

ElCurator - The developer's beginning guide

Just like software, this document will rot unless we take care of it. We encourage you to help us on that by giving us your feedbacks.

What is this document for?

If you are reading this, you probably just arrived in the elCurator's developers team. First of all, welcome, and congratulation.

Because we are aware there is a lot of informations to absorb during your first days, we try to keep this document up to date in order to give you a point of reference concerning our team, our product and our methodologies. You also will get a good idea of what we think a good developer is.

This document is obviously targeting the developers, but we put all our efforts to make it understandable by everybody. If you are curious about what we are doing at elCurator, and even if you are not a developer, this document should still be interesting, and we hope it will satisfy your curiosity.

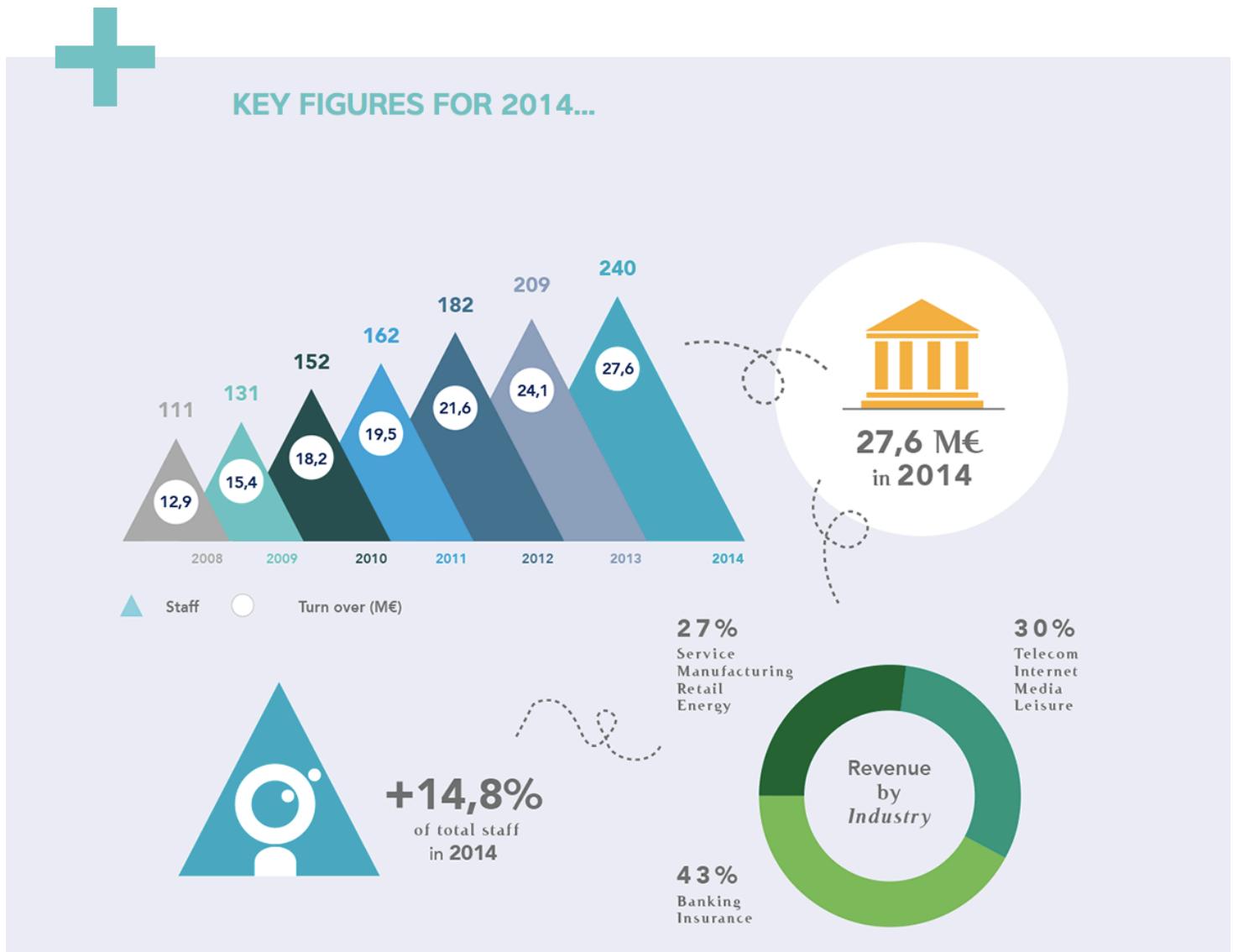
An inner-enterprise

It is actually quite complex to explain what is our working environment. What is OCTO Technology and is it related to us? Are we an independant company or not? Who is investing in us? We will try to clarify these points in this chapter.

What is OCTO Technology?

First of all, we should explain what is exactly **OCTO Technology**. You can find all the informations you need about this company on its [website](#). Even though, we define OCTO Technology as an **IT consulting, design and implementation company**. Founded in 1998, OCTO is now employing 230 people in 5 countries: France, Brazil, Switzerland, Morocco and

Australia. The OCTO community is mainly made up of IT consultants, and the main activity of OCTO is to guide and help realize its clients' projects.



There is a way of doing things at OCTO which pushes its employees to think about innovative concepts and develop them from inside the company. **That's how two products were born in the company:**

- Appaloosa which is a private mobile application store.
- elCurator which is a collaborative curation platform, but we will explain what it is in the next parts of this document.

From the one day hacking project, to the affiliated company

elCurator is a product which was **initiated by two consultants of OCTO Technology** in 2012 during a particular day called the OCTO day. This event is happening once a year, and is aimed

to let every employees work on whatever they want, as long as it is useful to the company.

