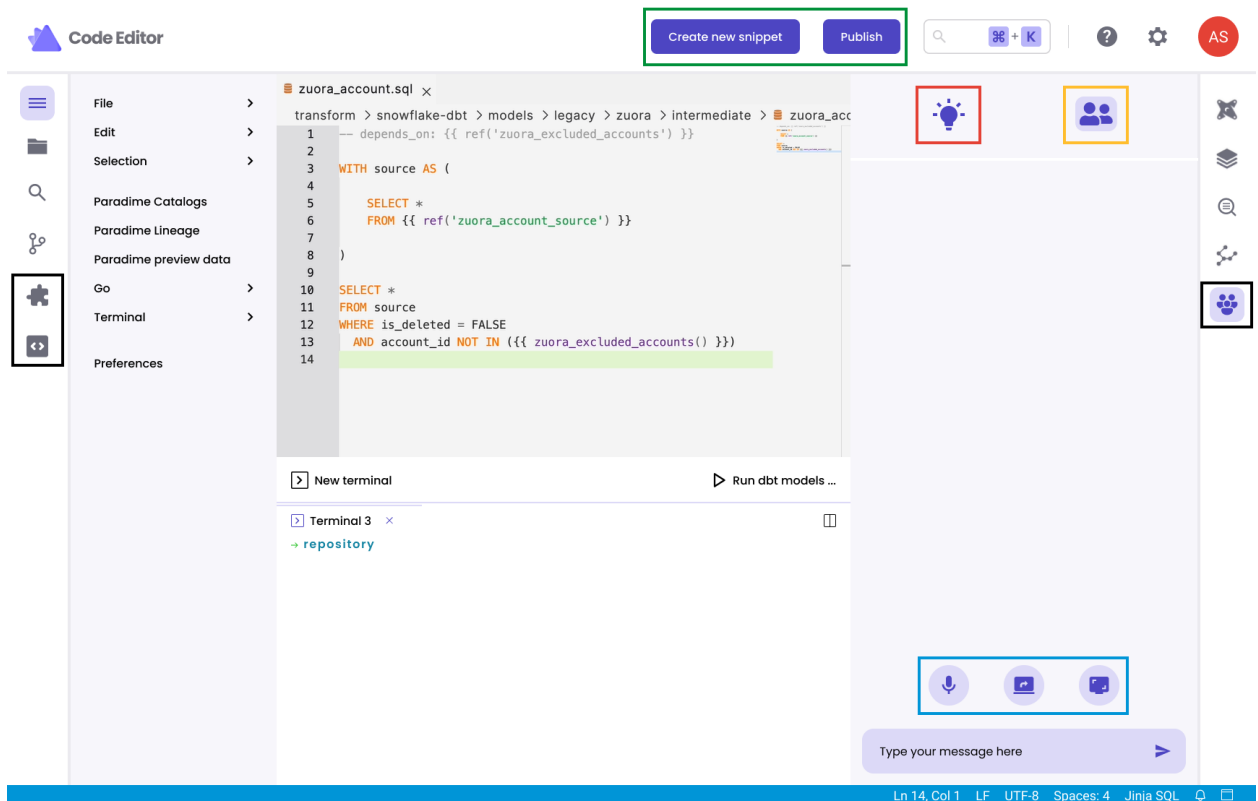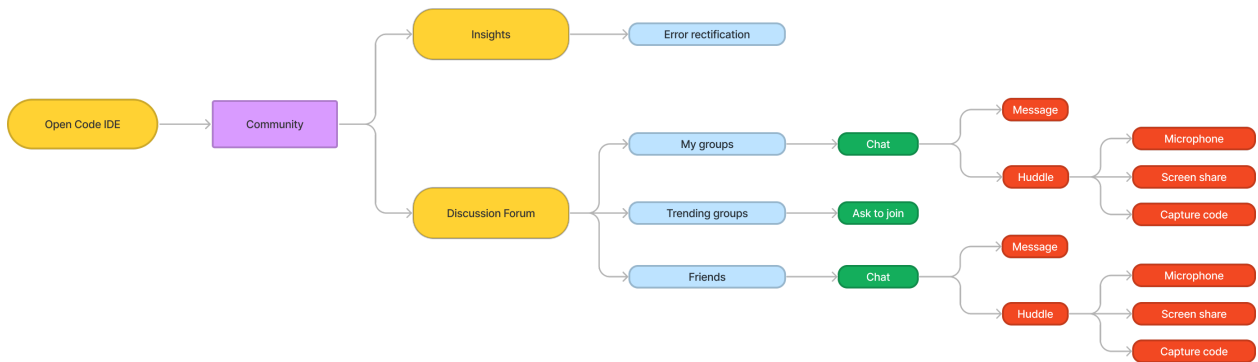
Proposed MVP Solution #1

Improvement of Code IDE

We have added some new features to improve engagement in Code IDE

- Join a **discussion forum** and get contextual help from groups or friends
- Get **insights** on your code
- Create a **new snippet and publish your code** as projects or plugins
- Added **icons to directly navigate** to your market place

User flow diagram

Detailed explanation of the features added

Insights

💡 Insights in Paradime Code IDE can help analytics engineers in multiple ways. By providing actionable insights, it can streamline the data modeling process, reduce time spent on debugging. The insights can provide:

- **Performance metrics:** It can help identify bottlenecks in the data pipeline and suggest ways to optimize it.
- **Code Quality:** Insights can provide feedback on the quality of the code, including best practices, code style, and optimization suggestions.
- **Data Quality:** Insights can identify data issues and suggest ways to resolve them, such as data completeness, missing values, and outliers.

