

# Skill-It

COGS 123: Phase 1

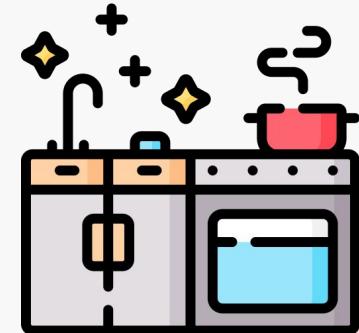
Alvin Zhou, Hamin Lee, Karen Li, Madison Yu, Taylor Tak

# Social Setting

An **online space** that opens the floor for users to connect using a matchmaking algorithm used in popular dating apps but used in the environment where users can exchange skills and learn further about their interests.

Users will be given **matches** of where their interests and skills *align* with another user who can teach your interest and where you can teach your skill (using the numerous skills and interests you put in initially)

- You are given a **kitchen space** to collaborate with up to 6 other users
- You can take progress pictures ("what are you cooking up?")



# Social Setting

There will be a mutual goal that you and the user you matched with AND mutually agreed to “**cook together**” (work together) will set!

i.e. for one on one: You want to learn to make a perfect cupcake, and the other user wants to learn how to play this song on the piano

i.e. for multiple: ???

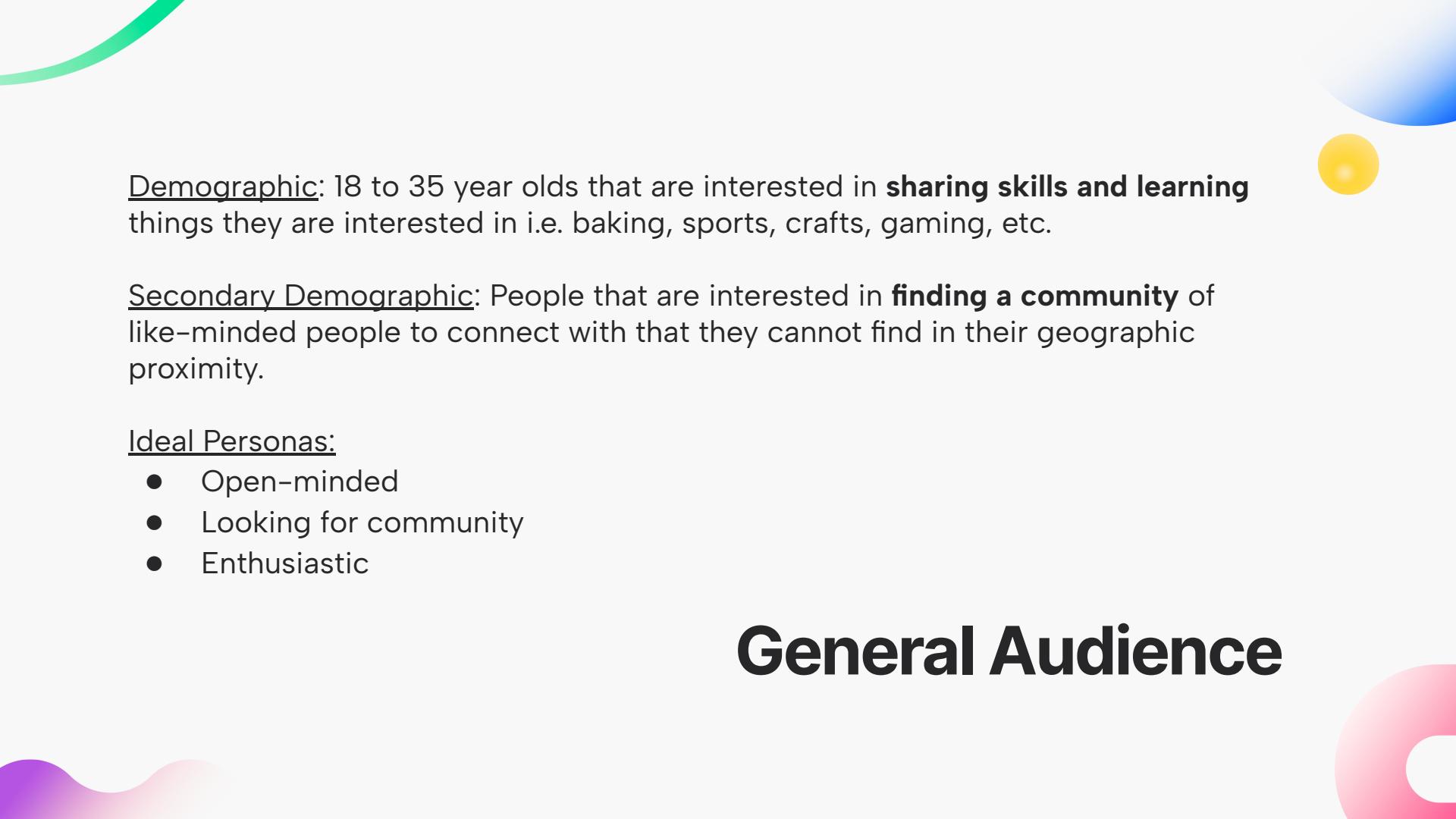


# Social Setting

You can stay “friends” and continue with more collaborations or connect on other social platforms

- You will also have the chance to review each other (optional) through COMMENTS that will show up on profiles
  - This is important so that others who are interested in matching with them can see





Demographic: 18 to 35 year olds that are interested in **sharing skills and learning** things they are interested in i.e. baking, sports, crafts, gaming, etc.