That day, **Christopher Parola** - now CEO of the company - started the project with several workmates, and in one day of work, they tried to make a prototype. This was a failure since it wasn't working as expected, and Christopher continued to work on it on his free time. **Jeremy Venezia** - now CTO of the company - joined him several weeks after that, and helped him in his task. The product began to work, and a few consultants at OCTO started using it. With time, more and more people were using it, and Christopher and Jeremy decided to **deploy it to the whole company**. Maintaining the project was taking too much time, and the two consultants asked to be full-time working on it. That's how elCurator began to live, as a project funded by OCTO Technology. In June 2014, the project has been **publicly released** and OCTO Technology started to communicate on it in order to sell it to other companies (mainly to its own clients). In January 2015, the project has been **affiliated**, and it became a company named **elCurator SAS**.

We can say that elCurator SAS is not really a start-up, but more an inner-enterprise, because it really started from the inside of OCTO Technology, but has been directed by two consultants, to then become an affiliate.

To juridically define it, we can say it is a **simplified limited liability company**, which is what SAS is actually meaning. It is an **affiliate** of OCTO Technology as well, since it owns more than 50% of its capital.

To simplify, **we are developping, selling and delivering, a SAAS (software as a service) product.**

Our legacy

As we just said, elCurator started living from the inside of OCTO Technology, thanks to its community. Its two creators are former consultants. We are all the time in relationship with other consultants of the company. This is actually a good thing since OCTO has a very resourceful community made of experts of a large range of topics (the [OCTO blog](#) demonstrates it pretty well). This is obviously influencing our way of working together, our methodologies, etc... It is like a legacy to us, which is very important and resourceful. We will talk about this in more details in the next parts of this document.

The product

We talked about the company's situation, but we haven't explained the activity of elCurator. What are we actually doing here? As you must have understood, elCurator SAS is a software company developing and selling a product named elCurator. In this chapter, you will find the informations you need about the product to easily understand and start manipulating it. We think each members of our team should be capable of explaining the product, and talking about it outside our walls.

The concept

ElCurator is a **collaborative curation platform**. In other words, our mission is to encourage workmates to share high quality contents in their company, and highlight the best shared contents.

