

# PRD: Face link Connect

## Vision

For professionals, social enthusiasts, and event planners who must overcome the challenge of lost connections during events, our product is a new networking solution called Face Link Connect that provides seamless connectivity. Unlike current manual contact exchange methods, we offer facial recognition technology as a key differentiating factor, ensuring swift and error-free interactions.

## Motivation

**Business Professionals:** In the realm of networking events, today's business professionals grapple with the overwhelming task of making memorable impressions on hiring managers and recruiters. The anxiety, however, extends beyond the initial encounter. There's a genuine concern that even after leaving a positive impression, recruiters might not remember them if contact information isn't shared promptly. This hesitation forms the backdrop for our assumption that leveraging facial recognition technology, rather than traditional physical cards, can establish a memorable and efficient connection, providing a unique and impactful start to our FaceLink Connect idea.

**Hiring Managers:** Navigating events with high footfall poses a significant challenge not only for students and business professionals but also for hiring managers. Meeting hundreds of individuals in a single day can be overwhelming, and even after identifying the right candidates, reconnecting with them post-event can become cumbersome. Our hypothesis suggests that rather than dealing with a flood of LinkedIn requests after the event, it would be more convenient for hiring managers to connect with candidates through our app. This approach streamlines the post-event communication process, enabling hiring managers to efficiently engage with potential hires and optimize their recruitment efforts.

**Graduate students:** Beyond the challenges of assignments and resume perfection, graduate students face the additional hurdle of securing jobs in international waters, especially during networking events in the U.S. Each encounter with a recruiter holds immense significance, potentially influencing the decision to either stay in the country or return home. Making a lasting impression is crucial, and the subsequent connection with recruiters is even more vital. FaceLink Connect simplifies this process by linking one-time event attendees, streamlining the post-event connection process and offering a valuable tool for international job seekers to enhance their networking endeavors.

**Event Organizer:** Event organizers aspire to elevate the overall experience for attendees, not just for

appreciation but also to attract more customers. Introducing a novel method of connecting individuals at events, such as through Face Link Connect, not only positions organizers in the limelight but also generates increased business and goodwill. This innovative approach adds value to events, fostering a positive reputation and establishing organizers as leaders in creating memorable experiences for participants.

## Personas:

### **Dynamic Project Manager**

Ankita Garg, a seasoned project manager, seeks to grow her career and forge meaningful connections in her industry. Armed with a Business Administration degree and project management certification, she thrives in fast-paced environments and values networking opportunities. Her motivations include accessing new career prospects, gaining industry insights, and forming genuine connections. However, she faces challenges such as communication barriers within teams, difficulty remembering individuals met at events, and the time-consuming process of exchanging contact information. Despite these frustrations, Ankita remains dedicated to improving networking efficiency and productivity.

### **Networking-Driven Program Manager**

Arun, a 26-year-old Program Manager in Boston, holds a Master's in Engineering Management and is eager to expand his professional network and find a mentor in his new domain. He enjoys helping others and aims to create a community for international students seeking career guidance. Arun seeks ongoing industry insights for skill development, guidance for career decisions, and opportunities for promotions through strategic networking. However, he struggles with organizing connections post-conferences, inefficient networking at events, and fears missing important updates from organizers. Despite challenges, Arun remains committed to improving his networking efficiency and advancing his career.

### **From Product Manager to Entrepreneur**

Tushar, a dynamic individual at 28, originally hails from India but has recently made Boston his new home, arriving on an H4 visa. His journey to the United States follows a commendable six-year tenure as a Product Manager, showcasing his knack for strategic thinking and leadership. Eager to dive into the vibrant US work culture, Tushar seeks to further enrich his skill set before venturing into entrepreneurship. A tech enthusiast at heart, he exudes a fervent drive for innovation and growth, constantly seeking out new opportunities to push boundaries and make impactful contributions to the ever-evolving tech landscape.

## Unmet Needs

**Efficiency in Networking:** Existing methods for exchanging contact information, such as business cards or manual data entry, are time-consuming and error-prone. Facelink Connect addresses this by offering a quick and seamless solution through facial recognition technology. Attendees can instantly connect without the need for physical cards or manual input, streamlining the networking process significantly.

**Privacy and Security Concerns:** While some existing solutions offer basic privacy controls, they may not be sufficient to address growing concerns about data security, especially with the use of facial recognition technology. Facelink Connect distinguishes itself by providing robust controls over facial recognition data, ensuring user privacy and compliance with regulations.