By integrating insights into the Paradime Code IDE, analytics engineers can be empowered to make better decisions, reduce time to market, and ultimately deliver better results to their customers.
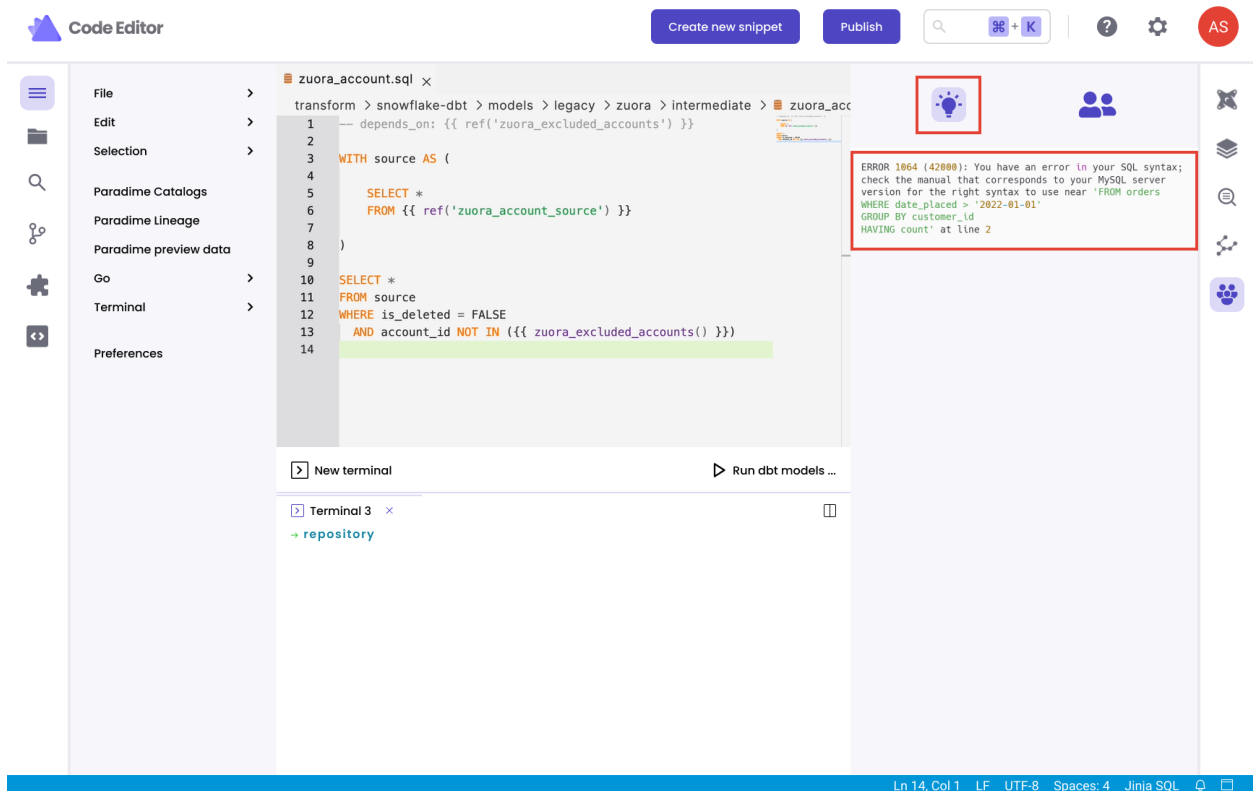

Discussion Forum

💡 Here are some key points on how a discussion forum can provide contextual help in the Paradime Code IDE:

