Put this code to create a Micropost scaffold. Had to force it since I made a mistake the first time

$ rails generate scaffold Micropost content:string user\_id:integer initiator:in

teger responder:integer topic:string --force

rake db:migrate

I may not need initiator and responder since user\_id already exists. Will need to figure this out down the line

Rails generate model Relationship initiator\_id:integer responder\_id:integer

Copying

add\_index :relationships, :initiator\_id

add\_index :relationships, :responder\_id

add\_index :relationships, [:initiator\_id, :responder\_id], unique: true

to migrate file in order to create index. Right now I am not sure if the last statement will be ‘unique’. I may need to make it unique by initiator-respoder-topic\_id or something. Right now I don’t have a ‘topic\_id’ anywhere or a table about topics..maybe I should make one

rake db:migrate

there is some good information on populating a database for testing purposes at <http://railscasts.com/episodes/126-populating-a-database>

Added

resources :users do

member do

get :responders, :initiators

end

end

to routes.db

created a new partial file \_stats and added this to it

<% @user ||= current\_user %>

<div class="stats">

<a href="<%= responders\_user\_path(@user) %>">

<strong id="responders" class="stat">

<%= @user.responder\_users.count %>

</strong>

responders

</a>

<a href="<%= initiators\_user\_path(@user) %>">

<strong id="initiators" class="stat">

<%= @user.initiators.count %>

</strong>

initiators

</a>

</div>

Then need to render the \_stats file in the home page

When creating micropost, I did not create an index as shown in the tutorial. Not sure how to do a migrate. Will need to check

Changed routes to microposts#index

Added the following to Microposts controller

before\_action :signed\_in\_user, only: [:create, :destroy]

this command can be used to generate the views for devise gem since it does not do so automatically

rails generate devise:views

Added code to Application helper

def current\_user?(user)

user == current\_user

end

may need to delete the following in routes under users

resources :users do

member do

get :whoresponders, :whoinitiators

end

end

may need to delete whoresponders and whoinitiators from user.rb. Same methods have been replicated in the microposts controller

try putting user controller stuff in application controller

check if @users = @user.responder\_users.paginate(page: params[:page]) is wrking in user.rb

I added this code for checking in show\_communicate

<%# I added this div%>

<div class="user\_avatars">

<% @users.each do |user| %>

<%#= render user %> i

<%= render 'microposts/users' %>

<% end %>

</div>

Deleted the following code from micropost\_controller

def whoresponders

@title = "Responders"

@user = User.find(params[:id])

@users = @user.responder\_users.paginate(page: params[:page])

#@users = @user.responders.paginate(page: params[:page])

render 'show\_communicate'

end

def whoinitiators

@title = "Initiators"

@user = User.find(params[:id])

@users = @user.initiators.paginate(page: params[:page])

render 'show\_communicate'

end

Deleted the following code from users\_controller and added it to applications controller

def whoresponders

@title = "Responders"

@user = User.find(params[:id])

@users = @user.responder\_users.paginate(page: params[:page])

#@users = @user.responders.paginate(page: params[:page])

render 'show\_communicate'

end

def whoinitiators

@title = "Initiators"

@user = User.find(params[:id])

@users = @user.initiators.paginate(page: params[:page])

render 'show\_communicate'

end

good website on application controller: <http://api.rubyonrails.org/classes/ActionController/Base.html>

deleted this from user.rb

def whoresponders

@title = "Responders"

@user = User.find(params[:id])

@users = @user.responder\_users.paginate(page: params[:page])

render '@users'

@users.name

#@users = @user.responders.paginate(page: params[:page])

render 'show\_communicate'

end

def whoinitiators

@title = "Initiators"

@user = User.find(params[:id])

@users = @user.initiators.paginate(page: params[:page])

render 'show\_communicate'

end

I added an index.html.erb in the devise folder to show the profile of a user

Deleted this after resources: microposts

do

member do

get :whoresponders, :whoinitiators

end

end

In relationships\_controller not sure why we do this:

@user = User.find(params[:relationship][:responder\_id])

Why cant we just do the above on responder\_id? Why do we need the :relationship

To learn

Naming conventions

Self. As in microposts.rb

Passing variables to partials

<http://stackoverflow.com/questions/4700617/pass-a-variable-into-a-partial-rails-3>

<%= render :partial => 'post', :collection => @posts, :spacer\_template => 'post\_divider' %>

<%= form\_for(@user, :url => url\_for(:controller => 'microposts', :action => 'new')) do |f| %>

Deleted

def home

@micropost = current\_user.microposts.build if signed\_in?