**Real-Time Updates and Notifications:** Many current networking solutions lack real-time updates and notifications, which are crucial for fostering meaningful connections and facilitating ongoing communication. Facelink Connect offers real-time connection updates, allowing users to stay informed about their networking activities and enabling timely follow-ups with contacts of interest.

**Customized Categorization:** Existing solutions may not always provide the flexibility for users to categorize their connections based on specific criteria such as role, company, or interests. Facelink Connect allows for customizable sorting of connections, enhancing the relevance of networking interactions and making it easier for users to manage their contacts effectively.

## Existing Solutions

There are some existing solutions tailored for individuals attending conferences, social gatherings, and networking events, aiming to facilitate connections and networking with each other.

- 1) Whova: The app employs features like in-app QR scanning, e-business card scanning/exchanging, and badge scanning. It enables users to identify the right connections by exploring detailed profiles, including professional backgrounds.
- 2) Bizzabo: This app transforms event networking from a daunting task into an engaging experience. Attendees can connect and share their digital business cards with a simple click, breaking the ice and encouraging interaction. The badge's light cues and vibrations notify users of mutual interests or connections, fostering meaningful engagement.
- 3) Grip: This app enables users to meet the right people at events and facilitates fast and seamless chatting. A handshake is more than a connection; it leads to instant interaction, allowing users to share ideas and start projects together.

Unlike all existing solutions, Facelink Connect distinguishes itself by implementing person-to-person connectivity and replacing conventional techniques. Trading business cards or manually entering phone numbers can be error-prone and time-consuming. Additionally, it overcomes the limitations of digital business cards, which, although available, are sometimes shared manually and may not provide a direct, instantaneous link. Facelink Connect employs a face recognition system with enhanced security and privacy measures.

## Storyboards

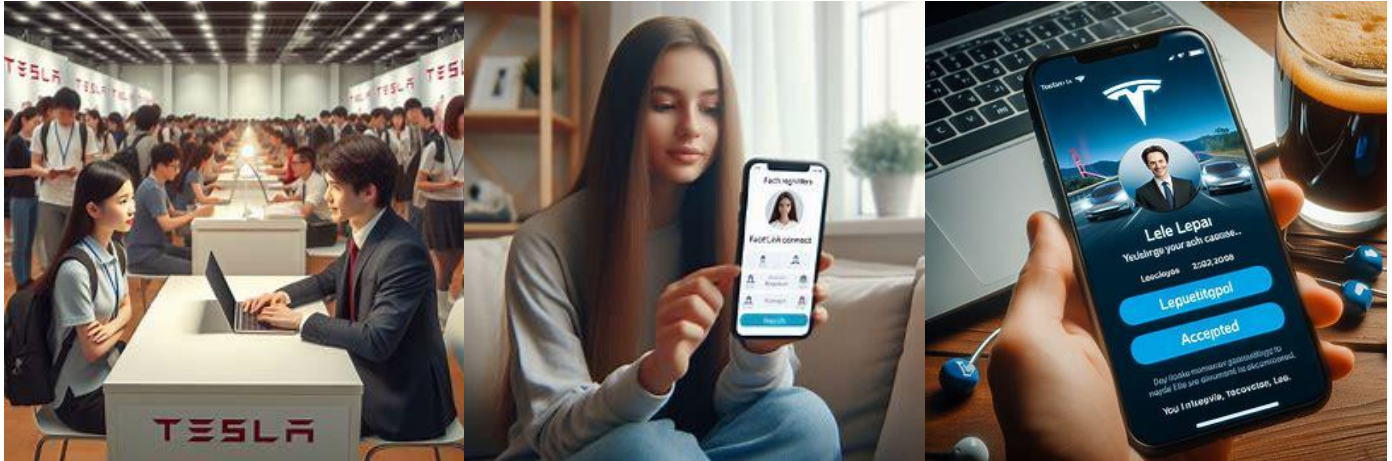
### Graduate student/ Business Professional

Beth, a final year student eagerly anticipating a networking event, meticulously registered for an event and received a link to download FaceLink Connect App before arriving at the event. Upon arrival, she found herself swiftly processed at the registration desk, where the organizer employed facial scanning technology, granting her seamless access to the event.



At the networking event, Beth's excitement soared as she visited booths, including one from Tesla, her dream company. Energized by the connections made, she returned home and promptly sought out Tesla recruiters on FaceLink Connect. With determination, she sent requests, eagerly pursuing the opportunity to align her career aspirations with her dream employer.





## Hiring Managers

John, a recruiter at ABC firm, was on the hunt for a talented individual to fill the "Software Engineer" role. Having been connected to a networking event organizer, he saw an opportunity to discover potential candidates. Logging onto FaceLink Connect, he reached his booth, ready to explore the pool of talent. As John interacted with attendees, one name stood out: Aditya Patil. Impressed by Aditya's credentials and demeanor, John could not shake the feeling that he had found the ideal candidate for the position.



