Business processes Abra Cadabra

Maintenance

There are two main types of actors that are needed to keep the application running well:

1. Experts
2. Administrators

Experts

The experts answer questions coming from the users. The verified experts are the key feature of the application, and without them, the site would merely be another Q&A site, interest will most likely fall, and the application's lifetime ends.

Administrators

The administrators are essential in making sure that the experts are verified. Someone must approve the expert's credentials, and make sure that their expertise is assigned to the right subject(s). The administrator is also responsible for making sure that the content of the site is kept clean. They can achieve this by moderating questions and answers by marking them as duplicate, deleting them, or even outright banning malicious users from the platform. Administrators are also responsible for potentially adding a new subject to the application if the need for that subject arises.

Revenue

Both the administrators and the experts need an incentive to provide work to the platform. Therefore, revenue will be generated from the site. This will be achieved through three main lanes:

1. Non-personalized advertisements
2. Subscription-based membership for premium features
3. Donations

Non-personalized advertisements

One of the easiest and most obvious ways to generate revenue for a site like this is to put advertisements on the platform, preferably by a third party that does most of the work for you, so that the maintainers only have to put in the embedded ad links into the application. To make sure that the ads are ethical, they will not be personalized, and they will not be intrusive.

Subscription-based membership for premium features

A subscription-based membership could be a good collection of features for people that are not satisfied with just the free, base website, and want to get more out of our platform. One possible feature that could attract people to this would be getting the ability to send personalized (private) messages to certain experts. This could help users who would like more direct interaction with certain experts or are not satisfied with the answers already posted. The downside of this method is that it adds some maintenance costs, specifically for the experts. This could be resolved by proportionally paying experts relative to the amount of work they put in.

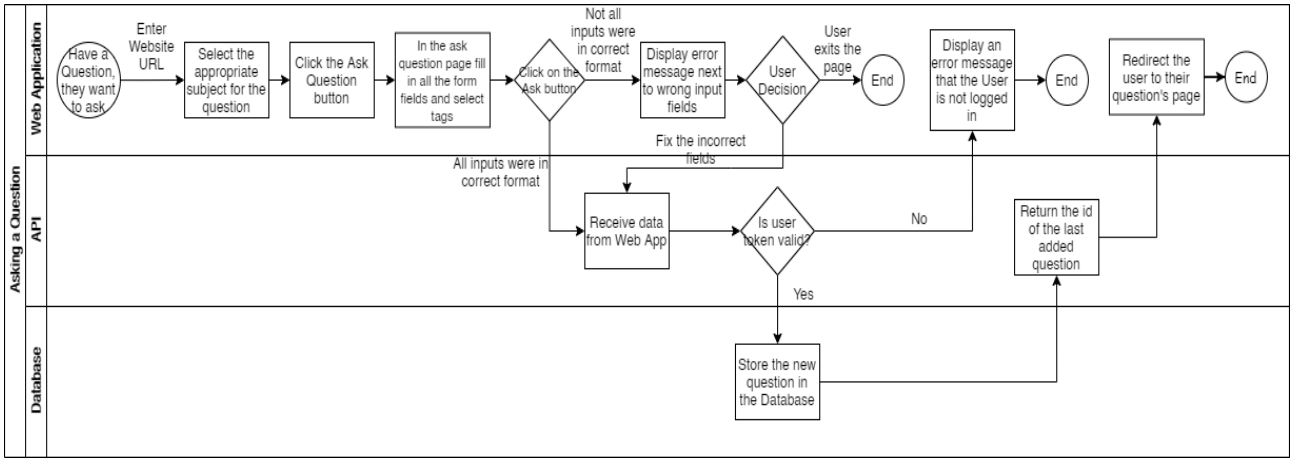
Donations

The final option for generating revenue would be through donations. The site could ask their users to donate to keep this source of (expertise) knowledge up and running. The cost of setting up a

