



Development Guild Book

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1 Background

Getting a study mentor, find people to discuss the problems, don't know how to solve a problem, can't understand some of the latest paper's theory, etc. All these are some of the problems that are out there in the field of learners, which includes students, professors, working professionals. Some do have a way to find answer, but some don't. But nonetheless, they are either scattered,

2 Ambitions

This project was originally established for visualize professionals relation map in various degree. But now the colaboration with Aminer team has raised its bar to a higher standard. Which now our goal is to make a lightweight mobile platform for users to use our platform in a way that is similar to LinkedIn. We call our app “学脉”, “The Learners”.

Don's get me wrong, making a rip off version of LinkedIn is definitely not what we are looking for. What we want is a more academia-focused platform that gathers

all academia related informations and help our users to get what they want in the most intuitive and convenient way.

A platform that can help users to :

- Get information on their interested academia topics or questions
- Establish connections with other learners
- Organize groups/events/lectures/activities among desired learners
- Setup their Academic Achievement
- Provide a anonymous window for people to interact freely

3 Product Details

Product Name

- Chinese: 学脉
- English: The Learners

Platforms

- Mobile Application
- Website

Functionalities Explanations

Three Major Functions:

1. Response feeds/contents that suits the user's interested
2. Get Connections to Other learners with ease
3. Anonymous social zone

Base Layer Functions:

1. User Profile and their custom data
2. Qualified Learner's Record/Certificates/History

(Explanations of each functionalities can be found below)

Response feeds/contents that suits the user's interested

The general idea of this section is to show the users what they might want to see. A user can either use this function in the default homepage, or they can search for more filtered feeds with certain keywords.

- The feeds may contain types of contents like: papers, news, feeds/activities/events of the users' followings.
- Users are also allowed to create their own channels, post their own feeds, and so on.

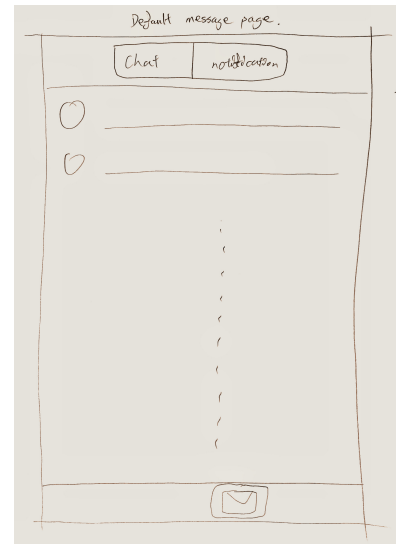
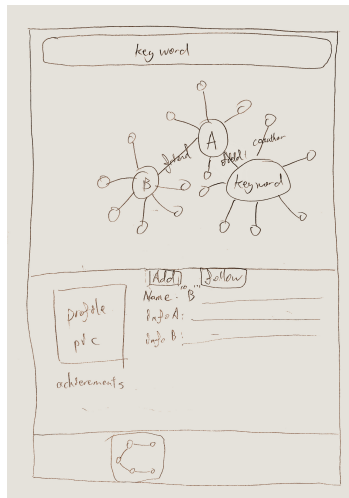
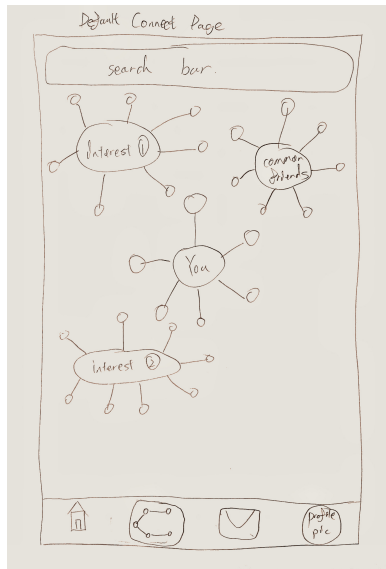


Get Connections to Other learners with ease

The general purpose of the function is to provide a way for learners to get connected to other learners more easily and efficiently.

- EASILY: People will be able to see your social circle (like Knowledgegraph that each node is a person, and links are the people's connections). User can decide to click the circle and click "Mai/脉" to get connected.
- EFFICIENTLY: The fact that it's efficient its because you can see one's qualified/certified profile and requested message when getting a "Mai" request, so its easier for people to realize what's going on and decide whether they want to get connected or not.
- Show the user connection graph of one's interests, commen friends, majors, and etc. And ability to connect with other friends/people and chat with them

- Groups in different areas (can be divided by their schools, their majors, their labs, AAAI conference etc.)