Upon returning home, John opened the FaceLink Connect app with eager anticipation. Searching for the name "Aditya Patil," he was pleasantly surprised to find only three results, a stark contrast to the overwhelming number he might encounter on LinkedIn.

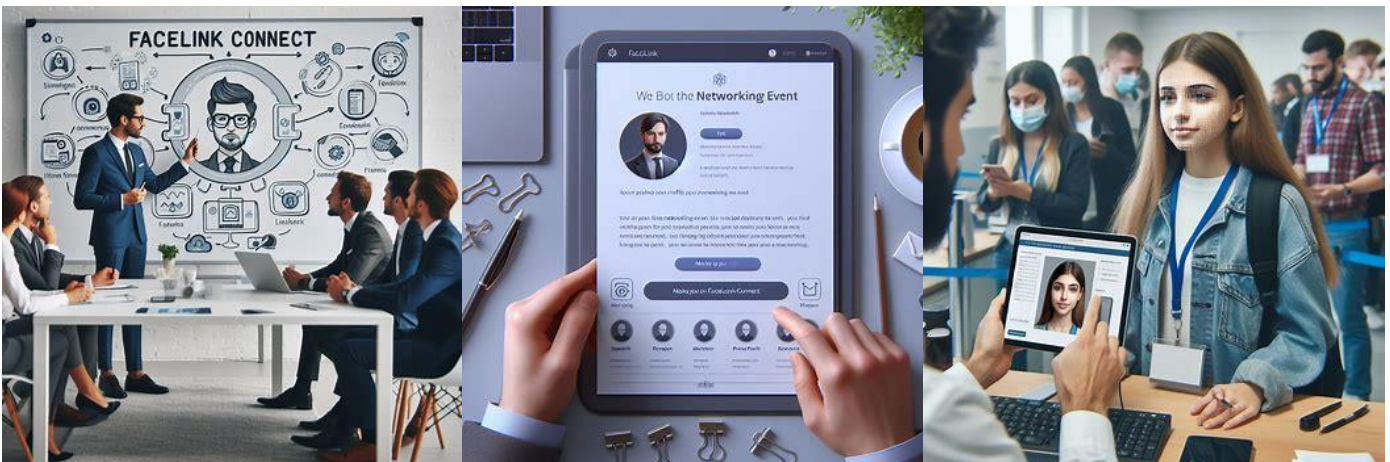
Delving into each profile, he meticulously reviewed their qualifications and experiences. When he stumbled upon the profile featuring a familiar face, he knew he had found the Aditya Patil he had met earlier at the event. With a sense of assurance, he revisited Aditya's profile, confident in his choice for a potential candidate for the "Software Engineer" role.



## Event Organizer

Charles, the head of the event organizing team, convened a roundtable conference to introduce the team to the innovative technology app, "Face Link Connect." With enthusiasm, he outlined the streamlined process: each attendee would receive an email invitation to join the app, where they would provide their necessary details beforehand.

At the event, instead of traditional registration procedures, the organizing committee would utilize facial scanning technology. Once scanned, attendees would swiftly receive their name tags, granting them seamless access to the event. This efficient approach aimed to enhance the attendee experience while embracing the convenience of modern technology.