The concept is defined by 3 main steps:

1. **Select** the best contents.
2. **Add** a short description to justify why the content is relevant.
3. **Share** it to a community.

Why our clients need us?

Since June 2014, when we publicly launched our product, we started recognizing our clients. Obviously, we are targeting medium and large businesses. Our strategy is mainly a B2B (business to business) strategy. Some functionalities are B2C (business to client) oriented, but the goal is always to be more relevant to large companies by being more famous on the market.

So far we identified that our product is a good fit for medium digital and consulting agencies, education organizations, and large banks. For each kind of client, we noticed several needs that we are able to fit:

- **Stop infobesity.** It is nowadays a fact that we receive too many informations by mail at work. If your workmates are sending you their curated content by mail, there are good chances that you ignore it because you have plenty of more important mails to treat. We believe there should be a time for treating mails, and a time for curation in a work day, and that's exactly what elCurator permits to do.
- **Identify and highlight experts.** It can be difficult for managers to see who is expert on what topic. Thanks to elCurator, it is very easy to identify them by checking what they are sharing.

- **Collective knowledge capitalization.** The content of the company is saved by the our platform. ElCurator
- **Continuous formation.** Every workmates can easily reach expert contents and quickly start developing new skills.

The main features

If you need to work on elCurator, you need to know what are the main features, so you realize what are the main use cases of our product.

Elcurator is made of several tools:

- A **website**, which is the most used platform by our users so far.
- Two **web browser extension**; Chrome and Firefox.
- Two **mobile applications**; Android and iOS.

User story: the web platform

Because features list wouldn't be very attractive to read, let's tell a user story.

Manu is a project manager. He knows its workmates are read plenty of articles on the we every day, but keep it for them. He is desperate because his team has a pretty high turnover, and each time someone is leaving, he knows that all his expertise is leaving with him.

Manu needs a solution. He needs to convince his workmates to share their knowledge altogether. Most of all, he needs to store this knowledge, so the new recruits can take advantage of it when they arrive in the team.

Searching on the web, Manu types *best curation tool* on Google, and come to the elCurator landing page. It's said it's free for one organization made of less than 20 users. Eureka! Manu clicks on the '*create an account*'.

Create an account

Create a free account for you and
your team!

g+ CREATE AN ACCOUNT WITH GOOGLE

1

y< CREATE AN ACCOUNT WITH YAMMER

2

Last name

First name

Email

Password

CREATE AN ACCOUNT

3



There are 3 ways to openning an account:

1. Using an existing Google account.
2. Using an existing Yammer account.
3. By filling a form.

Manu choose to create an account with Google.

First content



CREW



WORLD



TO READ



DISCOVER



staging

Save your first
content!

⌚ Save your first content!

Welcome aboard!



Your elCurator space is the easiest way to backup all your contents from the web.

You can also share the best of them with your co-workers!

GET WIND OF IT!



Manu then click on the + button to add his first content on the platform.



⌚ Save your first content!

Don't want to loose contents you don't have time to read?

Save them for later on!

1

Add a content

http://

Running out of ideas? Try with: <http://blog.elcurator.net/articles/16-qu-est-ce-que-la-curation-de-contenu>

READ LATER

2

On this form, Manu needs to:

1. Put the url of the content he wants to share.
2. Click on the *read later* button to validate and add its articles into the *to read list*

The to read list

The *to read list* is a place where Manu can store his personal articles.



From here, he can:

1. See how many articles he has left to read.
2. Click on an article card to read it.
3. Delete an article from the list. It could be not good enough after all.
4. Tag an article.
5. When he will have too many articles in the list, he will be able to search into its article contents.

This list is designed to be like a todo list. The goal is to read the articles Manu put into it, then trash it, or classify it.

The reading page

Manu wants to read his article. He clicks on the card, and here is what he sees.

less than 5 seconds ago



WHAT ELSE DOES GOOGLE'S ALPHABET DO? - BBC NEWS

5 min

2

www.bbc.com



Google's new parent company Alphabet Inc has a vast portfolio.