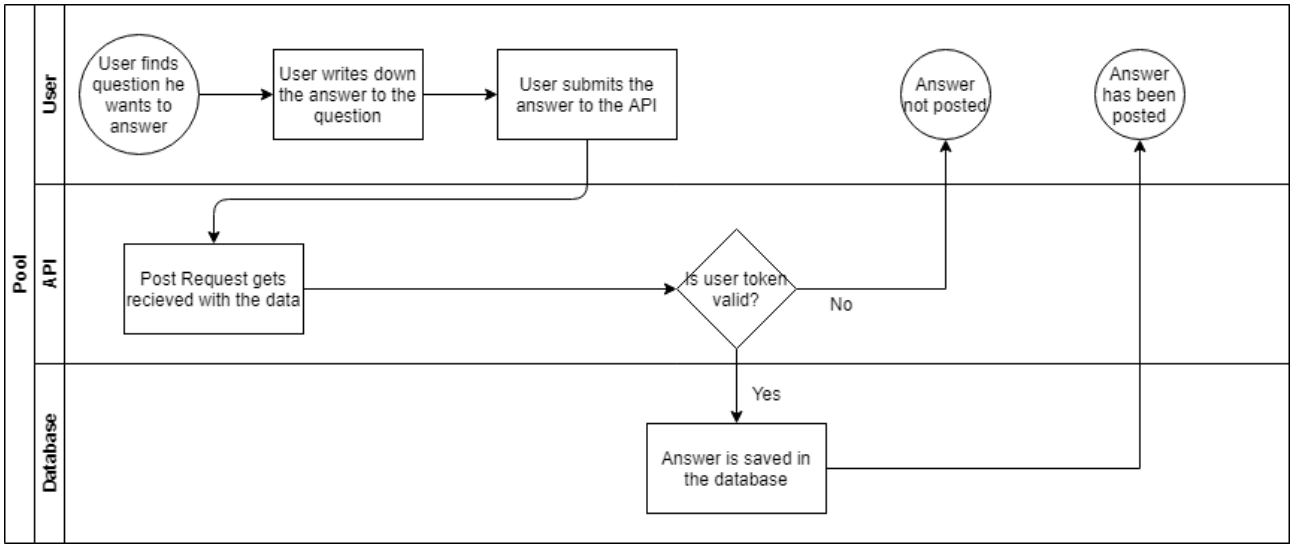
donation system would be minimal, and the donation pop-up should be non-intrusive and easily removable by the user.