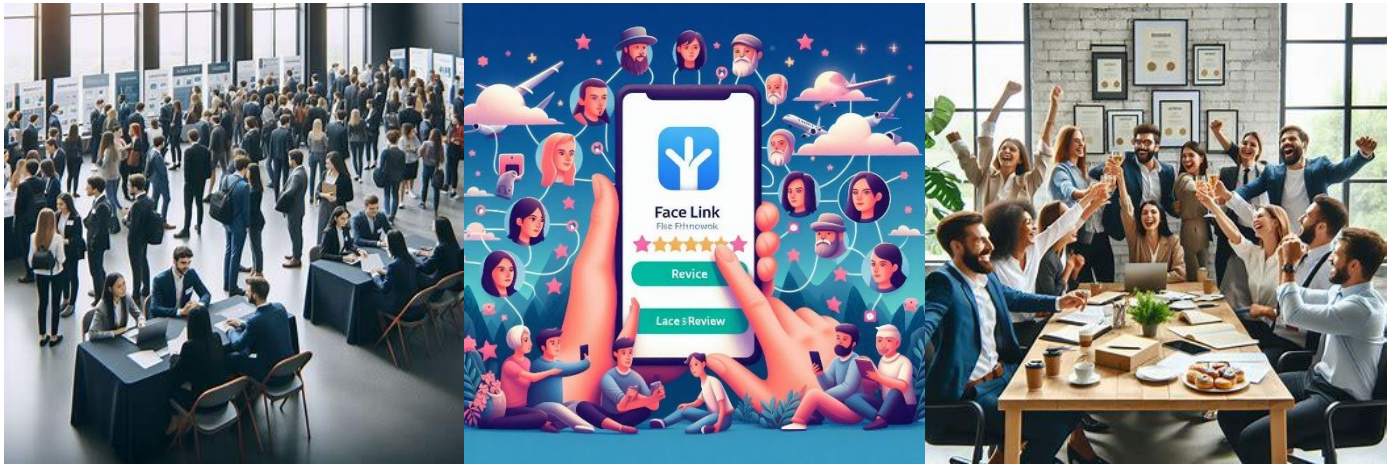


From the inaugural event onward, attendees enthusiastically embraced the FaceLink Connect app, downloading and utilizing it to attend our gatherings. The positive response was palpable as attendees flooded the app store with five-star ratings and glowing reviews, serving as a heartening validation of our efforts.

As the torchbearers of this burgeoning app, we reveled in the success and momentum it garnered. FaceLink With pride and excitement, we resolved to continue utilizing it for future events, confident in its ability to



enhance connections and streamline interactions for all participants.



## Detailed Design & Features Description

### Design Principles

1. User-Centricity
2. Privacy by Design
3. Continuous Improvement
4. Performance Optimization
5. Scalability
6. Empowering User Control
7. Error Prevention and Recovery

### Features/information architecture

Feature	Detail	Dependencies	Priority
Account Registration	Users need to create a new account using email address and password.	-	1
Profile Setup	Users are prompted to set up their profile, including uploading an image and providing links to GitHub, LinkedIn, personal website, and resume document.	Account Registration	1
Job Section Navigation	Users can navigate to the 'Job' section to explore employment opportunities.	Profile Setup	1
Current Events Page	Users are directed to the Current Events page, displaying the name of the event they have registered for.	Job Section Navigation	1
Event Venue	Users can view the event venue's layout, including	Current Events Page	2

Layout	the layout map and associated recruiters when clicking on a company.		
Attendee List	Users can view the list of attendees by clicking on the 'PEOPLE' icon.	Current Events Page	1
Networking	Users can connect with attendees by tapping a button in the app.	Attendee List	1
Explore More Page	Users can access recommendations for similar events and view attendees of the current event.	Current Events Page	2
Profile Viewing	Users can view their profile data, including connections and attended events.	Account Registration, Networking, Explore More Page	2
Event History	Users can view the events they have attended.	Profile Viewing	2

### v1 aka Minimum Viable Product (MVP)

What makes the minimum viable product for launch? Can you break this into Priority 0 (p0, p1, p2, c)?

- **Account Registration (Priority: p1):**
  - Users need to create a new account using their email address and password. This is essential for accessing the app and its features.
- **Profile Setup (Priority: p1):**
  - Users are prompted to set up their profile, including uploading an image and providing links to GitHub, LinkedIn, personal website, and resume document. This enhances user engagement and networking capabilities within the app.
- **Current Events Page (Priority: p1):**
  - Users are directed to the Current Events page, displaying the name of the event they have registered for. This provides users with easy access to information about the event they are attending.
- **Networking With the Attendees (Priority: p1):**
  - Users can view the list of attendees by clicking on the 'PEOPLE' icon. This fosters networking opportunities by allowing users to see who else is attending the event.
- **Explore More Page (Priority: p2):**
  - Users can access recommendations for similar events and view attendees of the current event. While not critical for the initial launch, this feature enhances the user experience by providing additional value and opportunities for engagement.
- **Profile Viewing (Priority: p1):**
  - Users can view their profile data, including connections and attended events. This feature adds depth to the user experience by allowing users to manage their networking activities and track their engagement within the app.
- **Event History (Priority: 2):**
  - Users can view the events they have attended. This feature, while valuable for user



engagement and retention, can be considered as a complementary feature for enhancing the app's functionality over time. It's categorized as a "c" priority for post-launch development.