When the word Google entered the Oxford English Dictionary in 2006 it was widely seen as proof that the chirpy US tech firm, with its primary-coloured logo and "do no evil" mantra, had officially captured the zeitgeist of the internet age.

The word alphabet - well that's been around a little longer. As have Google's ambitions for growth - [Wikipedia lists 182 acquisitions alone](#), in addition to the company's core business.

Alphabet Inc - Google's new parent company - will make the tech giant's activities "cleaner and more accountable", said its chief executive (and one of Google's original founders) Larry Page in a [blog post announcing the news](#).

Mr Page admitted that from the outset, some of Google's interests "might seem very speculative or even strange" for the firm.

"We are still trying to do things other people think are crazy but we are super-excited about," he said.

More detail of the surprise restructure is expected in the coming weeks, but here's a brief guide to Alphabet's core areas of activity so far - though not in alphabetical order, just to keep you on your toes.

On this page, he find the article content. Notice that elCurator applied his own design to improve the readability.

He also can:

1. Customize the font class and size.
2. Share his content by email, or on Twitter, Google+, Pocket, etc...

Create a crew

Manu can easily store and consult his personal articles, but now he would like to know how he will convince his workmates to share their knowledge through elCurator.

No worries, we are coming to it!

To be able to share content on the platform, Manu needs to invite his workmates. But to what? Manu finds the *create a crew* button just below the elCurator's logo in the navigation bar. What we call a crew is actually a group of collaborators. Manu creates a crew named *Eldorado*. He is now **administrator** of his own crew.

Right after creating his crew, he is redirected to the page below.

The screenshot shows the elCurator website interface. At the top, there is a navigation bar with icons for CREW, WORLD, TO READ, and DISCOVER. The elCurator logo is centered, with 'Eldorado' underneath it. On the right side of the header, there is a profile icon and a 'staging' indicator. Below the header, the main content area has a green banner at the top with the text 'Still few steps before enjoying elCurator with your crew.' Three numbered steps are listed: 1. To organize content with your coworkers, [create categories](#). 2. Share your first article. 3. Invite coworkers to share content with you. Below these steps, there is a message: 'There is no article to read in this crew yet.' A note says 'Browse World or Discover tabs to read great contents from all around the world shared with you!' In the bottom right corner, there is a teal circular icon with a white question mark inside.