End

Fro microposts controller

Added @conversation\_items = current\_user.conversation.paginate(page: params[:page]) to applications controller home but still does not work

Also added the above to user.rb under the show method in users controller. It is duplicated but will need to remove one

Deleted \_conversation partials from microposts and moved them to user models

12/28

Deleted image validation from pin model

Using collection item to render partials and using ‘h’ to prevent user from inputting html tags in the inputs

<http://ruby.about.com/od/rubyonrails/ss/blogpart4.htm> (i think it is in page 6)

more code <http://ruby.about.com/od/rubyonrails/>

<http://ruby.about.com/od/rubyonrails/ss/What-Is-Activerecord.htm> provides some active record functions

add conversation\_list function to users.rb. this is to list out all conversations and render it in conversations\_list file

remove # from

class UsersController < ApplicationController

before\_action :set\_user#, only: [:show, :edit, :update, :destroy]

in users controller since I wanted the set\_user function to not trigger for index

added

@users = Pin.all.order("created\_at DESC").paginate(:page => params[:page], :per\_page => 5)

To users controller

Creating new objects manually

MyModel.create(:name => params[:name]) or MyModel.create(:name => params[:name])

def create\_forum

Forum.create(:upload\_id => self.id, :title => self.name...)

end

Cloning and object

<http://stackoverflow.com/questions/4300790/create-without-using-a-form-in-rails>

redirect vs. rendering

<http://guides.rubyonrails.org/layouts_and_rendering.html>

rendering a smaller collection

<http://stackoverflow.com/questions/1833659/render-partial-with-a-manipulated-collection>

render :partial => 'dogs/summary', :as => :dog,

:collection => @dogs.select{|dog| dog.gender == "M"}

Selecting a few items from a collection or an object

<http://stackoverflow.com/questions/3191448/limit-each-do-loop>

<% @feed.recent(10).each do |feed| %>

Feed.all.order('created\_at DESC').take(10)

@array.each\_with\_index do |feed, i|

break if i == 10;

<http://stackoverflow.com/questions/5624548/limit-each-list-in-rails>

<http://stackoverflow.com/questions/5624548/limit-each-list-in-rails>

Just limit it on your ActiveRecord level (or SQL)

@shops = Shop.limit(20) # Rails 3+

@shops = Shop.all :limit => 10 # Rails 2+

Or use Ruby

<% @shops[0,20].each do |shop| %>

<li><%= shop.name %></li>

<% end %>

@shops.take(20).each.

here is the code with for loop having an index: this was in users/index.html.erb

<ul>

<% @users.each\_with\_index do |first\_user, i| %>

break if i==1

</br>

<% @users.each\_with\_index do |second\_user, j| %>

break if j==1

<% if first\_user.communicating?(second\_user) %>

<% @conversation\_items = first\_user.conversation\_list(first\_user, second\_user) %>

<%= first\_user.name %>

<%= second\_user.name %>

<% if @conversation\_items.any? %>

<ol class="microposts">

<%= render partial: 'conversation\_item', collection: @conversation\_items %>

</ol>

<%#= will\_paginate @conversation\_items, renderer: BootstrapPagination::Rails %>

<% end %>

<%#= conversation\_item.content %>

<li><%#= second\_user.name %></li>

<% else %>

<% end %>

<% end %>

<% end %>

</ul>

Prevent mass assignment in Rails – security

<http://net.tutsplus.com/tutorials/ruby/mass-assignment-rails-and-you/>

Adding new columsn to existing db

<http://stackoverflow.com/questions/16259687/ruby-on-rails-adding-columns-to-existing-database>