#### **vNext**

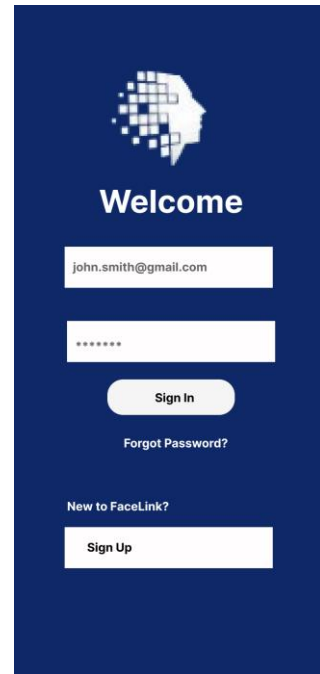
1. Integration with Calendar Apps: Enable users to seamlessly sync event details, including dates, times, locations, and agenda, with their preferred calendar apps for better event planning and organization
2. Inbox Filters: Introduce filters in the messaging inbox to allow users to organize their conversations based on criteria such as event, sender, message type, or priority.
3. Enhanced Analytics Dashboard: Offer event organizers an intuitive analytics dashboard with insights into attendee engagement, demographics, session attendance, feedback, and interaction data to measure event success and inform future planning.

#### **v longterm**

1. Smart Matchmaking: Implement an algorithm that suggests the potential connections based on shared interests, skills, and career goals.
2. Post-Event Follow-up: Provide tools for attendees to follow up with contacts made during the event, such as sending personalized thank-you notes

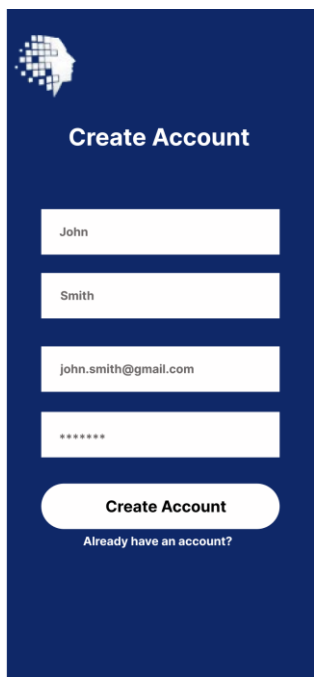
## **Verbal/Visual Walkthrough of Use Cases**

Beth, a final-year student eagerly preparing to attend a tech industry job fair, receives an invitation to the event along with a link to the FaceLink Connect App. Intrigued by its promise of revolutionizing networking, she clicks on the link to begin her registration process. She proceeds to register for the app Using her email and creating a password, she sets up her account.



### Account Creation

Entering the world of FaceLink Connect, Beth is prompted to create a new account using her email address and password. As she completes her account setup, the app guides her through the process of setting up her profile. She uploads her image for verification purposes and includes links to her GitHub, LinkedIn, and personal website. Additionally, she attaches her resume document to provide recruiters with comprehensive information about her qualifications and experience.



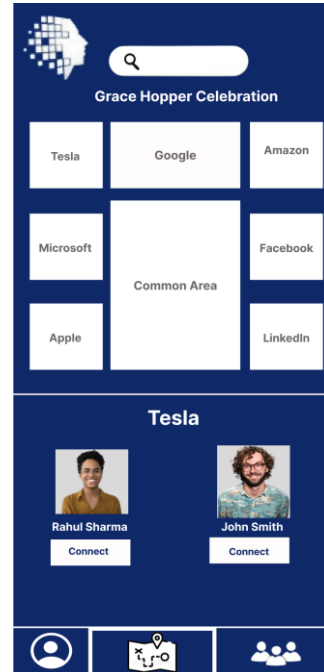
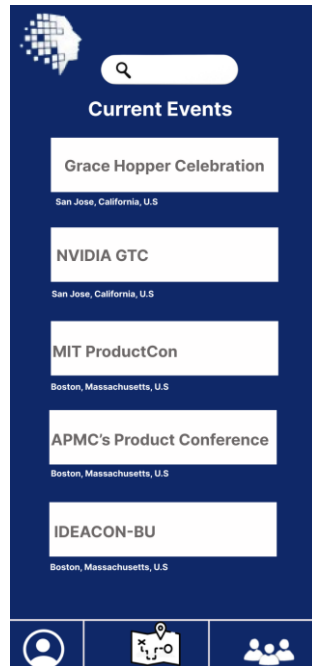
## Exploring Job Opportunities

Eager to explore employment opportunities, Beth navigates to the "Job" section of the app. Here, she discovers a curated list of recruiting events tailored to her interests and aspirations. Categorized by industry, location, and job title, the listings provide Beth with a comprehensive overview of available events.