Secondary Demographic: People that are interested in **finding a community** of like-minded people to connect with that they cannot find in their geographic proximity.

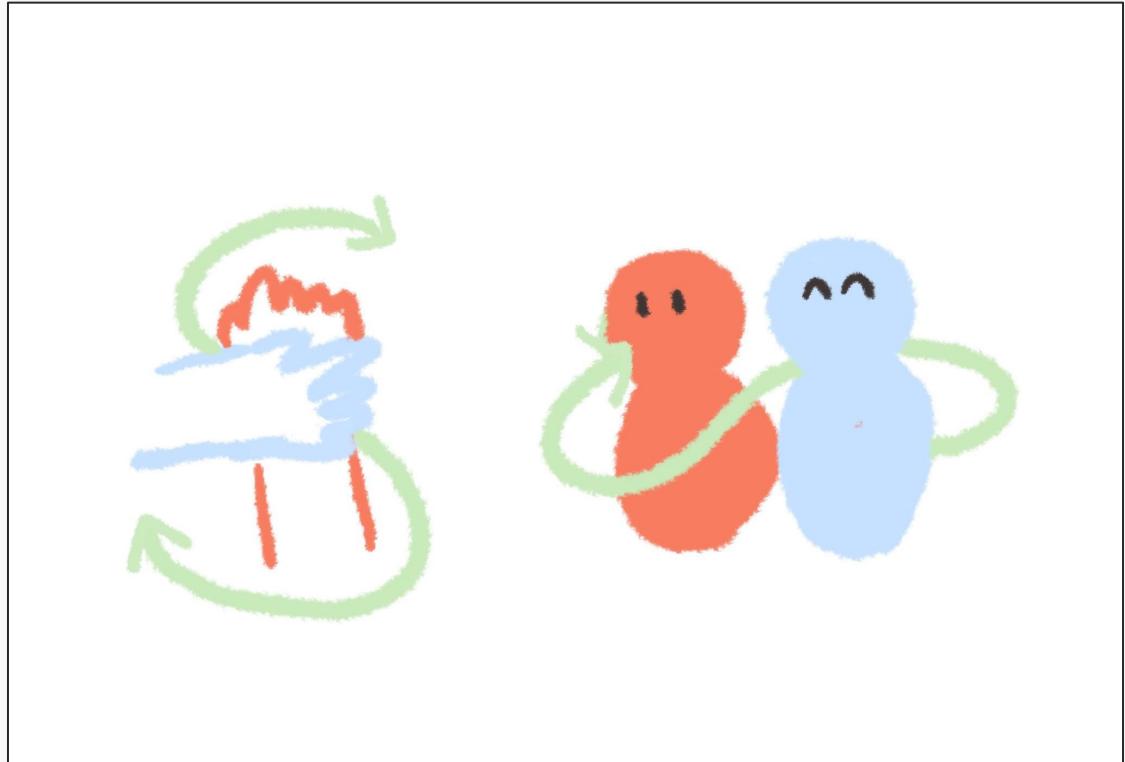
Ideal Personas:

- Open-minded
- Looking for community
- Enthusiastic

## General Audience

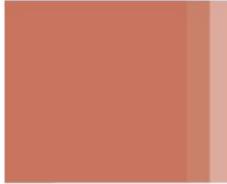
# Logo Versions

Possible logos to use



# Branding

Brand Colors



HEX: D56F58  
RGB: 213, 111, 88



HEX: D99A71  
RGB: 217, 154, 113



HEX: D7E0DB  
RGB: 215, 224, 219



HEX: 9D9F91  
RGB: 157, 159, 145



HEX: F7CAB7  
RGB: 247, 202, 183



HEX: FAEFEB  
RGB: 250, 239, 235

Aa  
Heading

Clofie

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0 1 2 3  
4 5 6 7 8 9

Montserrat  
Secondary text

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0 1 2 3 4 5 6 7 8 9

# Social Computing Experience

- Users **swipe** left or right to match with a corresponding profile of a person who has a skill that **matches** their interest and vice versa
- Can set preferences to meet online, in person, or either
- Once matched, users **set goals** together of what they want to achieve
- When goal has been reached, users **rate** their experiences with each other
- Badges will be awarded when users reach certain milestones such as... (which can be displayed on their profile!)
  - Matching with 5 people
  - Completing their first goal
  - Talking to 20 new people