Business Process Model and Notation

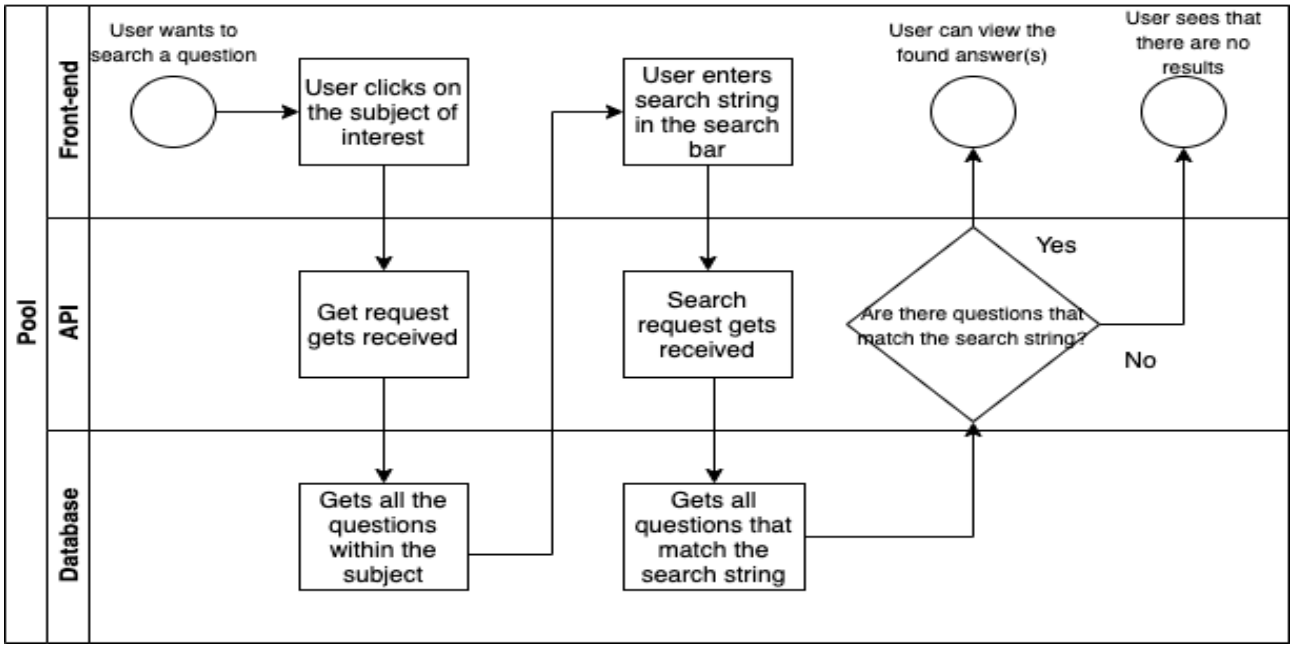
Asking a Question



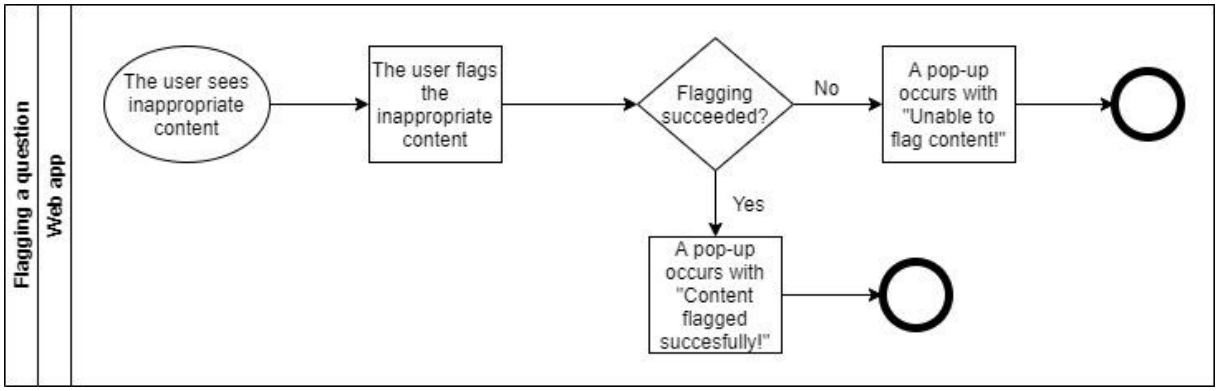
Answering a Question



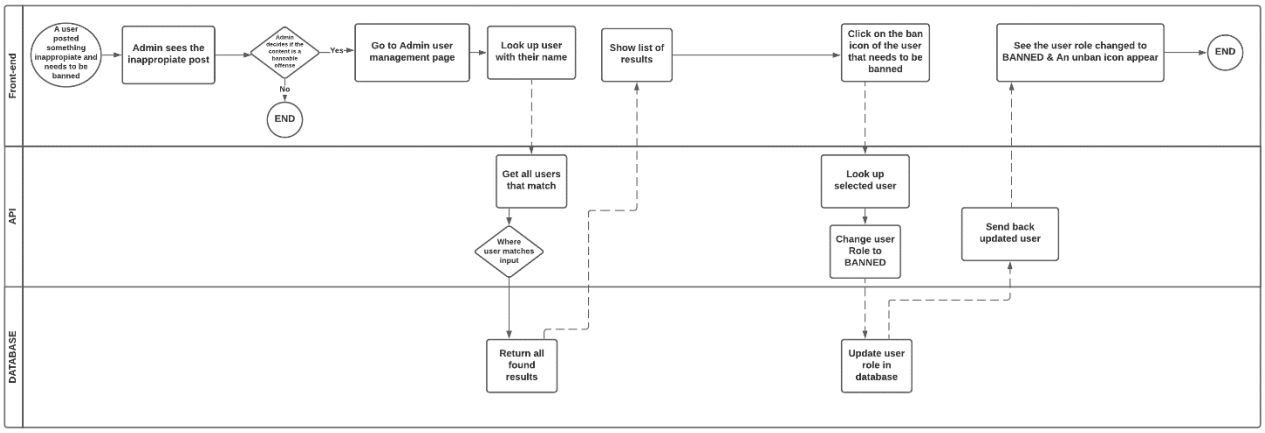
Searching a Question