- **Centralized platform:** A discussion forum provides a centralized platform where users can ask questions and share knowledge by joining groups. This makes it easier for users to find relevant information when they need it.
- **Active community:** An active community of users who are knowledgeable about the Paradime Code IDE can provide quick and accurate answers to questions.
- **User reputation system:** A reputation system for users can incentivize helpful and informative contributions and provide a means of distinguishing high-quality answers from low-quality ones.
- **Contextual help:** By including information about the specific context in which the question is being asked, users are more likely to receive targeted and relevant answers.
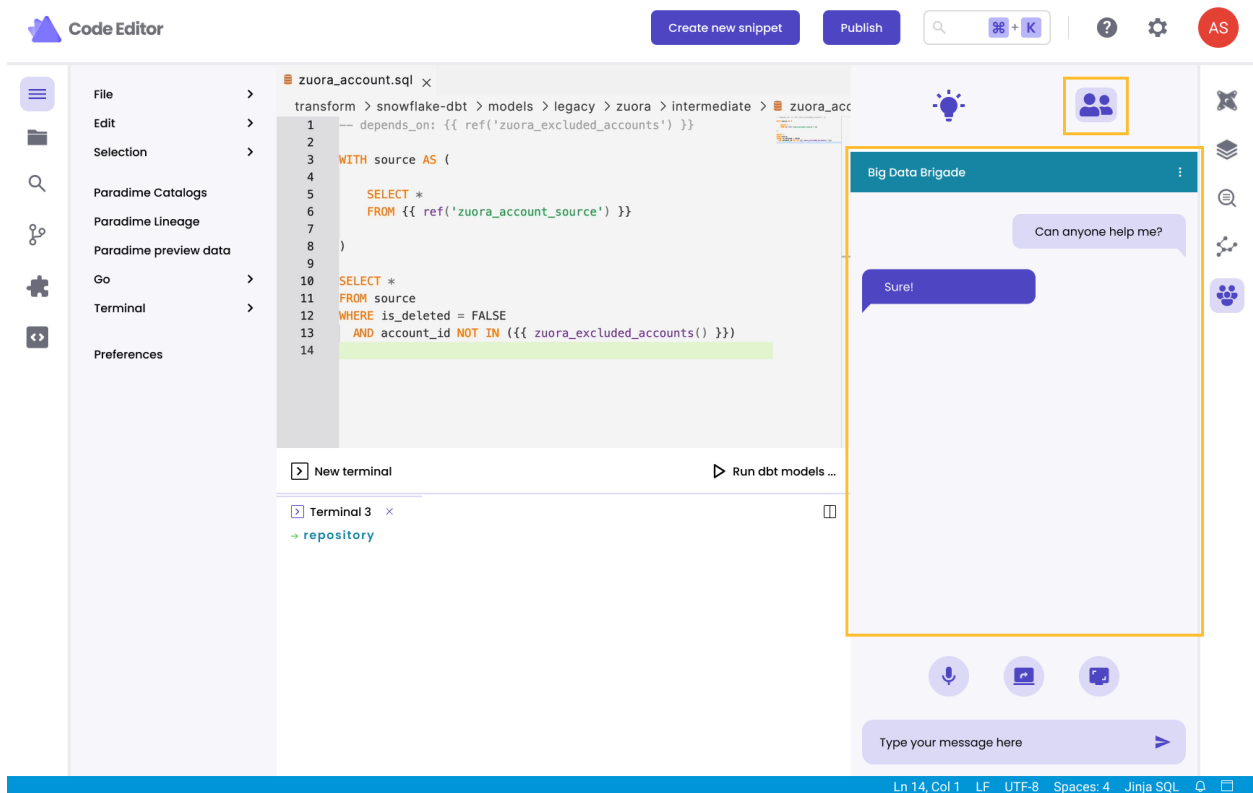
After you click on the Groups icon (highlighted in yellow), these are some options you will get:
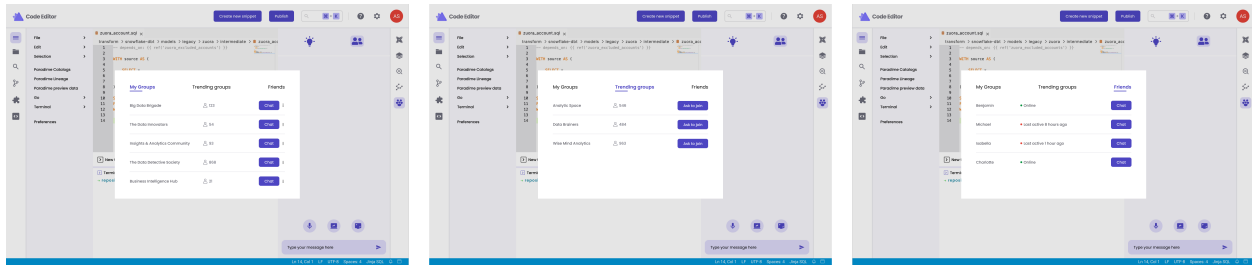
Huddle

💡 Huddle feature can allow real-time collaboration between users within the Paradime Code IDE.

- The **microphone** feature allows voice communication between users of a group, enabling them to discuss code and troubleshoot problems together.

- The **screen share** feature allows one team member to share their screen with others, providing visual aid for troubleshooting or demonstrating a particular code feature.

- The **capture** feature allows team members to take screenshots or record their screen for later reference, enabling them to revisit discussions or solutions that were arrived at during the session.