# Novelty of App

- Connecting people through **trading skills, no currency exchange** at all
- Suggests/recommends other potential skills a user might want to learn through their potential matches
- Casual app meant to connect people through teaching each other different skills
- **Unlimited** swipes → learn as many skills as you want + meet as many people as you want
- Able to select as many interests you want to potentially learn, as well as skills that you would want to teach others

# Competitor Analysis



**YouTube**

## Youtube

A video-sharing platform where users can upload, share, and view content. It offers a vast range of tutorials and educational content across various subjects.



## Twitch

Originally a gaming live-streaming network, it has grown to offer a variety of artistic and instructive content.



## SkillShare

Subscription based, selecting certain skills the users want and watching videos to learn different skills.

# Competitor Analysis

## Youtube:

### Strength

**Large Audience:** Billions of users; vast reach for potential learners.  
**Diverse Content:** Wide array of topics and skills, from cooking to programming.  
**Monetization Options:** Content creators can earn revenue through ads, memberships, and sponsorships.

### Weakness

**Lack of Personal Interaction:** Primarily a one-to-many model, limiting direct engagement between users.  
**Overwhelming Choices:** The vast amount of content can be overwhelming, making it challenging for users to find the most relevant or high-quality tutorials.  
**Ad Interruptions:** Users must often watch ads unless they pay for a subscription, which can disrupt the learning experience and make it frustrating.

## Twitch:

### Strength

**Live involvement:** Chat and community involvement in real time provide educational opportunities.  
**Strong Community:** Over 240 million monthly active users , created around common interests, it helps individuals interact on a deeper level.

### Weakness

**Niche Focus:** Originally centered on gaming, this could restrict the development of more general skills.  
**Variable Quality:** Similar to YouTube, not all broadcasters are instructors, and the caliber of the video might vary greatly.

## Skillshare:

### Strength

**Extensive Course Offerings:** Library of 9,000 online courses, providing users with a diverse range of topics  
**High Engagement:** With 38 million total enrollments and over 1.1 million reviews.  
**In-Depth Learning:** Over 1,200 courses contain more than 50 lessons each, allowing for comprehensive learning experiences.

### Weakness

**Variable Course Quality:** Anyone can become a Skillshare instructor, the quality of courses can vary.  
**Subscription Model:** Accessing courses requires paid subscription (may deter casual learners or those unwilling to commit financially)  
**Limited Personal Interaction:** Primarily emphasizes pre recorded content. This limits opportunities for real-time interaction and personalized feedback.

# Features in our app

## User-friendly Interface

Our app will offer a user friendly interface that is easy to navigate for all users.

## Unlimited Swiping Feature

Our app offers unlimited swipes on skills to cater for our users and their interests

## Personalized Goal Tracker

You can customize your personal goals between different skills to help you reach your ultimate stage

## Profile Personalization

Each profile will be catered to our users with the best customizable profile through colors and badges

## Interest Suggestions and Recommendations

Each user will have a chance to choose their skills whenever they want. It is our job to cater to their skills and recommendations

## Ratings for Past Teachers and Learners

After each lesson, you can rate your teacher or learners on how well they taught or engaged

## Forums and Community Chats

There will be a community chat for everyone as well as one for specific skills

## Quick Moderation and Service

We offer timely moderations and guest service for issues and bugs within our community and app

## Incentivized Badges

We have badges that can help make your profile look better. Each badge has different requirements to gain them

# App Experience: Swipes

Tinder, Bumble, Hinge, Coffee Meets Bagel

  
**TINDER  
SWIPE**

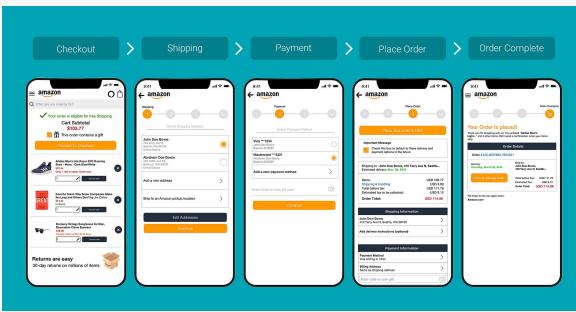


Our application will have the same technology within our swipes just like Tinder, Hinger, and Coffee Meets Bagel

