Accredian Community Hub Feature Plan

Background

Students often rely on third-party communication platforms such as WhatsApp, LinkedIn, and Telegram to interact with peers, seek help, or share opportunities. This dependency results in fragmented communication and a lack of engagement within Accredian's own ecosystem. To address this, we aim to create an integrated Community Hub feature within each program to encourage collaboration, mentorship, and knowledge sharing — all within Accredian's platform.

Problem Statement

I am a student enrolled in an Accredian program. I am trying to collaborate with my peers and mentors for discussions, doubt resolution, and preparation activities. But I face difficulty engaging consistently because our communication happens on multiple external platforms, which causes distraction and loss of context. This makes me feel disconnected from my learning community and less engaged with the Accredian platform.

Goals

• Build a centralized communication hub within Accredian's platform.
• Increase student engagement and peer interaction by 50%.
• Reduce reliance on external communication networks.
• Facilitate mentorship, collaboration, and peer learning.
• Strengthen community belonging and alumni connection.

Hypothesis & Feature Description

If Accredian introduces an in-platform Community Hub where students can connect with peers, mentors, and alumni, students will engage more frequently and meaningfully, reducing dependency on external communication channels.

Each program will have a dedicated Community that members can join. On joining, users will land on the Community Hub page featuring the following navigation tabs:

1. Doubts – Contains Discussions, Resources, Events, AMA Sessions, Leaderboards, and Members.
2. Case Studies – Collaborative section to discuss and analyze program-specific case studies.
3. Job Prep – A space for resume reviews, interview guidance, and job-related discussions with mentors.
4. General Chat – Enables real-time conversations between peers; send messages, documents, replies, and reactions; mentors can pin important updates.
5. Alumni Insights – Alumni share their learning journeys, industry insights, and career growth stories.

Vision Narrative

Imagine a student joining an Accredian program. Instead of creating WhatsApp groups or Slack channels, they simply click "Join Community" on their dashboard. Inside, they find a vibrant space filled with discussions, resources, and mentorship. When they have doubts, they head to the "Doubts" section — peers respond quickly, mentors share verified answers, and resources are easily accessible. In "General Chat," they network informally, share wins, and stay updated with pinned announcements. Over time, this ecosystem fosters belonging and loyalty — turning Accredian into not just a learning platform but a thriving professional network.

Key Trade-offs & Decisions

• Alternative considered: Integration with third-party tools like Slack or Discord.
• Decision: Build a native solution to ensure data privacy, user retention, and seamless user experience.