By providing real-time collaboration, voice communication, visual aid, and a record of discussions and solutions, the huddle feature in the Paradime Code IDE can greatly enhance the ability of users to provide contextual help to one another.
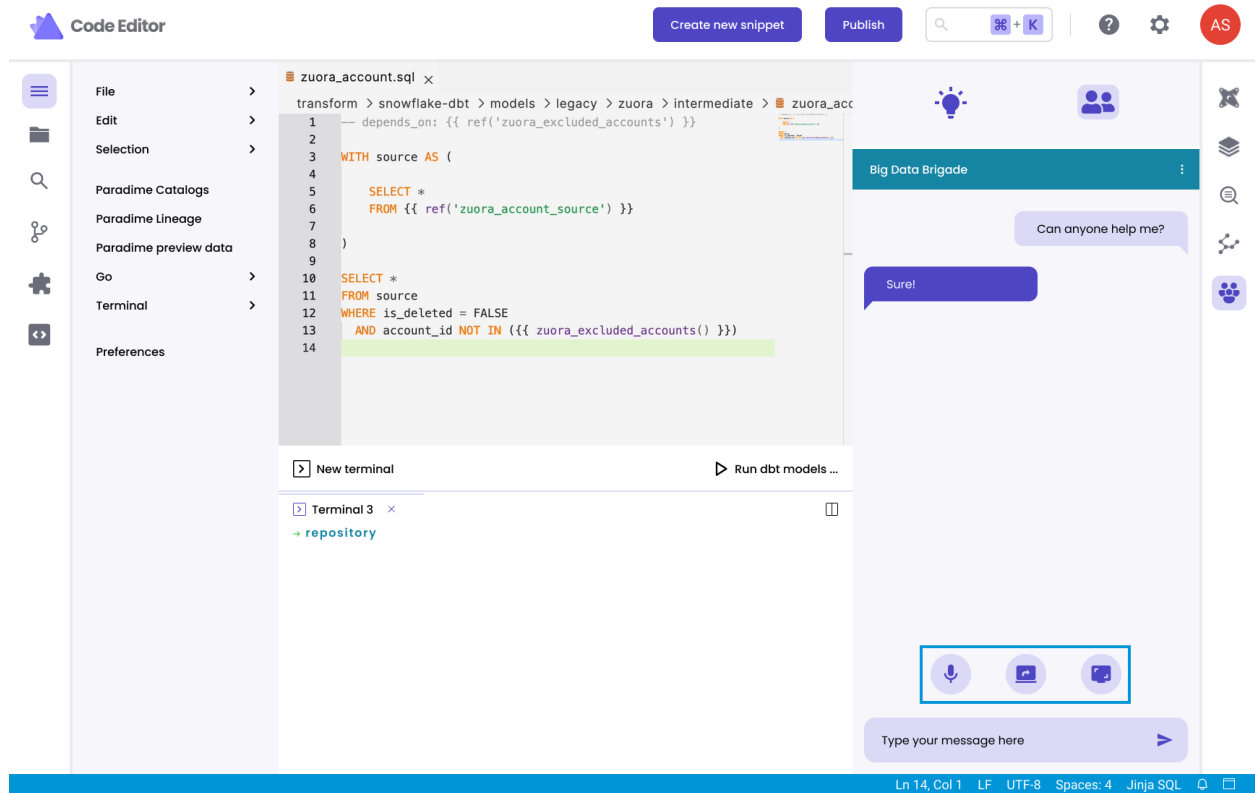
Create snippet and publish

💡 The "Create Snippet and Publish" feature in the Paradime Code IDE allows developers to create reusable code snippets that can be shared with others within the team and within the Marketplace. This can be used in the following ways:

- **Code Optimization:** Developers can publish their optimized code snippets for others to use and improve their own work and also for there team as well.

- **Collaboration:** By sharing code snippets, developers can collaborate and build on each other's work, creating new and better solutions.

- **Knowledge Sharing:** Code snippets can be used to share knowledge and best practices, making it easier for others to learn new techniques and technologies.

- **Problem Solving:** Sharing code snippets can help others solve specific problems they are facing, reducing the time and effort needed to find a solution.

- **Standardization:** By sharing code snippets, organizations can standardize the way they approach certain problems, improving the overall quality and consistency of their work.

- **Publish** the code in form of plugins or complete project.
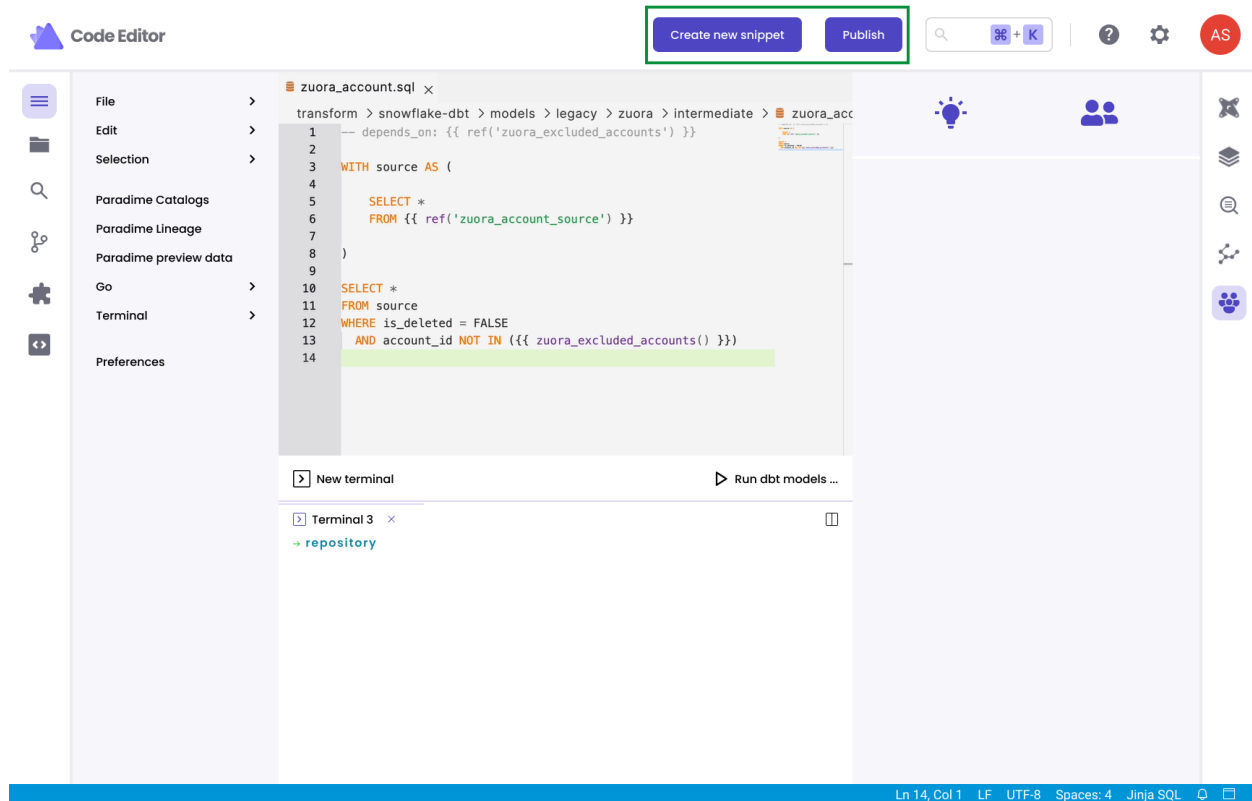
Proposed MVP Solution #2