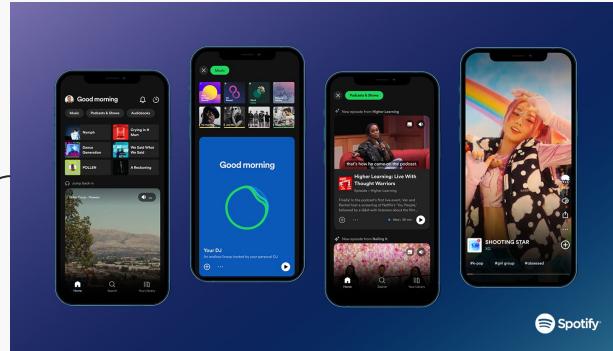
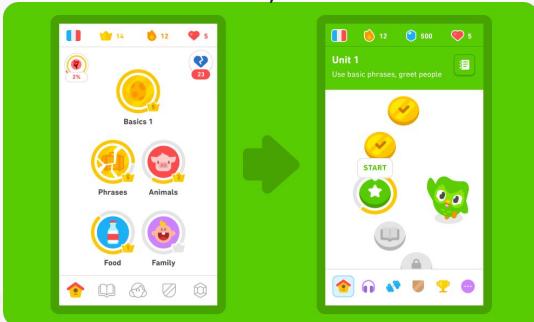


# App Experience: User Personalization

Amazon, Spotify, Airbnb, Duolingo



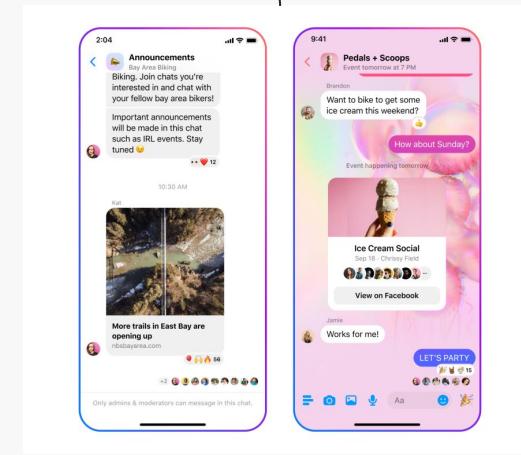
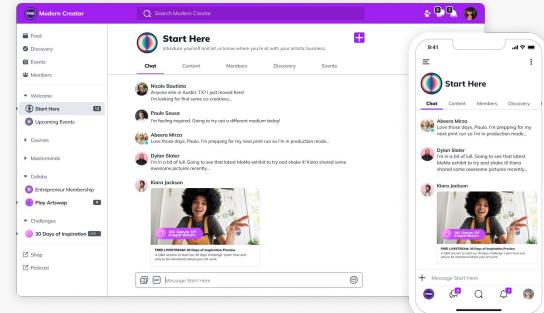
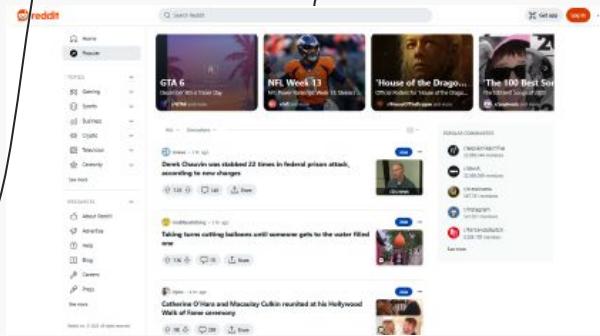
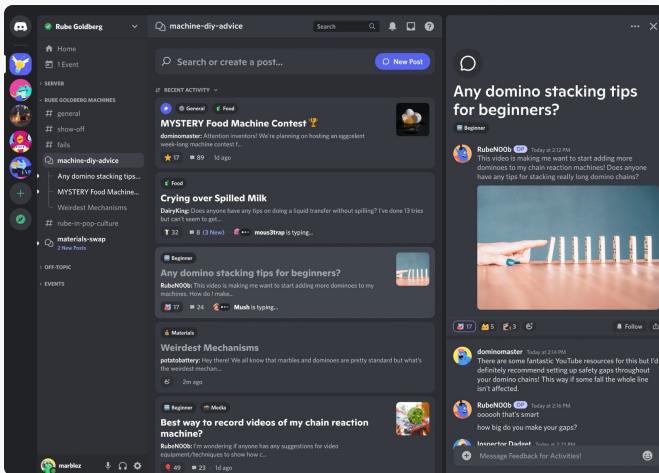
We are creating a simple yet effective user interface like duolingo and spotify, where users are able to easily navigate our app.