Concept Mocks

Below are the conceptual mockups illustrating the Community Hub feature:
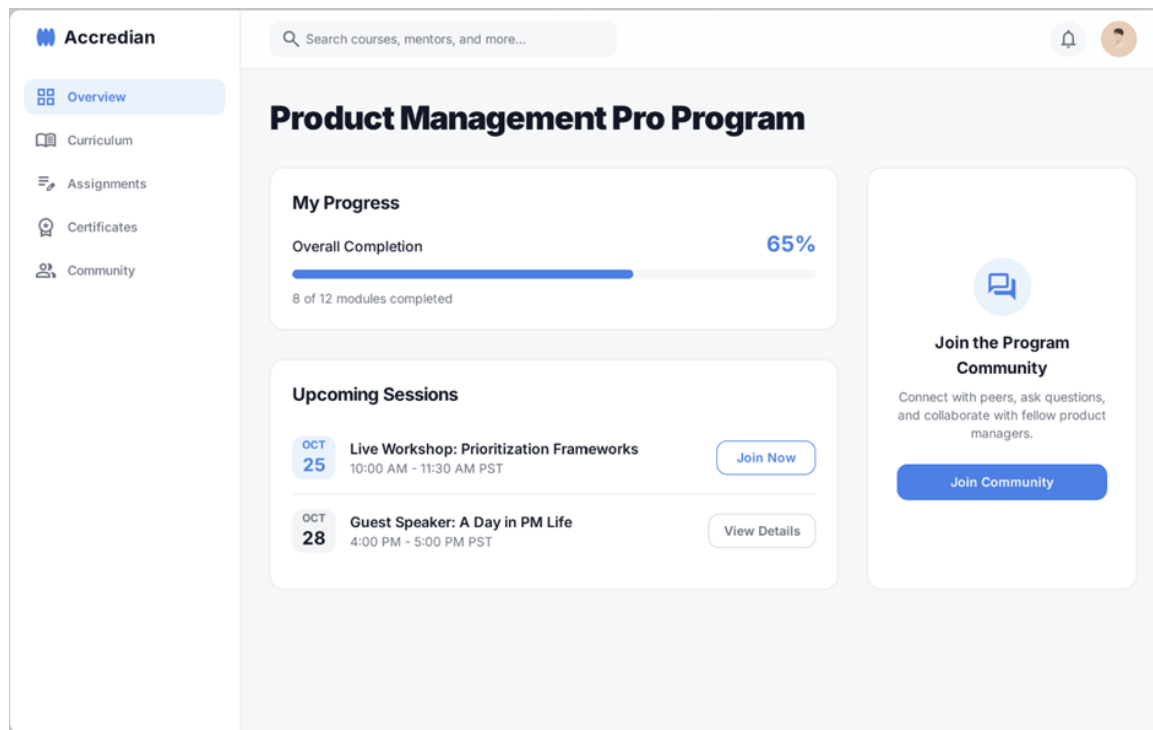