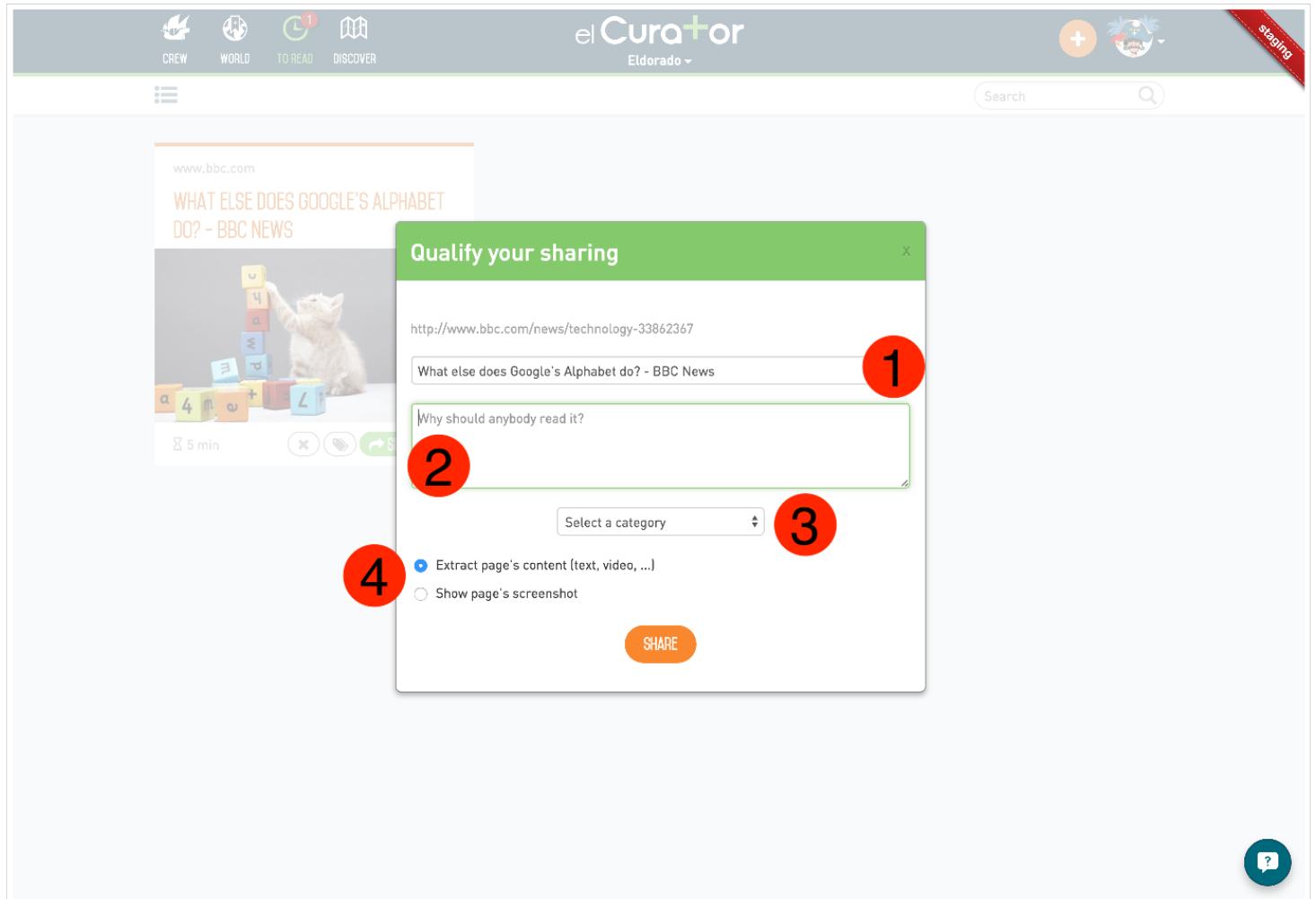
Here he discovers what he can do with his crew:

1. Create **categories**. Remember that we want to be able to easily find relevant contents shared by people who won't necessarily tag their content the same way. That's why we force the administrator to create categories in order to oblige his crew members to follow an editorial policy.
2. Share an article with his crew members.
3. Invite his workmates to do the same.

Share an article to a crew

Manu creates several categories and comes back to his article to read. Now he has created a

crew, he can click on the *share* button to share his article to the *Eldorado* crew. Notice he could have done the same by clicking on the + button on the right of the navbar.