User flow diagram
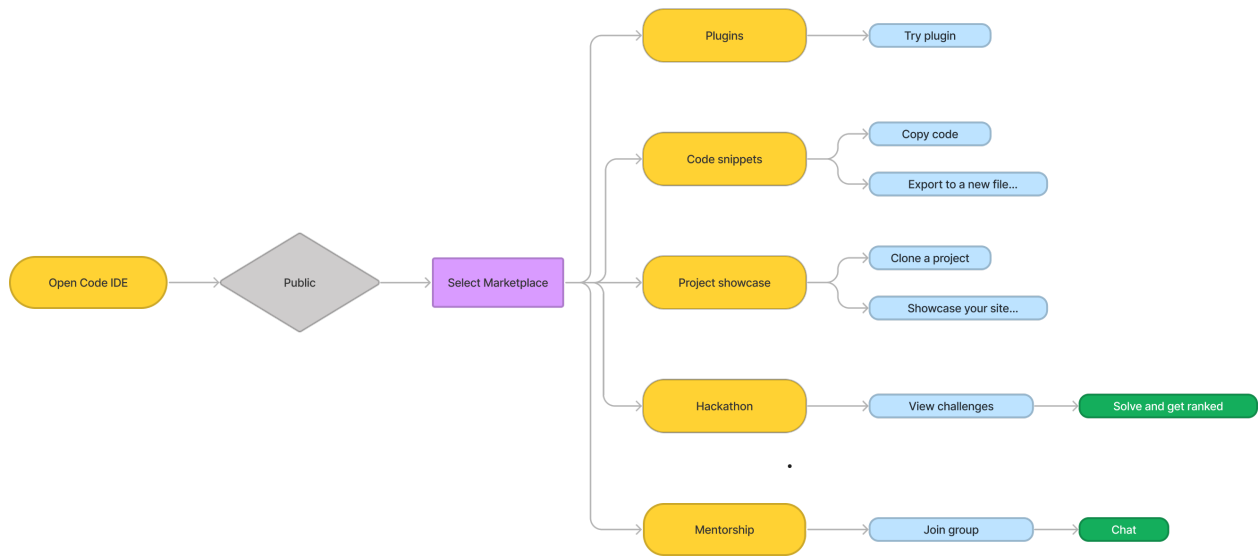
Building a Marketplace

You will be in your personal Code IDE initially but you can navigate to marketplace by clicking on the profile icon on the top right corner.

Plugins

💡 Plugins in a marketplace can help users of Paradime in several ways:

- **Enhance functionality:** Plugins can make it easier for users to complete their tasks and perform their work more efficiently.

- **Streamline workflows:** Plugins can automate certain tasks and processes, reducing the time and effort required to complete a project.

- **Save time:** Plugins can save users time by providing shortcuts and other tools that make it easier to complete tasks in the Paradime Code IDE.

- **Improve productivity:** Plugins can help improve productivity by making the work environment more user-friendly and intuitive.

Overall, plugins in a marketplace can help users of Paradime by improving the overall experience of using the Code IDE and making it easier to perform their work more efficiently.

Code snippets

💡 Code snippets in a marketplace can help users of Paradime in the following ways:

- **Productivity:** Code snippets can save time and effort for users who are searching for a specific solution to a programming problem. They can simply search for the relevant code snippet in the marketplace and reuse it in their own code, instead of writing the code from scratch.

- **Innovative ideas:** The marketplace can inspire new ideas and innovative solutions by showcasing different approaches to solving problems. This can drive innovation and new thinking among the users of Paradime.

Projects showcase

💡 The projects showcase feature in a marketplace can help users of Paradime in the following ways:

- **Save time:** Users can quickly and easily duplicate existing projects instead of creating a new project from scratch.

- **Learn from existing projects:** Users can use cloned projects as a starting point to learn new techniques, frameworks or workflows.

- **Collaborate with others:** Users can share their projects with others by cloning it and allowing others to access it. This makes it easy for teams to collaborate on projects and make modifications together.

- **Improve projects:** Users can make modifications to existing projects and improve upon it by cloning it.

Hackathon

💡 The hackathon feature in the marketplace can help users of Paradime in several ways:

- **Skill Development:** It can help users to develop new skills and improve their existing skills.