<http://guides.rubyonrails.org/migrations.html>

<https://github.com/bbatsov/rails-style-guide>

added migration to create messages in pins

rails generate migration AddMessagesToPins Message1:string Me

age3:string Message4:string Message5:string Message6:string

Installing sunspot gem for searchability

<http://railscasts.com/episodes/278-search-with-sunspot>

when I ran this command I got this error: rake sunspot:solr:start

Note: This task has been moved to the sunspot\_solr gem. To install, start and

stop a local Solr instance, please add sunspot\_solr to your Gemfile:

group :development do

gem 'sunspot\_solr'

end

deleted from pins controller. I guess this works without this code

if @pins == nil

#@pins = @search.results.order("created\_at DESC").paginate(:page => params[:page], :per\_page => 5)

@pins = Pin.all.order("created\_at DESC").paginate(:page => params[:page], :per\_page => 5)

else

end

added

belongs\_to :relationship;

to pins.rb model

generated user images using paperclip gem

rails generate paperclip pin image

rake db:migrate

the above is from one month rails website

add this to user controller

has\_attached\_file :image, :styles => { :medium => "300x300>", :thumb => "100x100>" }

this is from the pins controller and am trying to replicate what we did with pins here

added this code to devise views registration new. Should help upload images with user profile

<div class="form-group">

<%= f.label :image %>

<%= f.file\_field :image, class: "form-control" %>

</div>

Added , html: { multipart: true } to new.html in devise views

Added update and destroy functions to user controllers but it is not working

Added this new route

devise\_for :users, :controllers => { :registrations => "users/registrations" }

Need to add a ‘new’ function to registrations controller

Can also move the image update to be something that is done later ..so it only comes under edit, rather than new..that way the new function can be handled by devise the way it used to

These links helped me the most when adding new input parameters to devise

<https://github.com/plataformatec/devise#strong-parameters>

<https://github.com/plataformatec/devise/blob/master/app/controllers/devise/registrations_controller.rb>

<https://github.com/thoughtbot/paperclip>

<http://stackoverflow.com/questions/5738163/devise-registrations-controller-paperclip>

good article on css

<http://www.sitepoint.com/twitter-bootstrap-tutorial-handling-complex-designs/> using bootstrap’s grip system

<http://www.rockettheme.com/magazine/1406-basic-css-implementation-and-positioning>

install less with $ npm install -g less

changed the order of //= require bootstrap in application.js

deleted this..

group :development do

gem 'rails\_layout'

end

from gemfile

need to add footer

need to take care of the ‘communicate’ automatically

need to add search functionality – should show list of user. Nt sure about showing pins

eaves drop functionality

making size of input text box relative and test on mobile

side bar can have conv to eavesdrop even when the user signs up for the first time – need to create this functionality

change color for hover on header links

in the user profile..instead of conversations…can have a box for updating location, updating picture or adding ‘things to talk about’..can add location and things to talk about in users db

can add default pic and default things to talk about and also location (something funny..earth! or Mars!)

put images in a proper folder

12/31/13

From users index – I copied and pasted into conversations since I needed to remake the index file to list out all the users

How to use solr search in development

<http://therailworld.com/posts/23-Sunspot-Full-text-Search-for-Rails-Ruby>

modifying css for search box

<http://stackoverflow.com/questions/7819143/changing-the-size-of-text-field-tag-rails-3-1>

rake sunspot:reindex to add new search fields

things to do when first logs in

1. Eaves drop conversations
2. Find users to talk to
3. If search result is empty – start a new thread
4. Update profile – add twitter handle

To handle eavesdropping I created a new scaffold

Rails generate scaffold eavesdrops user\_id:integer initiator\_id:integer responder\_id:integer