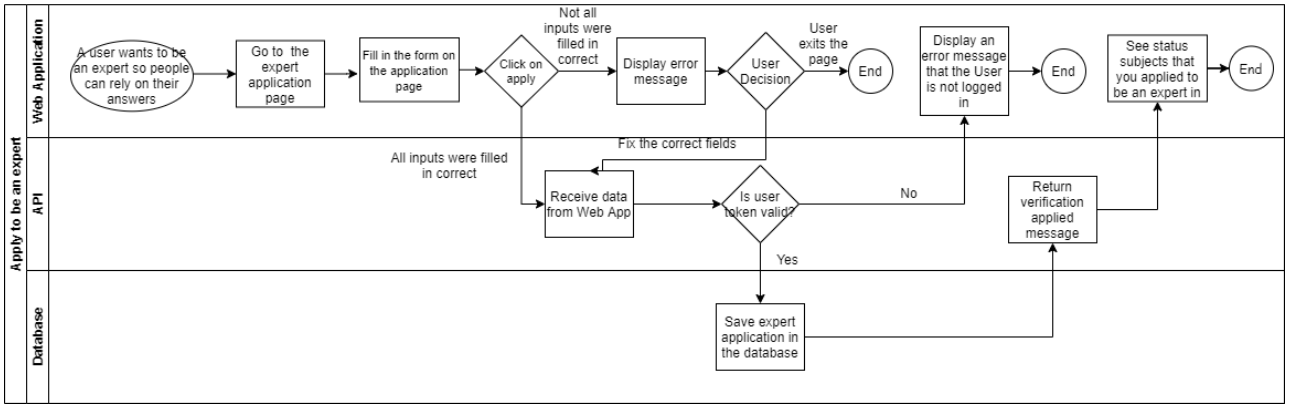
Flagging a Question



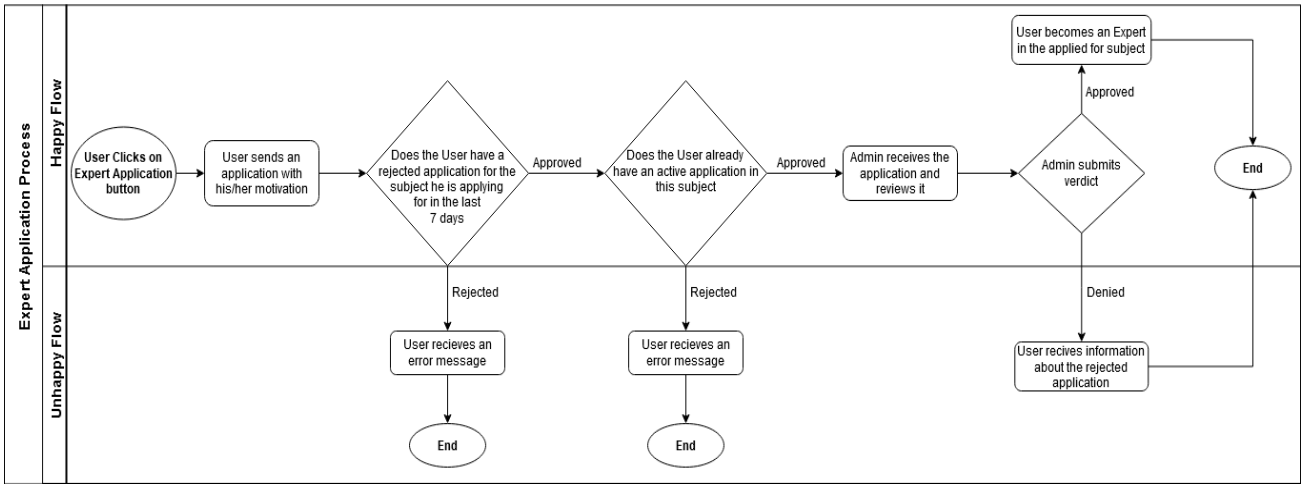
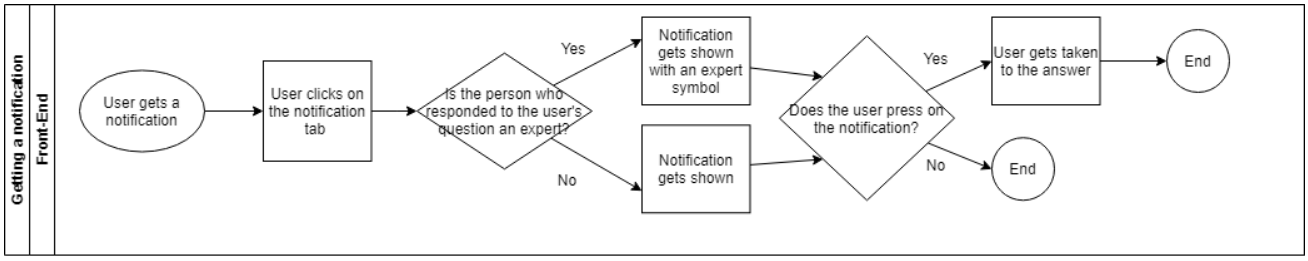
Banning a User



Applying to be an Expert



Verifying a User to become an Expert



Getting a notification