- **Competition:** The hackathon feature can create a competitive atmosphere that can drive innovation and lead to new and creative solutions.

- **Prizes and Rewards:** There can be rewards and prizes for the best projects, which can provide an incentive for users to participate and take the hackathon seriously.
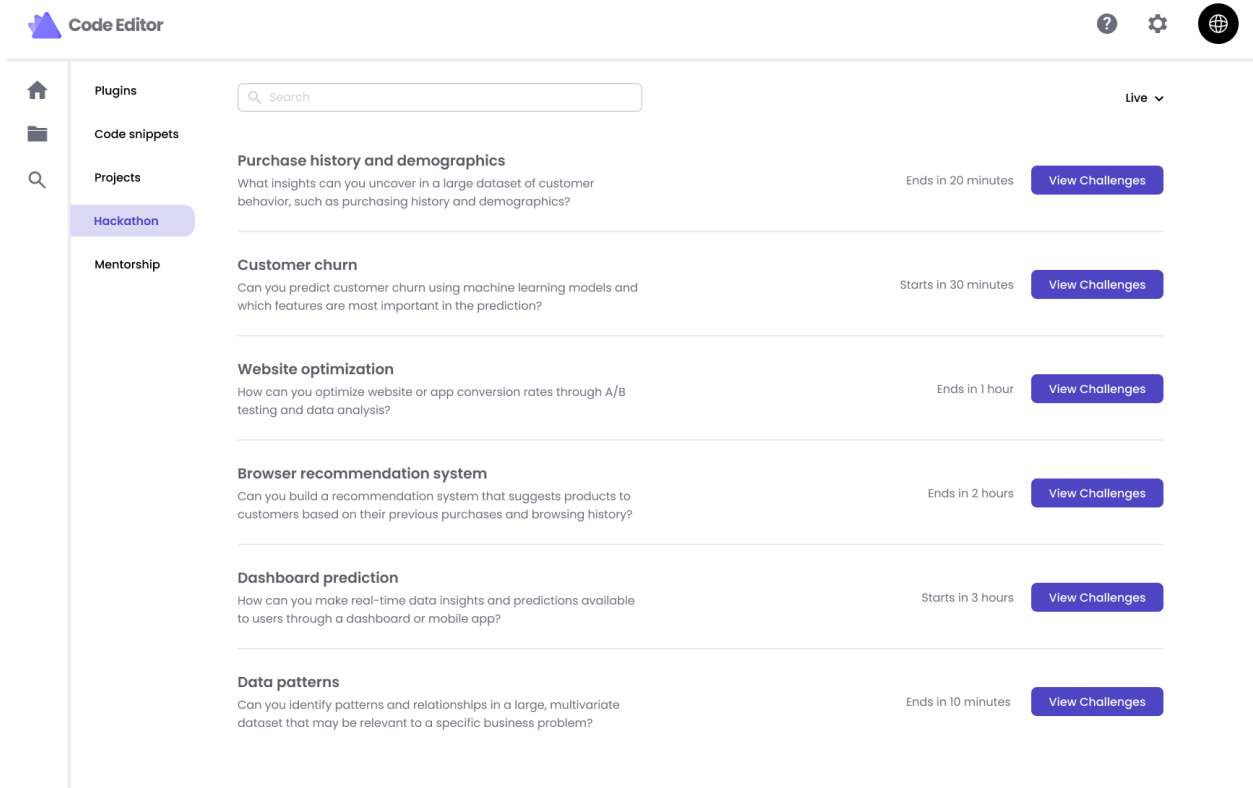
Mentorship

💡 The mentorship feature in a marketplace can help users of Paradime in the following ways:

- **Expert Guidance:** Mentors can provide guidance and advice to users on how to use the platform, troubleshoot technical issues, and optimize their workflows.

- **Skill Development:** Mentors can help users improve their technical skills by providing training, guidance, and hands-on experiences.