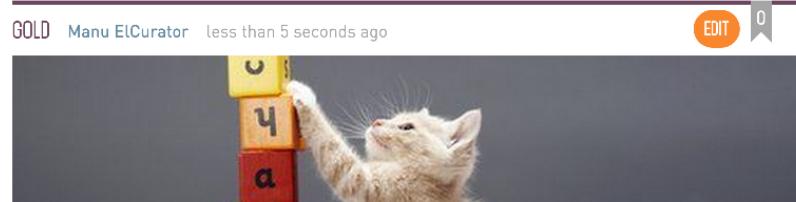
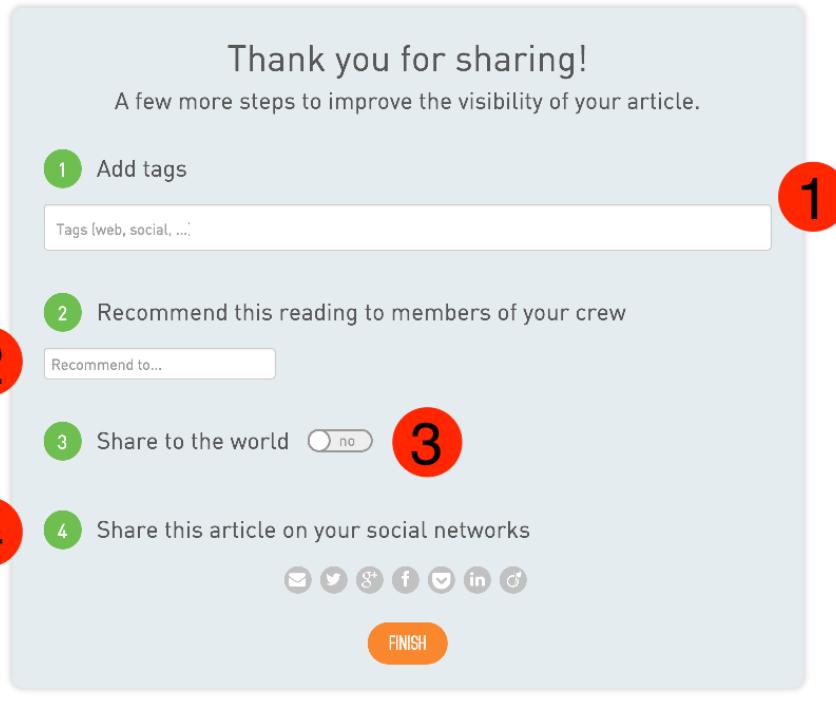


Manu has to fill several fields:

1. The article title.
2. The article description.
3. The article category.
4. Finally he can choose to ask to elCurator to extract the content as a text, or to take a screenshot of the webpage. The screenshot is usually used when you want to share a graphical content which can't be extracted.

Improve the article's visibility

After having shared his article, Manu is redirected to the shared article page, where he finds the readable content plus an optional form to fill in order to improve the visibility of the arricle on the platform.



Here he can:

1. Add tags.
2. Recommend it to a member of his crew.
3. Share it to what we call the *world*. It is a public list of articles. When this option is enabled, the article is still shared to the Manu's crew, but it's also visible in the *world list* by all the elCurator's users.
4. Share it by email, Twitter, Google+, etc...

The crew's list

Manu then click on the *back* button in the navigation bar and is goes to its crew's list.

The screenshot shows the elCurator application interface. At the top, there are navigation icons for CREW, WORLD, TO READ, and DISCOVER. The title 'elCurator' is displayed with 'Eldorado' below it. A red circle with the number '5' is on the top right. On the left, a red circle with '6' has a 'READ LATER' button. In the center, a news article by 'Manu ElCurator' is shown with a 'GOLD' rating and a green '1' icon. The article title is 'WHAT ELSE DOES GOOGLE'S ALPHABET DO? - BBC NEWS'. Below the title is an image of a kitten playing with blocks. A red circle with '1' has a grey '1' icon. To the right, a 'RANKING' section shows '1 Manu ElCurator'. A red circle with '4' has a green '1' icon. A sharing notification box is open, saying 'Great sharing!', 'Your co-workers have just been notified that you shared this article.', and 'You will be informed of their actions!'. A red circle with '3' has a grey '1' icon. A 'CLOSE' button is at the bottom of the notification. At the bottom right is a help icon with a question mark.

This page is one of the most important of the application. Here he can find back the article he just shared to his crew. On this page, Manu notices few things:

1. The rate count. When the members of his crew are going to read the article, they will be able to give it a point if they liked it. The number of *likes* is shown here. When the flag is green, it means the current user can rate the article, but when it's grey, it means he is the sharing's author, which means he cannot give a point to himself.
2. The category. As we said, every article must be categorized. The article's category is shown here. Each categories has a specific color.
3. The *read later* button permits to the members of Manu's crew to put it in their *to read list*. We think our users have rarely the time to read immediately the content of an article. The *to read later* button is here to encourage them not to forget it, and read it later.
4. A new kind of card which represents his rank among his crew's users. This rank is calculated with the number of rates and readers he had so far.
5. The *search bar* on which he finds a way to filter by category and keywords. He can also hide or show the read articles. And he can order the list by date, read count or popularity.
6. Manu is also using another tool to read his news feeds. He can do it by clicking on the

RSS button which is a representation of the list using the RSS format. That way, Manu can import all his crew's content in his favorite RSS reader tool.

