Qwikish Internal Wiki

Confidential - For Internal Use Only

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1. Company Introduction & Vision

Qwikish is an all-in-one learning, productivity, and career platform built for students and lifelong learners. Our system is designed to unify the wide range of tools students use for learning, planning, self-development, and career preparation into a single, intelligent, and seamless experience.

Vision Statement:

To become the go-to platform for students and learners who want to grow, organize, and achieve—without switching between 10 apps.

Mission:

- Deliver a suite of AI-powered tools for smart note-taking, time management, and effective learning.
- Support users in their career preparation with integrated resume builders, job boards, and interview resources.
- Build a vibrant, student-first community for peer collaboration, support, and shared growth.

Core Values:

- **Student-First:** Our primary focus is on the needs and success of our users. All product decisions are weighed against the value they provide to the learner.
- **Integration & Simplicity:** We believe in the power of a unified, easy-to-use platform. We aim to reduce friction and context-switching for our users.
- **AI-Powered Assistance:** We leverage technology to make learning and productivity smarter, not harder. Our AI features are designed to assist, not replace, the user's effort.
- **Community & Collaboration:** We foster an environment where users can learn from and support each other, creating a network effect that enhances the learning experience.

2. Organization Structure & Teams

Qwikish is structured to promote agility, collaboration, and innovation.

Leadership:

- **CEO:** [CEO Name] - Overall company strategy, investor relations, and vision.
- **CTO:** [CTO Name] - Technology strategy, architecture, and engineering team management.
- **Head of Product:** [Product Head Name] - Product roadmap, feature prioritization, and user experience.
- **Head of Community:** [Community Head Name] - User engagement, marketing, and community growth.

Departments & Responsibilities:

- **Engineering:** Responsible for building and maintaining the platform.
  - *Backend:* Develops and maintains the server-side logic, APIs, and databases.
  - *Frontend:* Develops and maintains the user interface and client-side experience.
  - *DevOps:* Manages infrastructure, CI/CD pipelines, and application deployment.
  - *QA:* Ensures the quality and reliability of the platform through automated and manual testing.
  - *UI/UX:* Designs the user interface and overall user experience.
- **Product:** Defines the product vision and roadmap.
  - *Product Management:* Gathers user requirements, defines features, and manages the product backlog.
  - *Data Analytics:* Analyzes user behavior and product performance to inform decisions.

- **Content & Learning:** Creates the educational content for the platform.
  - *Instructional Designers:* Design the structure and pedagogy of learning roadmaps.
  - *Content Creators:* Develop the pre-built templates for notes, quizzes, and roadmaps.
- **Marketing & Community:** Drives user acquisition and engagement.
  - *Digital Marketing:* Manages online advertising, SEO, and email campaigns.
  - *Social Media & Community Management:* Manages social media channels and engages with the user community.
- **Operations:** Manages the day-to-day business functions.
  - *HR, Finance, Administration:* Handles all operational aspects of the company.

3. Founder & Core Team

Qwikish was founded and is being fully built by **Jyotishankar Patra**.

- **Instagram:** dev.suvam
- **X (formerly Twitter):** @devsuvam1

4. Product Overview & Architecture

The Qwikish platform is a **modular, web-based monolithic application**. While the initial architecture follows a modular monolith pattern, it is being built with scalability and future service-splitting in mind, making it ready for a microservice transition.

Key Architectural Characteristics:

- **Backend:** A monolithic backend using **Express.js** and **Prisma** with **PostgreSQL**, structured by domain modules (e.g., notes, quiz, auth, roadmap). This allows for clear separation of concerns within the single codebase.
- **Frontend:** A **Vite-based React** frontend, ensuring a fast and modern user experience.
- **Monorepo:** All frontend and backend code, along with shared utilities (types, UI components, configs), is maintained in a **monorepo using TurboRepo** for consistency and faster development.
- **AI Integration:** Core features are enhanced using LLMs (e.g., OpenAI) for summarization, quiz generation, and personalization. All AI tasks are handled asynchronously to ensure the application remains responsive.
- **Third-Party Dependencies:**
  - **Vector DB:** Pinecone or a similar service is used for semantic search on notes and documents, enabling users to find content based on meaning rather than just keywords.
  - **Caching & Queues:** Redis, via BullMQ, is used for caching frequently accessed data (like user sessions) and managing background job queues for all AI-processing tasks.
  - **File Storage:** AWS S3 is used for durable, scalable storage of all user-uploaded files and media, such as PDFs and images in notes.
  - **Real-time:** Socket.IO is used to power real-time features in the community and group study tools, such as live chat and notifications.
  - **Authentication:** We leverage OAuth2 providers like Google and GitHub for secure

and convenient user authentication.

5. User Personas & Target Audience

Our platform is designed to cater to the following user groups, with features expanding for each as the platform evolves.