- **Networking Opportunities:** Mentorship can provide users with opportunities to network with professionals in their field, join their groups, build relationships, and learn from experts.
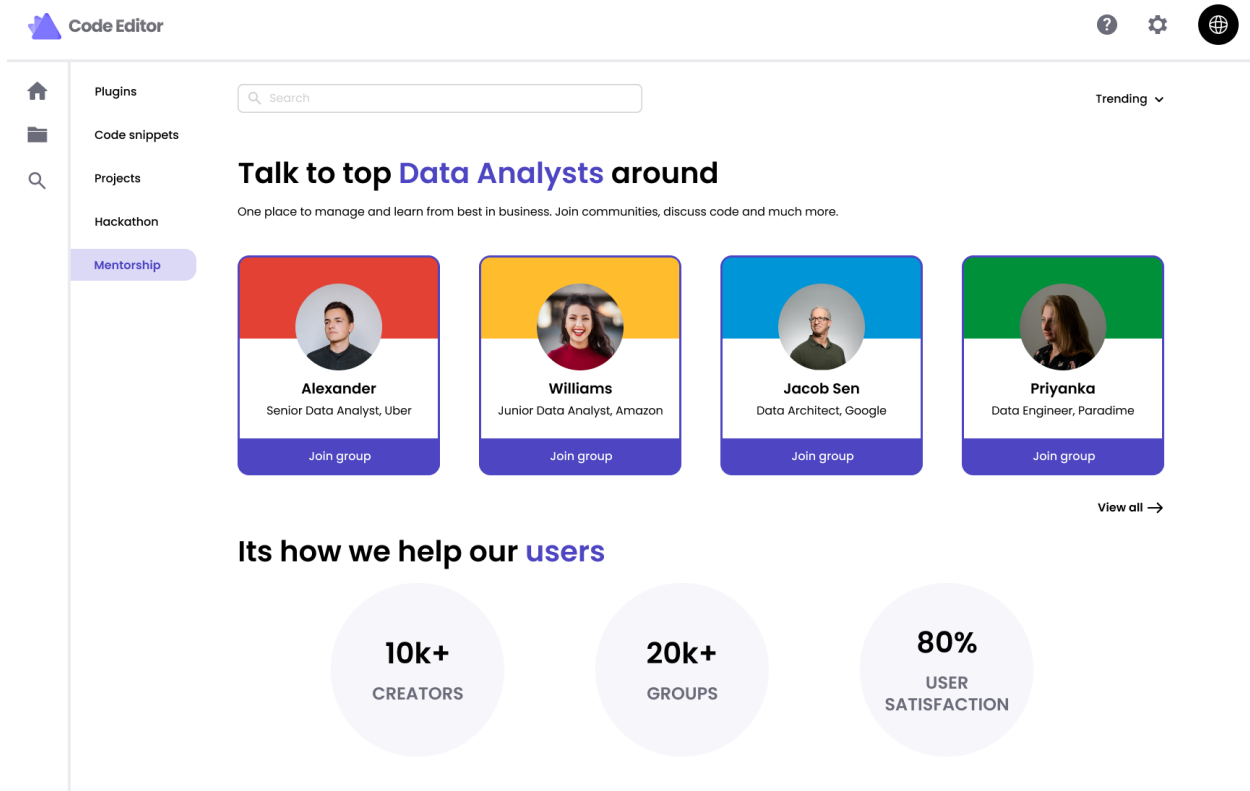
Execution plan for MVP (Using Trello)

Code IDE Revamp

💡 https://trello.com/invite/b/1lzXyycg/ATTI04edfd875718c02bbdf1335cd23ee4919AC0830E/code-ide-revamp

Code snippets

💡 https://trello.com/invite/b/12IhXGND/ATTI72d958f9b921a6ea68bf86ebce07fd2e8018669E/code-snippets

Plugins

💡 https://trello.com/invite/b/YcRRAiMT/ATTIf8add88091b5e9d69b6dd20841118dca4FA77EF6/plugins

Discussion forums

💡 https://trello.com/invite/b/9qxypGeX/ATTI1cf721a907aaedb775ced4f530bc2dc932FD6993/discussion-forums

Resource plan for MVP

1. Human Resources:
   - Community Manager: A POC who is responsible to look after a community and ensure it is active and engaged.
   - Product Manager: A person responsible for the overall development of the community, plugins, extensions and who takes the responsibility of the management of the net development of the product.
   - Development Team: The tech team of designers and developers involved for the net development of the platform on technical grounds.
   - Technical Writer: POC for the tech guidelines which has to be written and other technical content stuff.
2. Technical Resources:
   - Server infrastructure: Allocation of resources related to the host community and hosting server that would be alloted by the Paradime organization.
   - Development tools: The tools that would be required by the developers and designers to manage the different zones of issue traffic and several other tech related issues.
   - Testing and Quality Assurance: Resources allocated for the testing and quality assurance of the plugins and extensions that would be involved in the functioning of the platform.
3. Financial Resources:
   - Development costs: Funds need to be allocated for the development of the community and plugins/extensions platform, including development time, hardware and software, and any third-party services.
   - Marketing and Promotion: We need to allocate funds for marketing and promotion of the community and plugins/extensions platform, including content creation, community management, and advertising.
   - Customer support: We will need to allocate funds for customer support, including training and technical support for community members and plugin/extension developers.

Pricing Model

💰 There are several pricing models that can be considered for a product features in Paradime code IDE:

- **Free Plan:** Offers basic features with Code IDE with limited number of queries and unlimited free projects.

- **Professional Plan:** Offers advanced features, collaboration tools and unlimited projects for individuals and small teams, with access to discussion forum, code snippets and basic plugins.

- **Organization Plan:** Offers enterprise-level features and collaboration tools for larger organizations with full access to code snippets, advanced plugins and mentorship features.

- **Custom Pricing:** Offers custom pricing options for large enterprises and special requirements.

- **Add-ons:** Offers additional integrations and tools for an additional fee to use plugins and snippets.

The pricing model that will work best for your product will depend on the target audience, the value that the product provides, and the market competition. It is important to test different pricing models and gather customer feedback to determine the pricing model that will maximise revenue while still providing a good value to the customers.

PRICING

Free $0	
ACCESS TO A COMMUNITY OF DATA ANALYSTS	
CODE IDE	
QUERY SQL	
NO COLLABORATION WITH TEAM	

Individual $99/month	Small Business $149/month	Organisation $299/month
GRAPH LINEAGE	INDIVIDUAL PLAN	SMALL BUSINESS PLAN
UNLIMITED BOLT SCHEDULES	UPTO 10 DEVELOPERS	UNLIMITED DEVELOPERS
DASHBOARD INTEGRATION	UNLIMITED INTEGRATION	OKTA, SAML 2.0
DBT REPOSITORY	GOOGLE SSO, MS SSO	MULTIPLE DBT WORKSPACE
SLACK	MULTIPLE DBT REPOSITORY	DATA RESIDENCY WITH DATA CENTRES IN US & EU
INDIVIDUAL ONLY		
SELECT PLAN	SELECT PLAN	SELECT PLAN

Paradime can maintain a healthy balance of profit and growth by following a subscription based freemium model.