The world's list

Manu invited his workmates to his crew, but waiting for us to share some content, he wants to discover what the world is doing on elCurator.

He clicks on the *world* button in the navigation bar.

The screenshot shows the elCurator interface with the 'WORLD' button selected in the top navigation bar. The main heading is 'Discover here what curators from all around the world have shared with you.' Below are six article cards:

- MOBILE Adrien Blanc**: 3 THINGS TO KNOW ABOUT IOS APP DISTRIBUTION – MEDIUM. Includes a diagram titled '2 WHICH CERTIFICATE TO CHOOSE FOR YOUR USE CASE?' with four options: 'FOR TEAM TESTER', 'FOR BETA DISTRIBUTOR', 'FOR CUSTOMER SUPPORT', and 'FOR DEBUG'. Buttons: READ LATER, VOTE.
- STARTUP Steeven Labelle**: INSTAWORK WANTS TO CHANGE THE WAY THAT SMALL BUSINESSES HIRE -... Includes a photo of two men holding a 'NOW HIRING' sign. Buttons: READ LATER, VOTE.
- UX DESIGN Aziz Fadil**: GREAT UX DOESN'T GUARANTEE A GREAT CUSTOMER EXPERIENCE. Includes a yellow and black maze graphic. Buttons: READ LATER, VOTE.
- PROGRAMMATION Sam Cranford**: A GENTLE INTRODUCTION TO APPLICATION SECURITY. Includes a checklist of security practices. Buttons: READ LATER, VOTE.
- PROGRAMMATION Sam Cranford**: THE HITCHHIKER'S GUIDE TO MODERN JAVASCRIPT TOOLING - REACT KUNG FU. Includes a photo of various tools like an axe, hammer, and gloves. Buttons: READ LATER, VOTE.
- BIG DATA Thomas Quiviger**: THE WORLD BEYOND BATCH: STREAMING 101 - O'REILLY RADAR. Includes a graph showing 'Processing Time' over time with a red curve labeled 'Reality'. Buttons: READ LATER, VOTE.

This list is the same as the crew's list except it only contains the publicly shared articles, and there is a way of filtering by tags instead of categories.

User story: the mobile applications

Note: we wont describe here the iOS's features since they are equivalent as what is implemented on Android.

Installation

Now that Manu knows how to use the platform, we wonders; what if I want to be notified on my mobile when I receive an article? and what if I want to read some content in the subway?

Since he has an Android phone, he goes to the Play Store and search for elCurator.

The image shows the elCurator app page on the Google Play Store. It features a large icon with a green plus sign and a white ribbon-like shape. The app is categorized under 'Productivity' and is rated 5 stars by 6 users. A PEGI 3 rating is also present. A note indicates compatibility with all devices. A green 'Installed' button is visible. Below the store page, three screenshots of the app's mobile interface are shown. The first screenshot shows a login screen with fields for 'Email' and 'Password', and links for 'Login with Google' and 'Forgot your password?'. The second screenshot shows a news feed with articles like 'CHANGE MANAGEMENT', 'CONTENT CURATION', and 'CONTENT SHARING'. The third screenshot shows a detailed view of an article titled 'KNOWLEDGE MANAGEMENT' with a preview of the content.

With elCurator, read and share the best content you find on the web, such as articles and videos. You can have access anytime to your curation and the one from your collaborators, on any devices even offline.

Stop sharing content through emails; using elCurator will allow your collaborators to read it and give you their opinion. Your colleagues will be able to read, comment and like all the links that you share on the platform.

[Read more](#)

He installs the elCurator's application on his smartphone.

Login