# App Experience: Community Forums

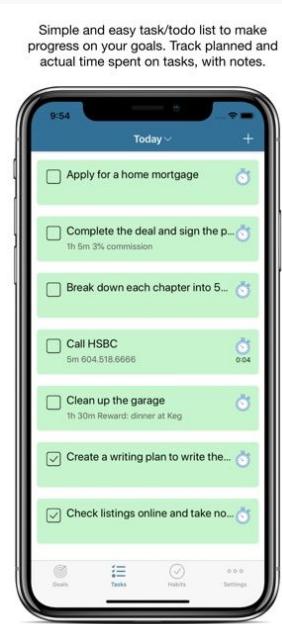
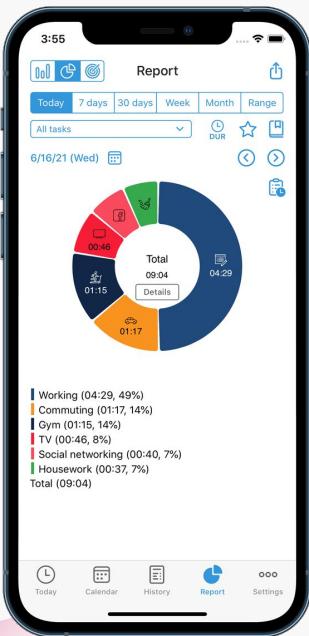
Discord, Reddit, Facebook, Mighty

Our application will consist of Community Forums  
that help users connect and ask questions

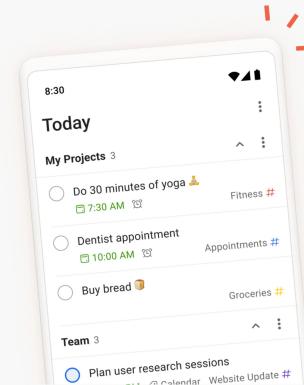


# App Experience: Goal Tracking

Todolist, ATracker, GoalsOnTrack

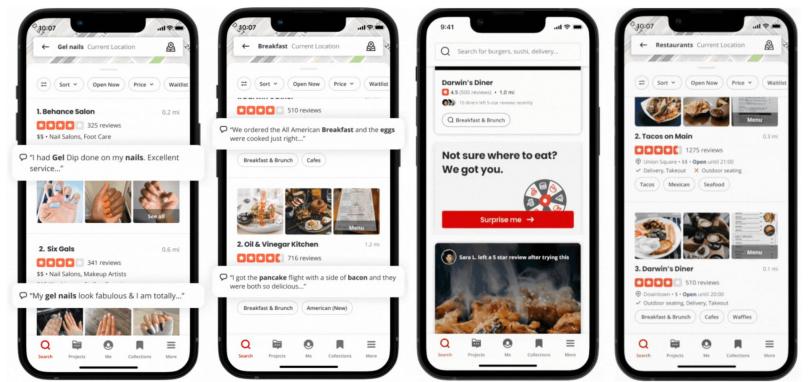


Our app will contain a personalized goal tracker for each skill you want to complete. You can have the option of combining these goals with other peers to achieve that ultimate goal of yours!



# App Experience: Ratings

## Yelp and Google Reviews



After each skill session or even during the time, you are able to post reviews for the teacher or learner to help our community build its trust around each other

A search interface titled "Search Google Reviews by Keyword". The search bar contains the word "Restaurants". Below the search bar are three review cards:

- Timothy Garrett** 3 days ago ★★★★★  
Probably my best Michelin experience! Chef Tom and the team doing an incredible job!! The service was outstanding!
- Joe Lawson** 3 days ago ★★★★★  
Modern European cuisine with a light and zesty touch to the traditional. Worth a stop for special celebrations!
- Lori Coleman** 3 days ago ★★★★★  
Incredible food with a fantastic service team, everyone on the service team moved as one as the dishes and drinks are being served.

The interface includes decorative elements like a large yellow circle and wavy lines.

# App Experience: Badges

Khan Academy and Duolingo

This screenshot shows the Khan Academy user profile interface. It features a "Showcase" section with five badge icons: "Incredible Inspiration" (lightbulb), "Magellan" (compass), "Sally Ride" (space shuttle), "Magellan (old)" (sun), and "Investigator" (magnifying glass). Below this is a "User Statistics" section with the following data:

- Date joined: 2 years ago
- Energy points earned: 783,267
- Videos completed: 109

This screenshot shows the Duolingo user profile interface. It includes:

- A "Profile" section with a placeholder photo and a "Old" button.
- An "Achievements" section listing three achievements: "Sharpshooter" (Level 1), "Regal" (Level 4), and "Conqueror" (Level 1).
- A "Statistics" section showing a day streak of 123, total XP of 12,000, and current league information.
- An "Awards" section showing three awards: "Quest Explorer" (50), "Cheerleader" (10), and "Mistake Mechanic" (10).
- A "Friend suggestions" section with several emoji-like icons.

The top right corner of the main profile area has a green "New Version" button.

Our app presents the idea of badges that you can earn upon completing courses, logging in, and upon how many reviews you have, etc!