- 🎓 **Student (Primary - V1)**
  - **Age:** 16–25
  - **Description:** This user is typically in high school or university. They are tech-savvy but often overwhelmed by the number of tools they need to manage their studies. They are looking for a single, integrated solution to take notes, create study aids, manage their time, and prepare for their first internships.
  - **Needs:** Efficient study tools, planning and revision aids, internship preparation.
  - **Uses:** AI Notes, Quizzes, Flashcards, Roadmaps, Task Manager, Community.
- 💼 **Job Seeker (V2+)**
  - **Age:** 20–30
  - **Description:** This user is either a recent graduate or a professional looking to switch careers. They are focused on acquiring the skills and materials needed to land a job. They need practical tools to build a strong resume, prepare for interviews, and find relevant job opportunities.
  - **Needs:** Resume building, job searching, interview preparation.
  - **Uses:** Resume Builder, Job Board, Interview Prep resources.
- 👩‍🏫 **Mentor / Teacher (V3+)**
  - **Age:** 25–50
  - **Description:** This user is an educator, tutor, or senior professional who wants to guide others. They are looking for a platform to share their knowledge, create learning materials for their students, and monitor their progress in a structured way.
  - **Needs:** Tools to help students, share resources, and monitor progress.
  - **Uses:** Community platform, Tutor Dashboard, Resource Upload features.

6. Product Roadmap

The platform will be released in three major versions, each introducing a new set of features.

✅ V1 – Student Productivity Toolkit

- AI-powered note-taking
- Flashcards + Spaced Repetition System (SRS)
- Quizzes from notes/topics
- Mind maps
- Task/time tracking
- Pre-built learning roadmaps

🚀 V2 – Career Readiness

- Resume builder (with AI)

- Interview prep resources
- Personalized learning plans
- Smart daily planner
- Job board aggregating from multiple sources
- Community (beta)

🧠 V3 – AI-Powered Assistant

- AI Mock Tests
- AI Roadmap Buddy
- YouTube video companion
- Project ideas + hackathons
- Full community platform

7. Monetization & Pricing Model

The platform uses a **freemium model** with student-focused plans. Each plan progressively unlocks more AI features, study tools, and career support.

- 🆓 **Free Plan:** Designed to be a generous entry point. Provides limited access to core V1 features (e.g., 50 AI note requests/month, 5 quiz generations/month) and basic V2 features (1 resume export).
- 🟢 **Starter Plan:** For the more active student. Offers increased AI request limits, unlocks flashcard review scheduling (SRS), and allows for basic community interaction (commenting).
- 💡 **Pro Plan:** For the power user. Provides unlimited AI usage, full quiz generation from any source, AI-personalized roadmaps, and full community access (posting and creating groups).
- 🚀 **Elite Plan:** The ultimate learning and career package. Unlocks all V3 features including AI Mock Tests, the conversational AI Roadmap Buddy, group study tools, and AI-powered resume review and optimization.

8. Employment & HR Policies

Qwikish is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All hiring, compensation, and promotion decisions are based strictly on merit, performance, and organizational need.

- **Working Hours:** All full-time employees are expected to work a minimum of 8 hours per day, between 10:30 AM and 6:30 PM IST, Monday to Friday.
- **Probation:** Every new employee undergoes a 6-month probation period. During this time, performance will be monitored and evaluated by their reporting manager. Confirmation will be communicated in writing following a successful performance review.
- **Notice Period:** A minimum of 30 days written notice is required for resignation or termination after the probation period.
- **Confidentiality:** Employees must not disclose any company information, user data, proprietary content, or code to any third party during or after employment. Breach of

confidentiality is considered gross misconduct and may result in immediate termination and legal action.

9. Leave Policy

Our leave policy is designed to support employee well-being and ensure operational continuity.

- **Casual Leave:** 12 days per year.
- **Sick Leave:** 8 days per year. A medical certificate is required for sick leave exceeding 3 consecutive days.
- **Privilege Leave:** 10 days per year.
- **Public Holidays:** 10 company-declared public holidays per year.
- **Application:** All leave applications must be made in advance via the HR portal, except in emergencies. Emergency sick leave must be communicated to your manager and HR via email or Slack as soon as possible.

10. Remote Work Guidelines

Remote work is a core part of our culture, offering flexibility and promoting work-life balance.

- **Requirements:**
  - A stable broadband internet connection (minimum 25 Mbps).
  - Use of the company VPN for accessing all internal resources and staging environments.
  - Mandatory attendance at the daily stand-up meeting at 10:45 AM IST via Google Meet.
  - A professional and quiet workspace for all video calls, especially with external partners or users.
- **Communication:** Update your Slack status (e.g., "In a meeting," "Lunch") if you are away from your desk for more than 30 minutes during core working hours.

11. Code of Conduct

We expect the highest standards of professional behavior from all employees.

- Treat all colleagues, users, and partners with respect and courtesy.
- There is zero tolerance for harassment, bullying, discrimination, or retaliation of any kind.
- Use professional and inclusive language in all communication channels.
- Report any grievances or violations of this code to your manager or HR. All reports will be handled with confidentiality and investigated promptly.

12. Security Policy

- **Passwords & Authentication:** Use strong, unique passwords for all systems. Two-factor authentication (2FA) is mandatory for all company tools (Google Workspace, GitHub, AWS). Use the company-provided password manager (e.g., LastPass) to store all credentials.