Figure 1: Join the Program Community
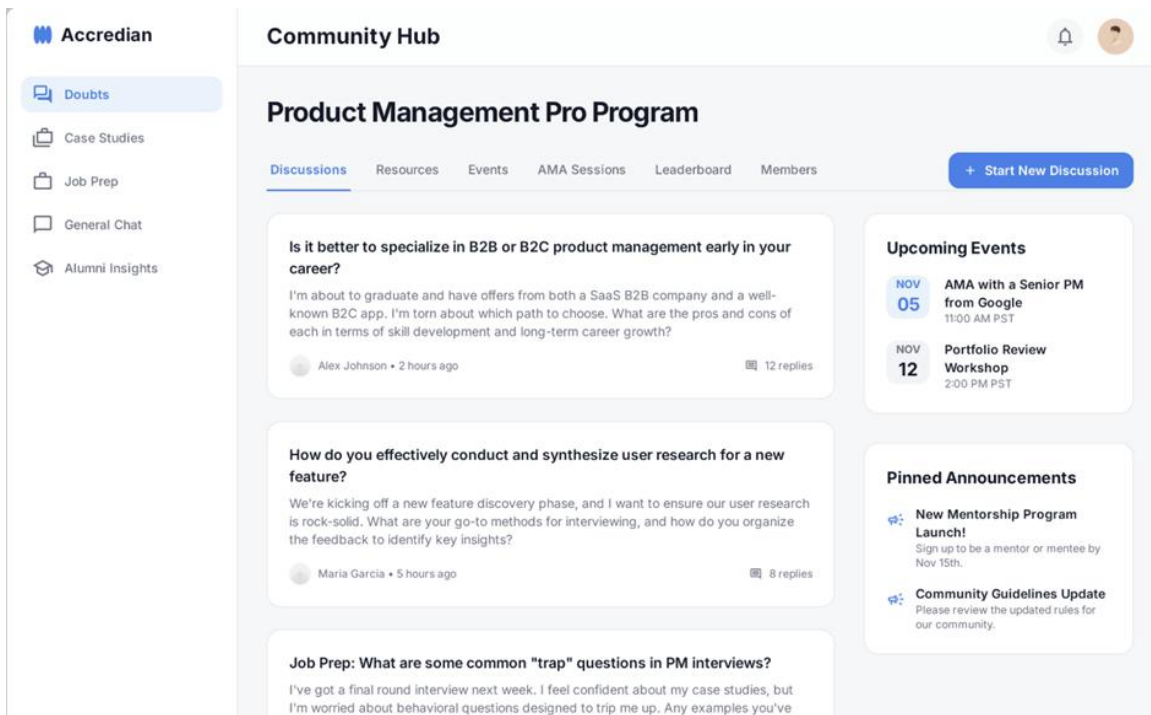