# Technical constraint

## 1. Scalability

- **Challenge:** As the user base grows, the app needs to handle an increasing number of users, transactions, and data. Scalability is a critical factor in ensuring smooth performance without crashes or delays.
- **Considerations:** Cloud infrastructure (e.g., AWS, Google Cloud) may be used to scale dynamically, but it could also increase costs.

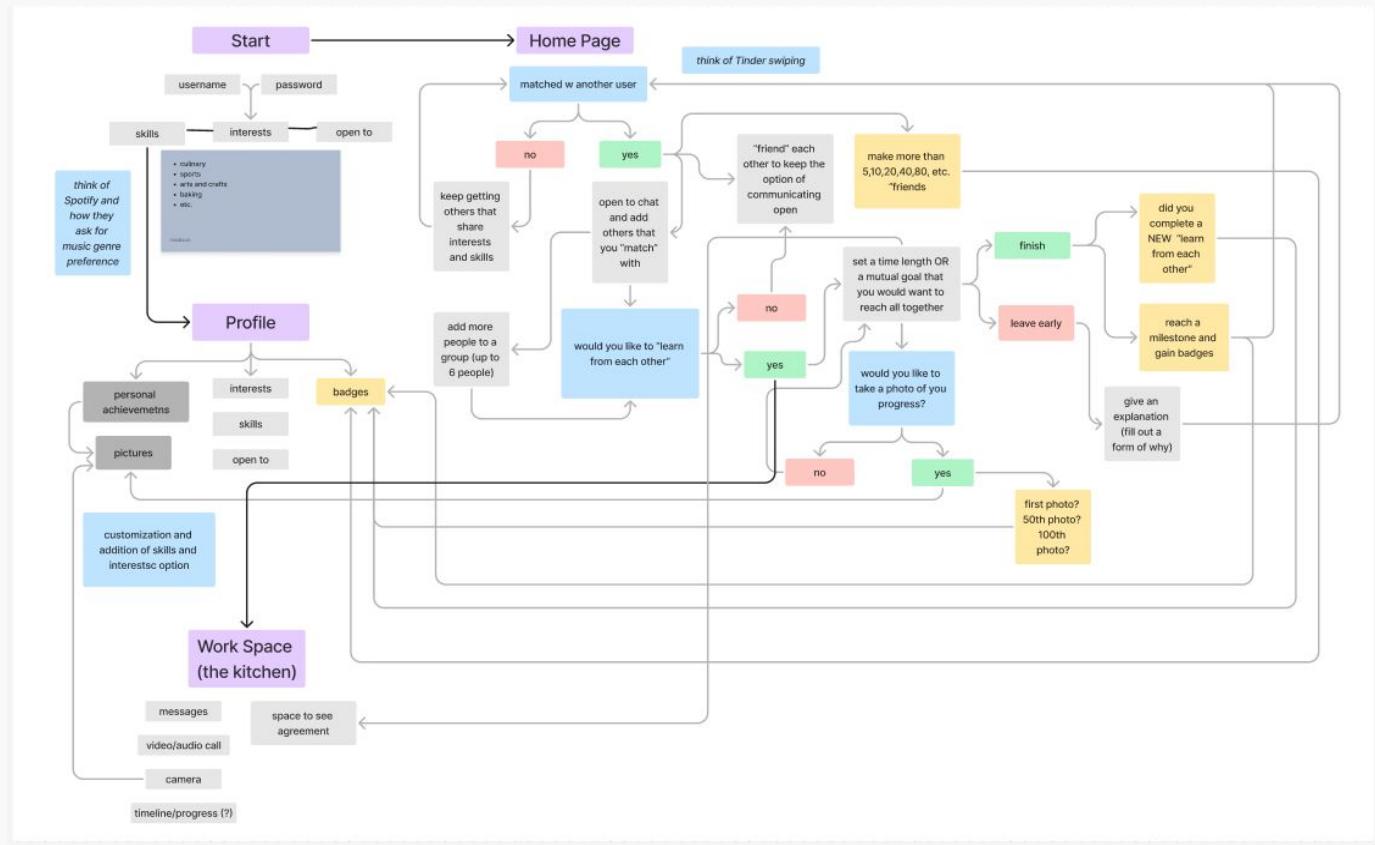
## 2. Data Privacy and Security

- **Challenge:** Since a skill trading app may handle sensitive user data (personal information, skill details, transaction history, etc.), ensuring data privacy and protecting it from breaches is a major concern.