Anomymous Zone

It's very similar to popular forums like Zhihu, quora, redits and etc.

DISCUSSION

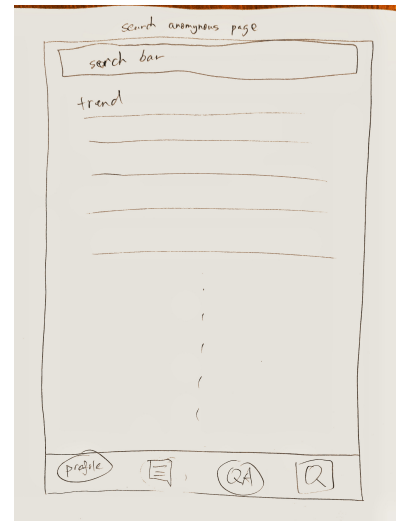
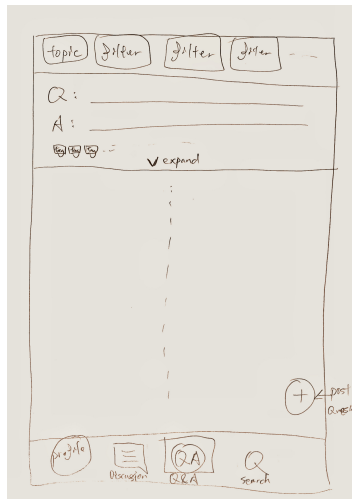
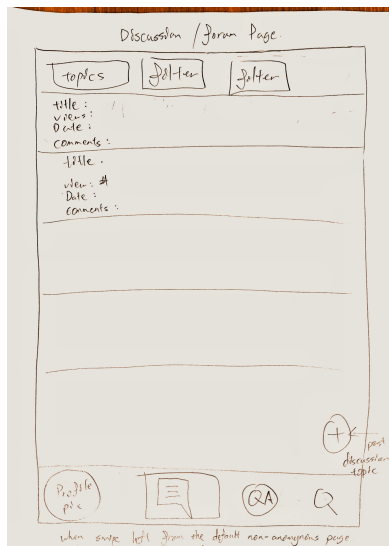
- User will need to decide on title, tags, and title description of the discussion then post it.

Q&A — TODO : Need more details

- User can post their questions and get answers from professionals.
- By adding small amounts of rewards can help boost the quality of the answer. We can reference how ROOFTOP-SLUSHIE does this operation.

SEARCH

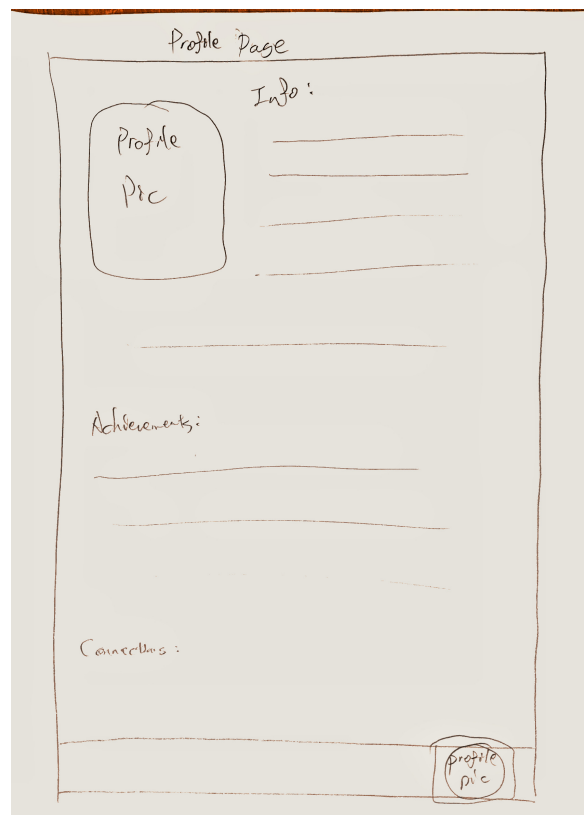
- show the trend of the searchings.



User profile and their custom data

Allow users to log in and have their own custom data such as

- Interests
- Communities
- Associations
- Majors
- Labs
- Achievements
- etc...