Added code to show eavesdropped conversations on the side bar

Updated layouts \_header

1/1/2014

Default image urls for uploading

<http://stackoverflow.com/questions/1781128/rails-paperclip-default-image-with-s3>

has\_attached\_file :avatar,

:styles => { :small => '60x60#', :large => '300x300#' }, :default\_style => :large,

:storage => :s3,

:default\_url => '/images/:attachment/missing\_:style.png',

:path => "users/:id/avatar/:style.:extension",

:bucket => "bucket name",

:s3\_credentials => {

:access\_key\_id => "access key id",

:secret\_access\_key => "secret access key"

},

:url => ":s3\_alias\_url", # These two are only required when you alias S3 - e.g. want to use cdn.example.com rather than s3.amazonaws.com

:s3\_host\_alias => "my.aws.alias"

missing\_:style.png'

background from <http://subtlepatterns.com/page/6/?s=dark&submit=Search>

Tactics..

The moment some one joins..have a chat with them

Put badges on how many eavesdrops are going on

If they don’t find anything on their search, note it down and invite people

Have a feedback form

Restrict input sizes – location,

Ajax forms

<http://sumanranjanpanda.wordpress.com/2013/03/04/implement-form-submit-with-remote-true-rails-3-x/>

*<%=form\_for :my\_object, :url=>{url path if required}, :html={:id=>"my\_form"}, :remote=>true do |f|%>*

*#Add other fields*

*<%=f.submit "Save"%>*

*<%end%>*

*<div id="display\_result"></div>*

Heroku dev

Changed

config.action\_mailer.default\_url\_options = { :host => 'http://sandeep-airmessage.herokuapp.com/' }

in product.rb under config

changed image path to /image/dark\_matter.png. This makes it pull from the public/images folder. Also had to precompile

rake assets:precompile

then do add and push to heroku

heroku google fonts not loading

<http://stackoverflow.com/questions/17682045/heroku-not-loading-google-fonts>

added <%= stylesheet\_link\_tag 'application', 'http://fonts.googleapis.com/css?family=Lato:400,700' %> to layouts application.html.erb

AWS config with heroku

$ heroku config

$ heroku config:set AWS\_BUCKET=pinteresting

$ heroku config

$ heroku config:set AWS\_ACCESS\_KEY\_ID=\*\*\*GET FROM AMAZON AWS\*\*\*

$ heroku config:set AWS\_SECRET\_ACCESS\_KEY=\*\*\*GET FROM AMAZON AWS\*\*\*

$ heroku config

To fix

Two posts show up for each submit

Topic is showing up on other users page..check bettye page

Need to change color of the topic to the same red

Email confirmation in production

Conversations page still not showin the right conversation list

Using rails console to assign data

<http://kyokasuigetsu25.wordpress.com/2011/04/05/how-to-use-the-rails-console/>

search = Subjects.find(5)

search.name = "Bio"

search.save

creating an admin user

<http://stackoverflow.com/questions/2708417/creating-an-admin-user-in-devise-on-rails-beta-3>

executing a customer sql script on heroku

<http://stackoverflow.com/questions/15237366/how-to-execute-a-sql-script-on-heroku/15237594#15237594>

heroku run rails console

that is the command to run the console on heroku to update any database

1/7/14

Added devise\_invitable gem and installed per this site

<https://github.com/scambra/devise_invitable>

the version number of the gemname was wrong in the instructions. I changed to 1.3.2

rails generate devise\_invitable:install

rails generate devise\_invitable User

rails generate devise\_invitable:views

how to add confirmable to devise

<https://github.com/plataformatec/devise/wiki/How-To:-Add-:confirmable-to-Users>

changed config.reconfirmable = true from true to false in config/initializers/devise.rb per the wiki : <https://github.com/plataformatec/devise/wiki/How-To:-Add-:confirmable-to-Users>

User.update\_all ["confirmed\_at = ?", Time.now]