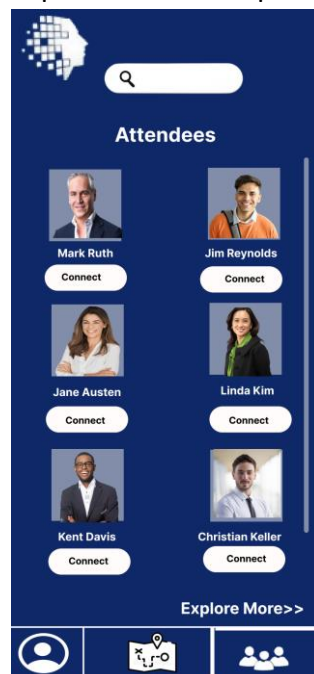


## Navigating Event Information

As the day of the job fair approaches, Beth accesses FaceLink Connect to gather event information. She finds the event listed on the "Current Events" page and clicks on it to delve deeper. The app directs her to a detailed layout of the venue, complete with a map icon. With this feature, Beth can visualize the event space and pinpoint the locations of specific company booths and recruiters.



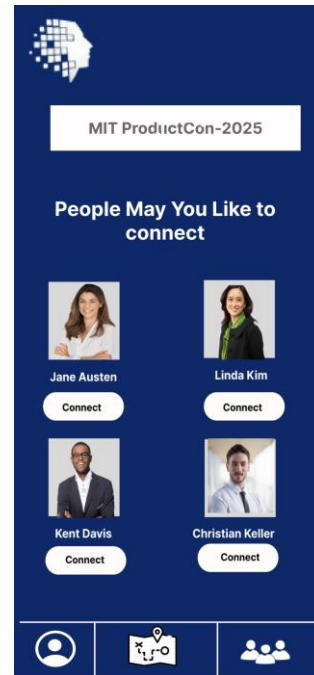
**Networking with Attendees** - Her first stop at the booth of her dream company Tesla. Engaging in conversation with the recruiter, Beth left a lasting impression with her passion and expertise. Impressed, the recruiter suggested they stay connected for future opportunities. Excited to expand her professional network, Beth clicks on the "PEOPLE" icon within the app. Here, she discovers a list of attendees, including recruiters and fellow job seekers. Beth sent a connection request with a single click. The recruiter received the request instantly and accepted, opening the door to potential career prospects.





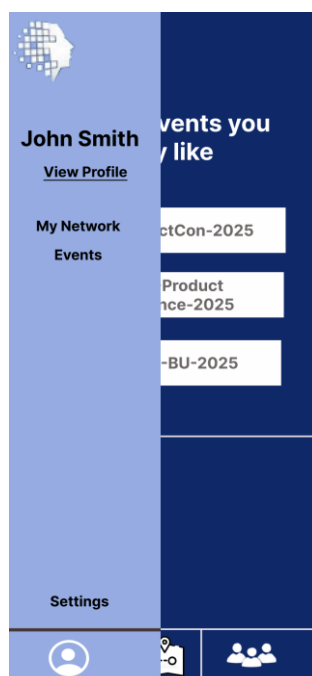
### Discovering Similar Events

Back at her university, Beth continued to benefit from FaceLink Connect's integration with the career services platform. After the job fair, Beth's curiosity leads her to explore more networking opportunities. Clicking on "Explore More," she discovers recommendations for similar events to attend in the future. Additionally, she can see the attendees of the current event, allowing her to follow up with connections made and explore potential collaborations further.



### Reviewing Profile and Event History

Reflecting on her networking journey, Beth revisits her profile within FaceLink Connect. Here, she can review the people she's connected with at the event and track her overall event attendance history. This feature enables Beth to monitor her networking progress and engagement, empowering her to make informed decisions for her future career endeavors.



## Roadmap/Timing

Themes	Q1	Q2
Go Live & User Onboarding	<b>Initial Launch</b> Goal: Go live with the app by finalizing development, thorough tests & ensure regulatory compliance Priority: High Effort: High	<b>Implement strategies to increase user interaction and retention</b> Goal: Collaborate with linkedin influencers Priority: Medium Effort : High
User Engagement		
Feature Enhancement	<b>Publicizing and customer outreach</b> Goal: Achieving a customer base of about 90000 Priority: High Effort: Low	<b>In App Messaging Update</b> Goal: In-built messaging service in the app Priority: Low Effort : Medium
Expansion and integration		
Monetization	<b>Offer In-app advertising to generate revenue</b> Goal: Create a pipeline and drive revenue generation Priority: High Effort: Medium	