(Optional/Later) Qualified Learner's Record/Certificates/History

This is something worth investigate in the future. Leaners can enter their achievements, certificates, records, and etc on the platform and use them to establish their social identity.

By having authoriezed authorities for certain kind of certificates might be more supportive to the legitimacy of one's history.

Blockchain might be a good solution for such functionality too.

4 Market

Users

The target user for this platform would be mainly people who work, study at school or people who is generally interested in academia, research, study. The general age spectrum of all users might be more focusing in 15-50, as for these are the students, young teachers who is willing to try new things, and so on.

Strategy

Since this platform is a content based platform, therefore some content creating and noises would be a good way to go through the initial stage.

1. Hire part-time users, test users, with incentives, and have them use our platform.

There job would be post feeds, making new channels and create contents, do some answering in anomynous zones.

2. Invite professors, master students, undergrad students to try out the platform and get feedback
3. Wechat advertisements, school wechat account advertisements, and so on.

The goal here is to accumulate useful contents, resourses, users. So that people can get what they want when they come to use our platform. By keeping our users users to use our app for a really longtime with a regular bases would be great, but that's a bit hard to achieve with our platform's personalities.

5 Location

Not in consideration yet.

6 Competitors

- ☐ **TODO: Need more analysis of each competitors and why they are good, and their disadvantages.**

Our top 3 competitors are: Wechat, LinkedIn, Zhihu.

Wechat

Wechat of course is our biggest competitor since all the messaging functionalities are taken by them. People spend 66 minutes on wechat on average, which means a lot of people choose it as their primary communication platform and might have a lower chance to move the conversation onto other platforms.

LinkedIn

The ability to use our official profile to connect with people professionally.

Zhihu

The ability to post questions and have users to answer them with no direct incentives but longterm incentives such as followers, likes, and etc.

7 Management

Team roles:

- CEO - Main responsibility could be listed as follows:
 - review codes 10%
 - heavy marketing 50%
 - help with programming 20%
 - other duty 20%

- SEO developer - in charge of google, baidu, bing SEO performance and analyze data.
- Mobile Frontend Developer - in charge of mobile frontend developing
- Web Frontend Developer - in charge of web frontend developing (this role won't be needed at the beginning stage)
- Backend Developer * 2 - in charge of backend developing
 - Advance Backend Service Developer: search, efficiency, scalability etc.
 - General Backend Service Developer: basic backend services, search, and etc.
- Market Operator * 2:
 - Working closely with CEO to make marketing strategies, execute marketing plans

8 Future Roadmap

Stage INITIAL: 2020 May

1. Gathering Team Mate for next stage

At the beginning stage, 4 people would be ideal:

- [part-time] CEO who will work on developing and shaping the product.
- [part-time] Mobile Frontend Developer who is in charge of the mobile frontend development
- [part-time] Backend Developer who is in charge of the backend development
- [part-time] Market Operator who helps us gathering needs, and feed backs and potential customers that we can promote to.

2. Find Accelerator to teach and guild us.

3. Setup:

- Brainstrom

- Observe & find the potential customers
- Fix and tweaks to our current plans

4. Finish SOA class

Stage BUILD PROTOYE: 2020 June

Build Prototype of the application and test it with potential users.

Might need one more backend developer.

The details will be updated later after we sort out our teammembers and discuss together.

Stage STIMULATION & ENHANCEMENT: 2020 July ~ 2020 August

Recruit a SEO developer, and might need a new market operator.

Start on marketing, where we want to actually try to earn money and get users from this stage.

☐ TODO: Need more discussion on the road map with the future team

9 Finance

The cost that I can think of at the moment would be:

- Cost of Human Resources
- Server cost
- Marketing cost
 - Promotion
 - Find Test Users
 - other
- Well being cost - meals, coffee, etc.

- ☐ TODO: Need more guidance. don't really know what other aspects are out there.

10 Risk

- ☐ TODO: Need more guidance.
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Comment

Version1 Comment

The name "Learner" does not only stand for the professional researchers but also students. Therefore, would be cool if eventually we start to target schools to try our platform and let students to use it. But that's too much brainstorming for the moment. Should focus on the current matter first~!

Version2 Comment

Now there more details of the product is finally settled. But for sure after getting a team, and an accelerator, lots of changes will be made to this version. But the gyst of the product won't be changed again. I spent too much time to target the students as the main users but targetting school is definitely not the best idea since it is really not flexible like a business, its more serious.

Anyway, there are more stuff to be discussed and added. And I'm looking forward to do so~!