- **Device Security:** All company-issued laptops must have disk encryption enabled. Keep your operating system and software up-to-date with the latest security patches.
- **Software:** Do not install unapproved software on company devices. Submit a request to IT for any new software requirements, which will be vetted for security.
- **Incident Reporting:** Report any suspected security breach (phishing email, lost device, etc.) immediately (within 1 hour of discovery) to security@qwikish.com and on the #security-incidents Slack channel.

13. Development Practices & Lifecycle

- **Strict Type Safety:** TypeScript is enforced across both frontend and backend to reduce runtime errors and improve code maintainability.
- **Code Reviews:** All pull requests must be reviewed and approved by at least one other engineer before being merged. Reviews should check for:
  - Meaningful variable and function names.
  - Absence of hardcoded credentials or secrets (use environment variables).
  - Adherence to linting rules (ESLint).
  - Presence of relevant unit and integration tests.
  - Clear and concise comments for complex logic.
- **CI/CD:** All code pushed to the main branch must pass the full CI/CD pipeline, which includes linting, static analysis, building, and running all automated tests.
- **Branching Strategy:** We follow a GitFlow-based branching strategy (main, develop, feature/..., hotfix/...). All new work must be done on a feature branch.

14. Quality Assurance

- **Test Coverage:** All new backend features must achieve a minimum of 80% unit and integration test coverage.
- **QA Sign-off:** No major feature can be deployed to production without a formal sign-off from the QA lead. This involves successful completion of the test plan in a staging environment that mirrors production.
- **Bug Reporting:** All bugs must be reported and tracked in Jira. Bugs should be prioritized based on severity:
  - **Blocker:** Prevents the application from functioning.
  - **Critical:** A major feature is broken.
  - **Major:** A feature is not working as expected.
  - **Minor:** A cosmetic or minor functional issue.

15. Internal Communication & Tools

- **Official Communication:** Slack, Notion, and company email (@qwikish.com).
- **Collaboration Tools:**
  - **Slack:** Daily team communication, asynchronous discussions, and incident coordination.
  - **Notion:** All product documentation, project planning, and meeting notes.

- ○ **GitHub:** All code, version control, and technical discussions in pull requests.
- ○ **Google Meet:** Internal and external video calls.
- ○ **Jira:** Bug tracking, sprint management, and tracking engineering tasks.

16. Expense & Reimbursement Policy

- **Eligible Expenses:** Work-related travel, internet charges for remote work (up to ₹1,500/month with bill), approved online courses, and necessary software subscriptions.
- **Claim Process:** Submit all claims via the HR portal with attached receipts within 15 days of the expense. Reimbursements are processed in the next payroll cycle.

17. Data Privacy

- **User Data:** Access to user data is strictly limited to an as-needed basis for official work. Do not export or share user data outside of approved systems. All access is logged.
- **Data Requests:** All user requests for data correction or deletion must be forwarded to privacy@qwikish.com and will be processed within 15 days, in compliance with relevant data protection regulations.

18. Incident Management

- **Reporting:** Report all technical incidents (e.g., downtime, major bugs) on the #incidents Slack channel and in Jira.
- **Response:** The on-call engineer will acknowledge the incident, assign a severity level (SEV1 - Critical, SEV2 - Major, SEV3 - Minor), and coordinate the response. Updates will be posted every 30 minutes for SEV1 incidents.
- **Post-mortem:** All SEV1 and SEV2 incidents require a blameless post-mortem, which will be documented in Notion and reviewed in the weekly engineering meeting.

19. Onboarding & Exit Process

- **Onboarding:** New hires will receive their hardware, have all tool access set up, and be assigned a mentor within their first two days. A structured 30-day onboarding plan will be provided.
- **Exit:** Departing employees must complete a handover checklist, return all company property, and participate in an exit interview. All access will be revoked on their last working day.

20. Training & Upskilling

- **Learning Budget:** Each employee has an annual learning budget of ₹20,000 for approved courses, books, and certifications.
- **Knowledge Sharing:** All teams are encouraged to hold weekly or bi-weekly knowledge-sharing sessions to discuss new technologies and best practices.

21. Employee Referral Program

- **Bonus:** Employees will receive a bonus of ₹10,000 for each successful referral who

completes their probation period.
- **Process:** Submit referrals via the HR portal.

22. Copyright & Intellectual Property

- All work, code, content, and ideas created by employees as part of their job are the exclusive intellectual property of Qwikish.
- Employees must disclose any personal side projects or open-source contributions to their manager and the CTO to avoid any conflict of interest.

23. FAQ

- **How do I reset my password?**
  - Use the "Forgot Password" link on the respective tool or contact IT on the #it-support Slack channel.
- **Who approves my leave?**
  - Your direct reporting manager approves leave requests in the HR portal.
- **Where do I find project documentation?**
  - All project documentation is maintained in Notion, organized by team and project.

24. Emergency Contacts

- **Police/Fire/Ambulance:** 112
- **IT Support:** [IT Phone Number], it-support@qwikish.com
- **HR Department:** [HR Phone Number], hr@qwikish.com