Themes	Q3	Q4
Go Live	<b>Integration with CRM Systems</b> <b>Goal:</b> Integrate Facelink Connect with popular CRM systems to enable seamless synchronization <b>Priority:</b> High <b>Effort:</b> Low	<b>Boost revenue by offering a premium subscription with enhanced security, and an ad-free experience, appealing to individual and corporate clients seeking superior services.</b> <b>Goal:</b> Generate revenue through the introduction of premium features and subscription plans. <b>Priority:</b> High <b>Effort:</b> Medium
User Engagement	<b>Third-Party API Integration</b> <b>Goal:</b> Integrate third party APIs for additional features such as event ticketing, scheduling, social media sharing <b>Priority:</b> Low <b>Effort:</b> Medium	
Feature Enhancement	<b>Strategic Partnerships and Collaborations</b> <b>Goal:</b> Forge strategic partnerships with industry, event planners, educational institutions, and professional associations <b>Priority:</b> High <b>Effort:</b> Medium	
Expansion and integration		
Monetization		

## Metrics

### Basic (localized) traffic metrics:

1. Number of Downloads/Installs: This metric falls under basic traffic metrics as it measures the initial acquisition of users by counting the number of times the app is downloaded or installed on devices.
2. Daily/Monthly Active Users (DAU/MAU): DAU and MAU provide insights into user engagement and retention levels by counting unique daily and monthly users respectively. These metrics are fundamental in assessing the platform's traffic and popularity among users.

### Standard search quality metrics such as long clicks:

1. User Engagement: This metric encompasses various aspects of user interaction with the app, including the number of logins, time spent per session, and features utilized. Long clicks, indicating prolonged engagement with specific features or content, contribute to assessing user engagement comprehensively.

### Evidence of action being taken:

1. Connection Rate: The percentage of successful connections made using FaceLink Connect serves as evidence of action being taken by users to establish meaningful connections. This metric reflects the effectiveness of the app in facilitating networking interactions and fostering professional relationships.
2. Consent Management: Tracking user consent for data collection and processing activities is essential for ensuring compliance with privacy regulations. Obtaining explicit consent from users indicates

proactive steps taken by the platform to safeguard user privacy and data security.

3. Event Integration Adoption: Adoption rate of FaceLink Connect by event organizers reflects the willingness of organizers to integrate the app as their networking solution. High adoption rates indicate the perceived value and effectiveness of FaceLink Connect in enhancing event experiences and facilitating networking opportunities.

## International

### **Phase 1: Market Research and Strategy Development**

**Duration:** First 3-6 months following the domestic launch.

**Key Activities:**

Conduct comprehensive market research to identify and prioritize international markets.

Analyze the linguistic, cultural, and regulatory nuances of target markets.

Evaluate local competitors and market demand to tailor the internationalization strategy.

### **Phase 2: Localization and Compliance**

**Duration:** Concurrent with Phase 1, extending 6-12 months.

**Key Activities:**

Undertake the localization process for the app, including accurate translation and cultural adaptation of content and interfaces.

Ensure compliance with international regulations such as GDPR for data protection and other local laws affecting digital applications.

Develop localized marketing strategies and adapt customer support infrastructure for the international audience.

### **Phase 3: Pilot Launch**

**Duration:** 1-2 quarters following the completion of localization efforts.

**Key Activities:**

Implement a pilot launch in one or two strategically chosen international markets.

Monitor app performance and gather user feedback to evaluate the effectiveness of localization.

Iterate and refine the product based on insights gained from the pilot launch.

### **Phase 4: Full International Rollout**

**Duration:** Gradually executed over several quarters or years, depending on pilot success.

**Key Activities:**

Expand the international presence of FaceLink Connect, launching in additional markets based on the established priority list.

Scale up operational capacities, including user support and marketing, in new international regions.



Forge local partnerships to enhance market penetration and user acquisition.

### Challenges in Internationalization

**Language and Cultural Adaptation:** Ensuring that translations are not only linguistically accurate but also culturally resonant and appropriate.

**Regulatory Hurdles:** Navigating the complex web of international laws relating to digital privacy, online transactions, and content standards.

**Payment Integration:** Adapting to diverse international payment methods and currency conversions while maintaining high security and user trust.

**Customer Support:** Establishing a multilingual support system that can provide timely and culturally aware assistance across various time zones.

**Content Moderation:** Managing content in a way that respects varying cultural norms and legal requirements of different regions.

### Timeline for International Versions

**Initial Target Markets:** Anticipated to begin within the first year of the domestic version's stabilization, focusing initially on English-speaking markets with regulatory environments like the home market.

## Projected Costs

### Q1 Costs:

Salaries for Engineers: Two professional software engineers: \$130,000 total for 6 months.

College intern: Assuming a stipend, approximately \$6,000 for 6 months.

Total Salaries Q1: \$136K

Office Space: Shared office space: \$1.2K per month for 6 months.