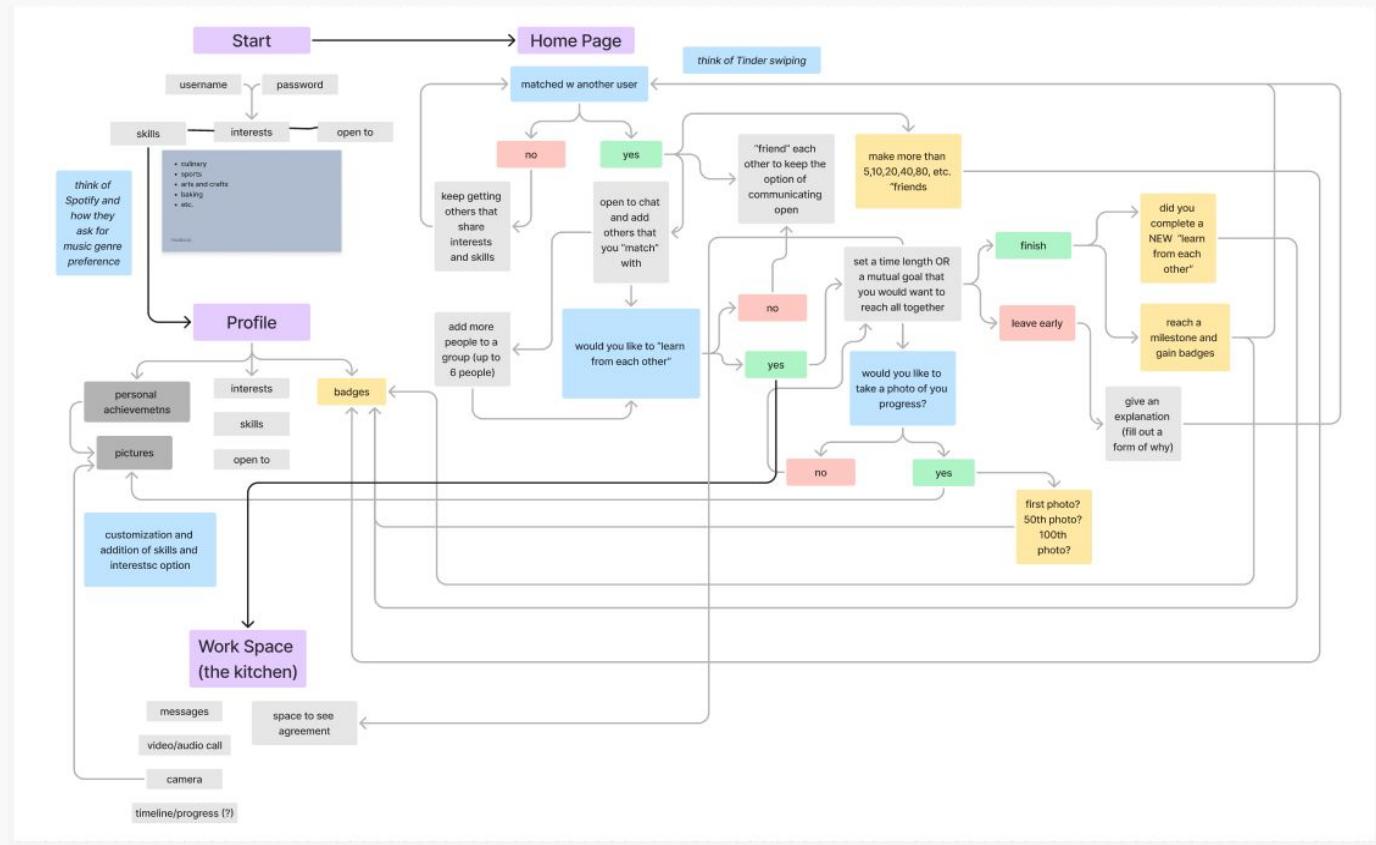
## 3. Matching Algorithm

- **Challenge:** A core feature of a skill trading app is matching users who can exchange complementary skills. Building an intelligent and fair matching algorithm can be difficult.
- **Considerations:** The algorithm must efficiently match users based on their skills, location, availability, and other factors. This requires significant data processing and might need machine learning to improve over time.

# Rough Draft of Site Map



# Rough Draft of Site Map



# Prototyping Stage

## UI Design

- Clean and simple interface
- Interactable functions
- Vibrant colors
- Personalized profiles
- Recommended partners

## Onboarding Process

- Light onboarding process
- Algorithmic suggestions
- Skill-based matches

## Exchange Sessions

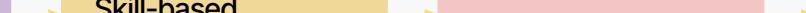
- Session Schedules
- Remote or In-person
- Video chat
- Screen sharing
- Document sharing

## Community Engagement

- Rateable profiles
- Trust and community
- Chats and forums
- Shared resources and skills

## Progress Tracker

- Milestones
- Commitment
- Badges
- Profile display



# Appendix

LINKS:

[Phase 1 Research](#)  
[Meeting Records](#)

# Appendix (cont.)

## brand moodboard brainstorm

## Style

### Colors

#### Brand Colors

Warm, Friendly, Light, Highlight

#### Style **Typeface: Clofie**

##### HIERARCHY

Heading 1	48pt Bold
Heading 2	32pt Semibold
Heading 3	24pt Semibold
Subheading 1	24pt Medium
Subheading 2	20pt Medium
Subheading 3	20pt Regular
Text & Navigation Text	16pt Medium
Body Text	16pt Regular