# Required to send emails

config.action\_mailer.delivery\_method = :smtp

config.action\_mailer.perform\_deliveries = true

config.action\_mailer.smtp\_settings = {

:enable\_starttls\_auto => true,

:address => "smtp.gmail.com",

:port => 587,

:domain => "gmail.com",

:authentication => :login,

:user\_name => "sandeep.prabhakara@gmail.com",

:password => "smelltherock82",

}

It is still not working

Confirmation emails in development

<http://stackoverflow.com/questions/4579752/devise-confirmation-emails-are-not-arriving-how-do-i-properly-configure-it>

added the following to config/initializers/devise.rb and to environments development.rb

heroku run rails console

heroku error

<http://stackoverflow.com/questions/11446094/heroku-errnoeconnrefused-connection-refused-connect2>

configuring sendgrid on heroku

<https://devcenter.heroku.com/articles/sendgrid#ruby-rails>

<https://devcenter.heroku.com/articles/sendgrid>

updated production.rb

1/10/14

Changed in relationship.rb

Relationship has\_many users..changed it to belongs\_to

Added relationsips has\_many microposts

Godaddy heroku sync

<http://stackoverflow.com/questions/14125175/setup-heroku-and-godaddy>

when I changed css the production was not updating. Found the answer here

<http://stackoverflow.com/questions/20588422/css-not-loading-in-rails-production-environment>

In production mode, you have to run rake assets:precompile

<http://stackoverflow.com/questions/12611155/rails-loads-css-files-from-public-assets-instead-of-app-assets-in-development-mo>

default image is always uploading

<http://stackoverflow.com/questions/20524887/rails-paperclip-cannot-upload-image-correctly>

bundle exec rake sunspot:solr:start *# or sunspot:solr:run to start in foreground*

**run solr server**

**rake sunspot:solr:run – this is how you start the solr server in development**

**bundle exec rake sunspot:solr:reindex – this is how you re index in development**

http://stackoverflow.com/questions/7305709/ruby-on-rails-setting-up-a-solr-server-with-sunspot-for-production

$rake sunspot:solr:reindex RAILS\_ENV=production

If that doesn't work, you can...

$rm solr/pids/production/sunspot-solr-production.pid

...start solr

$rake sunspot:solr:start RAILS\_ENV=production

...and reindex again

$rake sunspot:solr:reindex RAILS\_ENV=production

Confirmation email was going frm the wrong account..fixed it by changing the config.action\_mailer.default\_url\_options = { :host => 'http://1degree.co/' }

<http://stackoverflow.com/questions/15475886/devise-confirmation-link-is-missing-domain>

email registration was not happening. It was giving me an error because rails can’t mass assign protected attributes. All I did was add a attr\_accessible line in the users model and it works after that

the search functionality was not giving searches for plurals and fuzzy searches

added

<filter class="solr.PhoneticFilterFactory" encoder="DoubleMetaphone" inject="true"/>

To solr/conf/schema.xml

Based on info from <http://code.digimonkey.com/2010/10/how-to-get-fuzzy-and-plural-matches-from-sunspot-solr/>

Ama reddit

Sharing expertise

Hindu interview section

Good article on solr search

<http://stackoverflow.com/questions/9883151/solr-fuzzy-search-for-similar-words?rq=1>

check out solr errors at

 could then view the solr server at http://localhost:8982/solr

<filter class="solr.PhoneticFilterFactory" encoder="DoubleMetaphone" inject="true"/>

<filter class="solr.ShingleFilterFactory" maxShingleSize="2" outputUnigrams="true"/>

<filter class="solr.ClassicFilterFactory"/>

<filter class="solr.StopFilterFactory"/>

How to make solr work on heroku

<http://stackoverflow.com/questions/17382962/solr-configuration-on-heroku>

**To edit the websolr schema.xml**

1. Go to the Heroku online dashboard for your app
2. Go to the resources tab, then click on the Websolr add-on
3. Click the default link under Indexes
4. Click on the Advanced Configuration link
5. Paste in your schema.xml from your local, including the config for your Ngram tokenizer of choice (mentioned above). Save.
6. Copy the link in the "Configure your Heroku application" box, then paste it into terminal to set your WEBSOLR\_URL link in your heroku config.
7. Click the Index Status link to get nifty stats and see if you are running fast or slow.
8. Reindex everything

heroku run rake sunspot:reindex[5000]