Figure 2: Doubts → Discussions Section
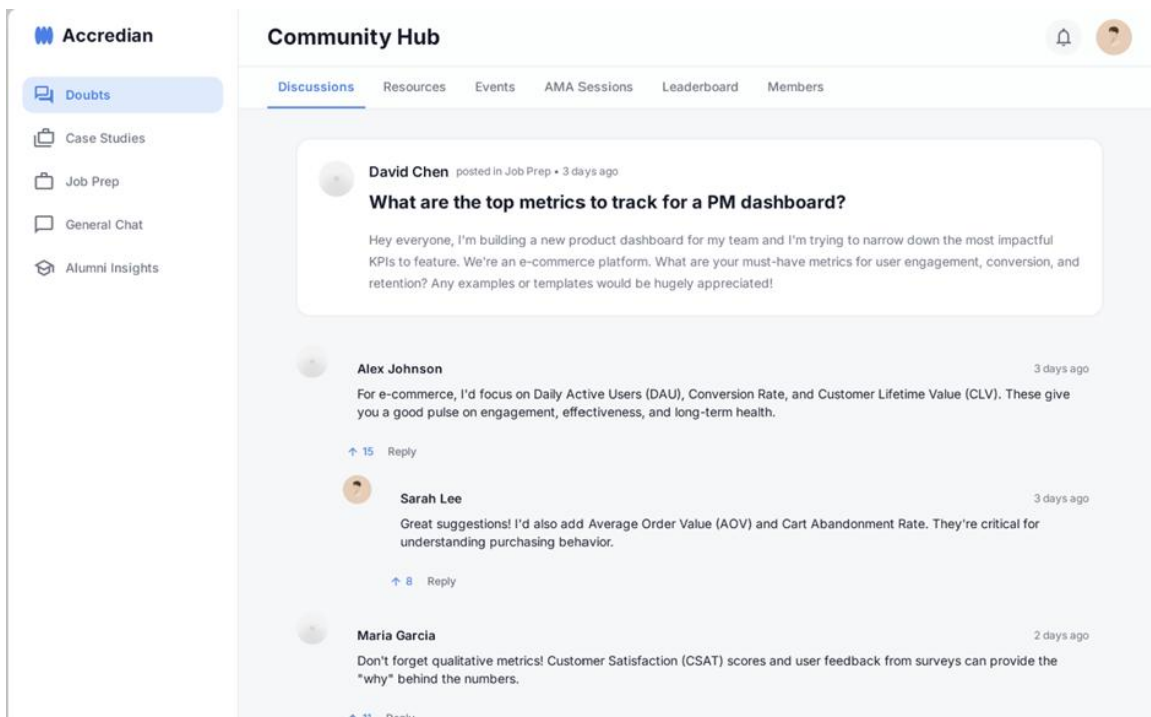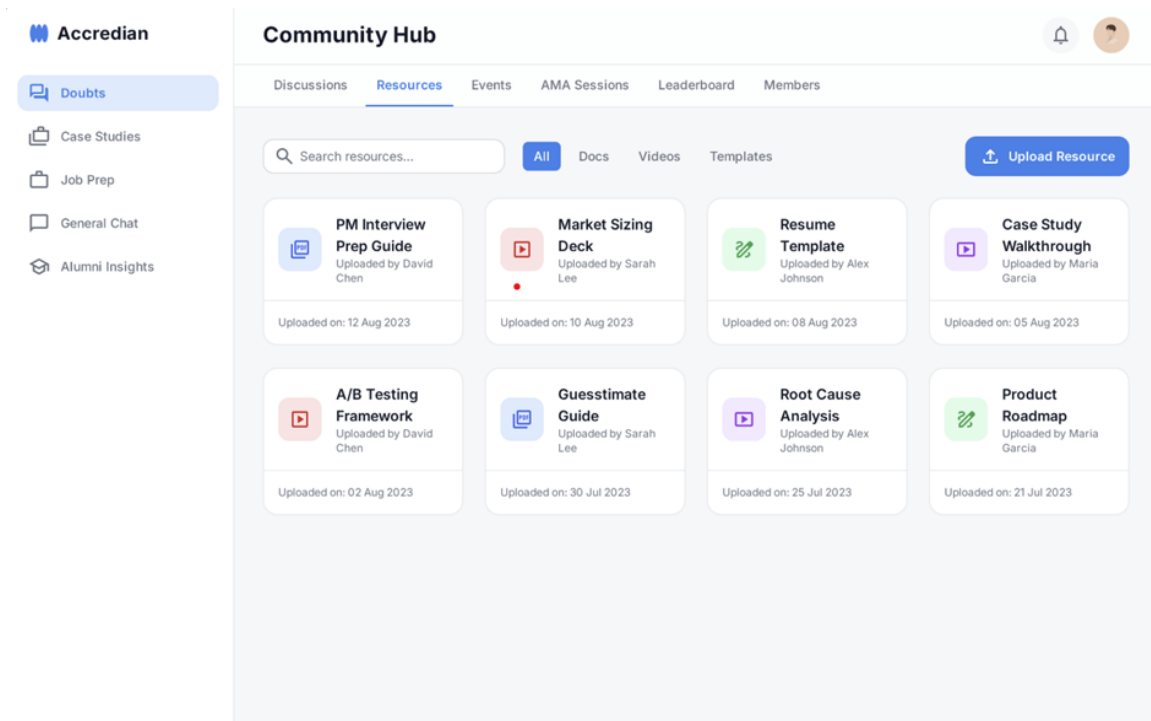