##### MOBILE BREAKPOINT REPLACEMENTS

Heading 1	32pt Bold
Heading 2	28pt Semibold

##### OTHER CONSIDERATIONS

Line Height: 1em (default)

#### Tone Distribution

#### Rough Style Guide Draft

→ Karen you can change this however you want

#### medium

#### fav colors

- option 1
- option 2
- option 3
- option 4
- option 5
- option 6
- option 7
- 8 colors

#### fav fonts

- option 1
- option 2
- option 3
- option 4
- option 5
- option 6
- option 7
- 8 fonts

#### font notes

I picked the warmer color palette like 3, 4, and 7 since we try to go for a more warm and friendly feel for our app (since we talked about being helpful etc.)

I like option 7 and 8 best because they also have system 1 (I think that it has a lot of potential for personalization).

2 of the fonts we selected (option 7 and 8) are both from the same font family (so I think that will look good).

# Appendix (cont.)

The Miro board contains several pinned notes and a central 'Brainstorm for Possible Ideas' section.

- Final project details:**
  - Invent a novel social computing experience
  - Project phases:
    - Find a team and pitch ideas (10%)
    - Conduct research and develop the idea (20%)
    - Build and test a social prototype (40%)
    - Create a portfolio and presentation (30%)
  - Form teams of 4-5 people at same section time (by Oct 11)
- Final project constraints:**
  - Use devices to connect people in some way
  - ...with multiple users interacting (either real-time or asynchronously)
  - ...to share or transform information (broadly construed)
  - Be able to create a live role-play session (W8 and W10)
  - Aim for something "novel".... (Check out the "Archive" on the class website home page, but don't repeat ideas)
- Your project concept should NOT...**
  - emulate an existing platform (instead invent some new way to structure interactions)
  - just make a "place to discuss" a particular topic (instead invent novel discussion mechanisms)
  - just create algorithms for connecting people (give them activities to do once they connect)
  - just collect info (try to leverage computation, transform data, or share info)
  - force people to imagine the experience (instead, create an experience people can try)
- Brainstorm for Possible Ideas**
  - College friend networking platform**
    - Users can anonymously post anything about college or hangouts to make friends.
    - Only same college people can join to the same server and has to be verified
    - People can share their schedules on the app and share it with others
  - Cafe Rating Social Network - Simple**
    - get diverse rating info you have been to with rating of what you got (sugar) and Food recommendations (top 3)
    - feature where you can add your top 5 cafes to your profile
    - feature location search
    - there can be a homepage that has the top 10 popular cafes that people have been posting more alongside a list of cafes that are sponsoring the site when you input your location
  - Rating favorite show there is mydramalist and**
    - I think the rating favorite show there is mydramalist and
    - there is "uptapped" + kava for kava rating
  - Study Group Platform**
    - Study like every other study platform, however, in this one you are competing with other students to see who can get the best grade. If they invest a lot of time during the week, they will be more likely to succeed.
    - 3 tasks can be created, the DSA Kit, the Data Science Kit, and the Coding Kit.
    - the user can be connected to the community, the user can be connected to the school, the user can play and have fun with their peers.
  - the university platform - Happy University**
    - University students can use this platform to find out what's going on around them.
    - the university platform allows users to share their interests and hobbies with others.
    - the university platform allows users to find out what's going on around them.
    - the university platform allows users to find out what's going on around them.
  - Food trading platform - Happy food**
    - eat your diet, preference, and the day you want to trade lunch with
    - you can trade with other users who can match with someone, take a photo of what you have, and trade the lunch by meeting up
    - you can give comments and review of this person
    - you can also eat with your friends and share photos of what you have and what you need when you are cooking
- College buddy network**
  - Helps you find a college buddy that is interested in the same things as you
  - Helps you find a college buddy that is interested in the same things as you
  - Helps you find a college buddy that is interested in the same things as you
  - Helps you find a college buddy that is interested in the same things as you
- Rating favorite path**
  - rating favorite path
  - rating favorite path
  - rating favorite path
  - rating favorite path
- Public Bathroom Lingerie - Irksome**
  - poor reviews of public bathrooms (cleanliness, likelihood of finding a seat, wait time, etc)
  - depending on location, it'll direct you to the closest public bathroom - and connect you to people directly to review your location
  - database will be based on personal reviews and inputs from people that are on the app
- Networking Platform:**
  - Users sign up to be a mentor or mentee
  - mentees are people who have professional career experience
  - mentees are college students looking for more opportunities
  - makes networking less intimidating (since the mentors specifically signed up to have mentees)
- existing app: mentorTODD and mentorSocial**

# Thank You