* Don't use heroku run rake sunspot:solr:reindex - it is deprecated, accepts no parameters and is WAY slower
* Default batch size is 50, most people suggest using 1000, but I've seen significantly faster results (1000 rows per second as opposed to around 500 rps) by bumping it up to 5000+

Needed to change string format to text otherwise ther was an length error message

Created a new migration first

Rails generate migration change\_string\_to\_text

Then in there added this code

class ChangeStringToText < ActiveRecord::Migration

def change

change\_column :microposts, :content, :text

change\_column :microposts, :topic, :text

change\_column :pins, :description, :text

end

end

then migrat it

**how to start**

rails server

rake sunspot:solr:run

after Wharton india economic forum

financial model – freemium, paid for private discussions

<http://stackoverflow.com/questions/18632644/google-analytics-with-rails-4>

<http://stackoverflow.com/questions/18980456/how-to-pull-google-analytics-stats-in-ruby-on-rails> - this is good and can use the gem. I have not done this. Maybe should do so.

<script>

(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){

(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1\*new Date();a=s.createElement(o),

m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)

})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-48344831-1', '1degree.co');

ga('send', 'pageview');

</script>

I may have finally found the reason why a lot of my ‘where’ statements were not working: <http://stackoverflow.com/questions/4598876/simple-form-error-undefined-method-model-name-for-activerecordrelationcla>

The form expects a single record to be in the @office instance variable, the where-method doesn't return a single record but a relation, which can be multiple records, once queried.

The correct way is:

@office = Office.where(:company\_id => @company.id).find(params[:id])

Or even better, if you've defined the relation:

@office = @company.offices.find(params[:id])

March 9th.

**Need to create separate user categories – graduate applications**

**How to? Create separate flags for each user. A user can be in different categories. Eventually I may want to have separate avatars per user**

**Will need to take care of search somehow..maybe even disable it for now. Will also need to create separate conversations page – how can I make multiple pins index?**

**Added columns to user, micropost and pin database**

[**http://stackoverflow.com/questions/16259687/ruby-on-rails-adding-columns-to-existing-database**](http://stackoverflow.com/questions/16259687/ruby-on-rails-adding-columns-to-existing-database)

**rails generate migration AddListIdColumnToIdeas list\_id:integer**

**created multiple index files for both users and pins**

**in the controller for pins and users added two new functions that make @consulting\_pins, @gradapplication\_pins, @consulting\_users and @gradapplication\_users available**

**changed the routes as well**

**changed create function in micropost controller where Pin gets created**

**changed \_header partial to have nested menu dropdows. Added css code in bootstrap\_and\_customization.css sheet**

**changed code in \_responder\_micropost and added hidden fields to the form: category**

**category map: consulting is 1 and gradapplication is 2**

Things to keep in mind:

When I update pins#index I need to update the partial too

When I updated users#index I need to update the corresponding indexes for all users subcategories

For social share

I did a lot of things

First I installed social-share-button..that did nto work well..so eventually I removed it and all the changes I had made for that based on the instructions

Then I wanted to install the jquery code from : <https://github.com/sapegin/social-likes>

I first installed bower as per the instructions and then installed the package. Later I figured that the easy way was to just download the file from their site and put the javascript file in assets and the css file under the stylesheets folder. The facebook link does not work in development but seems to work in production

I finally uninstalled bower also

Mar 22

I installed rails\_autolink and also used the function simple\_format to make sure formatting and links showed up on the text

<http://stackoverflow.com/questions/12310798/showing-link-in-text-field-in-rails>

this is how you can request the url for the current page:

