

iLearners is a publisher/provider of Supplementary Exercises in various subjects to HK Primary Students. Teachers normally do the selection and then ask parents to purchase for students. So it's a B2B market for the majority of our sales.

Traditionally, teachers have no "Real" choices on the contents of exercises, they can only select the best suitable from the market. iLearners sees the potential to create "School-based" exercises to suit each individual needs of schools in according to their own teaching schedule, though all follow the HK Primary Syllabus, each school may teach topics at different flow.

iLearnrs launched our Pagin-books three years ago in the Chinese Subject, a series (codex) called Chinese LearnFree. Samples of hard copies were sent to schools, whereby interested teachers can amend the sequence of contents or even have parts being re-written by our Editors. 70 local schools are now currently using our Chinese LearnFree. All these were being done manually, namely, teachers marked their comments on the hardcopies of samples, return to our editors, re-written and re-layout, back & forth around 3 times, teachers confirmed the final version and be printed in our print room. Majority of communications are via WhatsApp.

The above work flow is manpower consuming and costly, hence, we want an Online Platform whereby teachers can do the content pages selection/maneuvering on their own online, making online payment and thereby instructing our printer to print, all by automation ideally.

In order for teachers to select content pages on their own, we have derived a Domain Structure system (4-5 hierarchies) for each subject. The 4000+ content pages in our pool are to be tagged accordingly for retrieval.

AnyOneBook.com is where all these happens and hopes to explore into B2C market as well.

#### Target in April 2018

Below titles are uploaded online for teachers to browse around:

1. Chinese Mock 100 HKAT P5-P6 (2 titles)
2. Maths Mock 100 HKAT P5-6 (2 titles)
3. Maths Mock 100 P1-P6 AB (12 titles)

### For Phase I

1.1 Our users (teachers) be able to click on the covers of each of above titles, see the default Table of Contents Page ("TOC"). By moving each Chapter Line on the TOC up & down, one can change the page sequence. By clicking each Chapter Line on the TOC, able to zoom in and read the content of each page. By clicking left or right on the Content Page, one can choose level of difficulty on same area. By clicking up or down on the Content Page, one can choose level of hints on same questions. Because of the said dynamics, the Chapter Number and Page Number shall be changed in accordance.

1.2 Teachers can input their school names and upload their school badges to be printed on the Front Cover.

1.3 Should teachers want to have parts being re-written, there shall be a "Check Box" & "Comment Box" relating to each content page for them to message us. System shall auto-count on this.

1.4 Teachers may select each page be printed in color or black/white.

1.5 System shall reflect the Price instantaneously as users modify 1.3 & 1.4 above.

1.6 Teachers have to confirm on their modifications and his final versions be saved under its School's name for parents to select & make purchase online.

The above are the least basic we need before proceeding to online payment & link up to our accounting system and to instruct for printing.

So far for the above, only touched on Teacher as user. Below are the different User Types involved, and should be defined during User Registration:

1. Internal Staffs (able to upload content pages and create new titles for consumers)
2. Teachers/School Admin (able to modify existing online titles and save that as their school-based versions for parents to make purchase; on credit sales basis)
3. Parents (able to modify existing online titles and save that as their own versions to make purchase; on a cash sales basis say via PayPal)
4. Book-Reseller (authorized by schools to make bulk purchase online whereby parents go to their store to make purchase; on credit sales basis)
5. Viral Writers (able to upload content pages and receive Royalty based on each page sold) [Phase II]

To have the book titles uploaded online for browsing, our internal staffs need an interface to do it. For the very first lot, we may use Batch upload/tag in one go say via CSV. But for future running, we expect each of our editors to upload/tag 15-20 pages each week, so they may run this one page at a time.

#### Upload Page

1. Select the PDFs wanted to be upload
2. *<place in a temp. file>*
3. Staff can open individual PDF and start to do taggings (details refer Timothy's domain structure/ version definitions)
4. Saved and a unique Page ID be assigned to that particular PDF in system

#### Create Book

1. Select the Syllabus
2. Select the Codex ("series" in layman terms)
3. Key in Titles/ Recommended Grades/ Terms
4. Upload the Cover Image
5. Selecting the Content Pages by dragging from the domain structure under the selected Codex
6. The above selection should form the Table of Contents Page
7. Saved as New Title available for selection online