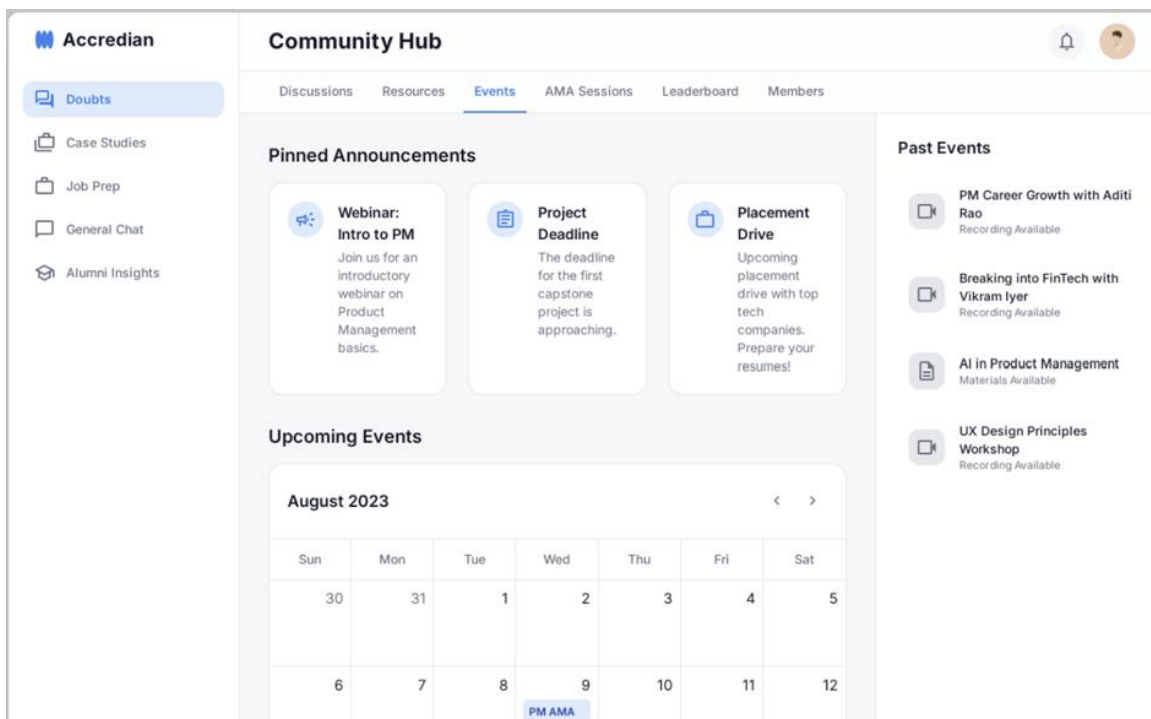**Figure 3: Discussion Thread View**

Figure 4: Resources Tab

Figure 5: Events Tab

Figure 6: AMA Sessions

Figure 7: Leaderboard

Figure 8: Members List
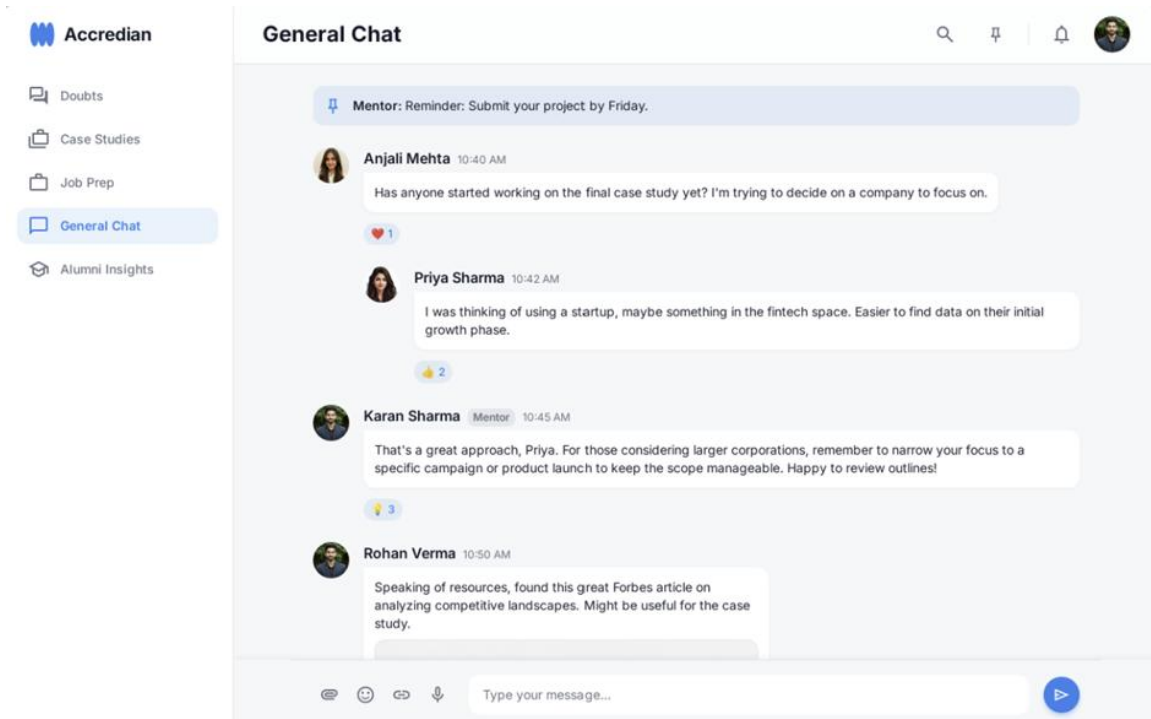
Figure 9: General Chat Interface

Risks & Mitigations

Risk	Mitigation
Low initial engagement	Introduce gamification (badges, leaderboards) to reward participation.
Overcrowded chats	Allow threaded conversations and message filtering.
Mentor overload	Implement a mentor allocation or scheduling system.
Spam or off-topic discussions	Add moderation and flagging tools.

Appendix: Research

• Students prefer centralized communication for course-related discussions.
• Peer-learning communities improve engagement and retention.
• Internal chat systems increase platform stickiness and brand trust.