<http://stackoverflow.com/questions/18458635/request-original-url-in-fb-comments-div>

trying to figure out how to upload videos with posts

* 1. has\_attached\_file :video (<http://stackoverflow.com/questions/19222492/paperclip-video-upload>)
  2. in user.rb (will need to put this in micropost.rb eventually)
  3. need to put ,:video in users\_controller at the end

actually I have decided to do this on the pinteresting site rather than the airmsg site

changed pins model and controller,

\_form.html.erb – added a piece of code

<div class="form-group">

<%= f.label :video %>

<%= f.file\_field :video, class: "form-control" %>

</div>

Then generated a migration – rails generate paperclip pin video, then rake db:migrate

I will need to do more: <http://stackoverflow.com/questions/19222492/paperclip-video-upload>

Apparently need a ffmpeg or videojs which has a gem.

[https://www.ruby-forum.com/topic/3311623 may be useful...nt](https://www.ruby-forum.com/topic/3311623%20may%20be%20useful...nt) sure

<http://rubydoc.info/gems/paperclip-ffmpeg/1.0.1/frames> is helpful

<http://stackoverflow.com/questions/7149985/use-single-attachment-for-video-image-in-paperclip>

Need to change the menu options to make it more logical

I had already done it for conversations..so I need to just replicate it. Put Account Settings, My Profile, Invite Friends under one roof - My Stuff

Made modifications to \_header. I did not need to add a new route

Add link for a person to put up their blog or facebook page

I migrated to add a new field..then changed both the controller and the model. Updated code in \_update\_user\_details

This link helped me to allow users to open up a webpage in a new window: <http://stackoverflow.com/questions/12133894/open-link-in-new-tab-with-link-to>

Of all the articles, Sangeet’s article titled ‘http://platformed.info/why-business-models-fail-pipes-vs-platforms/’ has been the one that has changed my approach towards thinking about platforms. “a platform requires us to build with [both producers and consumers in mind](http://platformed.info/users-customers/).” Is a line that I go to when

“Interactions are the fundamental unit of activity and value creation on a platform” – Repeat till you memorize it. A platform itself has no inherent value – This line has been the bedrock of my thinking towards building my own platform. At one point, for my own platform, I had to prioritize between developing a widget for social interaction, a feature to upload videos, another feature to allow users to upload their images and developing a logo. Taking a step back to think through which of these would help drive the ‘true interactions that create value’ allowed us to focus on building the most effective feature – ‘allowing users to upload their images’. This allowed other users to feel comfortable interacting on the platform and drive ‘valuable interaction’. It is so easy to get sucked into adding social media or hoping for viral videos but that one line from Sangeet has

Which means that we needed to think about the one feature that involves producers and consumers and not those billions on facebook

Added instant credibility

Share conversations with their friends not on the website.

Of all the articles, Sangeet’s article titled ‘http://platformed.info/why-business-models-fail-pipes-vs-platforms/’ has been the one that has changed my approach towards thinking about platforms. Until I read that article I was very focused on just ramping up the number of users and visitors on my platform. That was a very pipe-based mentality. I have since focused on driving interactions between users on my platform which has significantly increased the value it adds. So, rather than pitching the benefits of joining the platform I focus now on finding a need that encourages users to interact with others.

“Interactions are the fundamental unit of activity and value creation on a platform”. Memorize it. As a recent startup that is often crunched for money and time, at one point, for my own platform, I had to prioritize between developing a feature that allowed users to upload their profile images vs. incorporating a social media widget that would allow users to share content. The overwhelming consensus in my team was to build the widget (hopefully it will drive our platform viral..so the thinking went). So we did. The results was a whole lot of nothing. All we ended up doing was to increase interactions on someone else’s website (facebook, twitter etc). We eventually course corrected – turns out that allowing a user add their profile pic would drive more of the kind of interaction we want on the site by increasing a user’s credibility. Exactly what we wanted. If I had just understood what drives value of my platform (“Interactions”) I would have made a better decision. Thanks Sangeet.

Taking a step back, we realized that allowing a user add their profile pic would drive more of the kind of interaction we want on the site by increasing a user’s credibility whereas social media would allow for interactions on a different platform (facebook, twitter etc.).