A subscription-based SaaS (Software as a Service) pricing model typically charges customers a recurring fee, usually monthly or annually, to access the software. The price is usually based on the number of users, features included, and level of support required. Some pricing strategies that can be used by Paradime include:

- A basic version of the software will be offered for free, while premium features like Lineage, Catalog, Radar, Bolt, etc are offered at a cost. The basic version provides enough functionality to attract potential customers and encourages them to upgrade to the premium version for additional features and benefits. This model allows users to try the product before committing to a purchase, increasing the likelihood of conversion to paying customers.

- Larger organisations could buy organisation-level subscriptions and have more features like unlimited integrations, up to 10 developers, etc.
- Other sources of revenue will include the commission charged on the sale of premium plugins in the marketplace.

Metrics/KPIs

For Paradime

📈 Metrics	☰ Description	☰ Feature
Daily Active User (DAU)	This metrics will provide us a high-level view of how your user base is changing over time and user activity in your product.	`Generic`
Adoption %	The number of users who have adopted the product by the total number of users who have access to the product. It can give you a good indication of the success of the product.	`Generic`
Conversion %	To calculate the conversion rate, you can divide the number of users who have taken the desired action by the total number of users who have access to the product.	`Generic`
Stickiness (DAU/ MAU)	To calculate stickiness we will take the ratio of Daily active users and Monthly Active users	`Generic`
No. of user action per session	To calculate it we will simply calculate the no of user actions for each feature	`Code snippet` `Create snippet and Publish` `Discussion Forum` `Huddle`
Decrease in Customer Churn	To calculate the customer churn rate, we can divide the number of customers who have stopped using the product by the total number of customers at the beginning of the period.	`Code IDE`
Average user time	To calculate average user time, you can sum up the total time that users spend on the marketplace experience and divide it by the total number of users.	`Code IDE` `Discussion Forum` `Huddle`
Bounce Rate	To calculate bounce rate, we can divide the number of users who leave after visiting one page by the total number of users who enter the marketplace experience	`Code IDE` `Create snippet and Publish` `Discussion Forum` `Huddle` `Plugin`
Decrease in error per user	To calculate the no of errors per user we will calculate the no of execution errors	`Code IDE` `Create snippet and Publish`
No. of plugins used per user	To calculate number of plugins used per user	`Plugin`
No. of code snippets per user	To calculate number of code snippets used/ published per user	`Code snippet` `Create snippet and Publish`
No. of messages per	To calculate number of messages sent by user in the forum	`Discussion Forum`

📈 Metrics	📄 Description	☰ Feature
user		
Net Promoter Score (NPS)	To measure of customer satisfaction and loyalty. This helps to determine how likely users are to recommend the platform to others.	Discussion Forum Mentorship Plugin Projects

North-star Metrics:

- No. of user action per session

Next steps beyond MVP

Gamification and reward system

> 💡 We can gamify and add reward system:
>
> - **Achieve milestones:** Offer rewards for reaching certain milestones in usage or contributing to the marketplace.
>
> - **Leaderboards:** Create leaderboards to showcase the top contributors in the marketplace and offer rewards to the top performers.
>
> - **Quests and challenges:** Create challenges and quests that encourage users to try out different features, plugins, or extensions and reward them for their efforts.
>
> - **Badges and certificates:** Award users with badges and certificates for their achievements in the marketplace.
>
> - **Points system:** Implement a point system where users can earn points for their contributions to the marketplace, and redeem them for rewards.
>
> - **Referral program:** Offer rewards for users who refer friends and colleagues to the marketplace.
>
> - **Loyalty program:** Create a loyalty program where users can earn rewards for their long-term contributions and usage of the marketplace.
>
> - **Contests:** Run periodic contests that encourage users to engage with the marketplace, such as creating plugins, extensions, or writing reviews, and reward the winners.

Plugin Commercialisation

💡 We can commercialise our plugins in the following manner:

- **Offering paid support and maintenance services** for plugins to provide better customer service to users.

- Adding a **monetisation model for plugin developers** to incentivise them to create and maintain high-quality plugins.

- **Integrating machine learning algorithms** to automate certain tasks and improve the performance of the plugins.

- Improving the **discovery and recommendation system** for plugins, making it easier for users to find relevant plugins for their needs.

- Introducing a **rating and review system** for plugins to help users make informed decisions about which plugins to use.

Prototype

⭐ Figma prototype link: https://www.figma.com/proto/A8W37ayF6R1rDxpiX3S0Iz/Inter-IIT?page-id=118%3A1547&node-id=119%3A2352&viewport=851%2C597%2C0.1&scaling=scale-down&starting-point-node-id=119%3A2106

In this video below, you can see our prototype.

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/fbeeacf3-da1b-48c0-acc8-7cf4f5c44493/Untitled.mp4

Prioritization Metrics