Total Office Space Q1: \$7.2K

Development and Testing Costs: Software licenses, development tools, testing frameworks: estimated \$5K.

Regulatory Compliance Costs: Legal consultation and compliance testing: estimated \$10K.

Marketing and Outreach: Campaigns and promotions to achieve a customer base of 90K users: estimated \$20K.

Q1 Total Projected Costs: \$178K

### **Q2 Costs:**

Ongoing Salaries for Engineers: Assuming no changes, continued from Q1.

LinkedIn Influencer Collaboration: Collaborations and marketing efforts: estimated \$15K.

In-App Messaging Feature Development: Additional development costs for in-app messaging feature: estimated \$8K.

Q2 Additional Projected Costs: \$23K (excluding ongoing salaries and office space)

### **Q3 Costs:**

CRM Integration: Integration development and testing: estimated \$5K.

API Integration: Third-party service fees and integration costs: estimated \$7K.

Strategic Partnerships: Business development and legal costs: estimated \$5K.

Q3 Additional Projected Costs: \$17K (excluding ongoing salaries and office space)

### **Q4 Costs:**

Monetization Efforts: In-app advertising setup and premium subscription model: estimated \$10K.

Premium Subscription Model Development: Security features and ad-free experience development: estimated \$10K.

Q4 Additional Projected Costs: \$20K (excluding ongoing salaries and office space)

Projected Costs Summary for 6 Months: Total Salaries: \$136K

Total Office Space (6 months): \$7.2K

Development, Testing, Compliance (Q1): \$15K

Marketing and Outreach (Q1): \$20K

Q2 Initiatives: \$23K

Q3 Initiatives: \$17K

Q4 Initiatives: \$20K

Total Projected Costs for FaceLink Connect (6 Months): \$238K

## **Operational Need**

### **At Launch:**

**Social Media Expert:** To build and maintain our online presence, manage content, and handle initial customer service queries on social platforms.

**Commitment:** Full-time from launch, evolving into a more comprehensive role as the user base expands.

### **As User Base Grows:**

**Customer Service Personnel:** To provide direct support to customers, addressing their needs and ensuring a high-quality user experience.

**Commitment:** Starting small with the potential to grow in number with the customer base. The initial team might consist of a few representatives, scaling up as demand increases.

**Ongoing Development and Maintenance:**

**Lead Software Engineer:** A dedicated full-time position to focus on the continuous development of new features and maintenance of the FaceLink Connect application.

**Commitment:** Ongoing, as this role is critical for the app's improvement and upkeep.

**Collaboration with Educational Institutions:**

**Internship Programs:** Partnering with local universities' Computer Science departments to provide internships that benefit both the students and FaceLink Connect.

**Commitment:** Ongoing, creating a pipeline for talent and innovation while supporting educational initiatives.

**Implementation Details:**

**Social Media:** The expert will craft a strategy that includes regular updates, user engagement, feedback collection, and rapid response to inquiries and issues.

**Customer Service:** Develop a training program to ensure representatives are knowledgeable about FaceLink Connect's features and capable of providing exceptional service.

**Engineering Leadership:** The lead engineer will not only oversee development cycles but also work on strategic planning for technical scalability and the integration of new technologies.

**Internships:** Create structured internships with clear learning objectives and project goals, providing real-world experience for students and fresh perspectives for the project.

## Addressing Caveats/risks

Risks	Description	Mitigation
Data Security	Ensure data protection through encryption, access controls, and audits to prevent unauthorized access and breaches, safeguarding user data integrity and confidentiality.	Implement robust security measures, including encryption, access controls, and regular security audits, to safeguard user data from unauthorized access and breaches.
Legal and Regulatory Compliance	Establish policies, consent mechanisms, and legal oversight to adhere to GDPR and other data protection regulations, mitigating the risk of legal liabilities and penalties.	Ensure compliance with data protection regulations such as GDPR through thorough data handling policies, consent mechanisms, and legal counsel oversight.
User Acceptance and Adoption	Drive user acceptance by educating users on benefits, addressing privacy concerns, and transparently communicating data	Conduct comprehensive user education and communication campaigns highlighting the benefits of Facelink Connect while addressing

	usage, fostering trust and encouraging adoption.	privacy concerns and ensuring transparency about data usage.
Competition	Stand out in the market by innovating, enhancing user experience, and forming strategic partnerships, ensuring Facelink Connect's uniqueness and value proposition to users.	Focus on innovation, user experience, and strategic partnerships to differentiate Facelink Connect from competitors, ensuring it offers unique value to users and stands out in the market.