Artisy

There is no market place to hire social media content creators for people with ideas or I meant to say if I want someone to record an audio/video or create social media post for me then there is no easy way to find right people. The only one criteria for me to find creator is "username" on Instagram which means I need to go to individual accounts and search one by one who can do the given job for me better, running ads are also highly inefficient. The whole thing is highly inefficient, currently we can hire some social media manager who can search "right content creator" as per requirements. For creator there is no way to find the "right clients". *So, here is a market need where buyers can't find sellers and sellers can't find buyers efficiently and the definition of good market is a place where customer can find the right sellers and sellers can find right customers more easily.*

A website can be helpful to create a virtual market in order to list creators, clients and social media jobs and enable clients and creators to search each other on various requirements parameters.

Optimising the market for

- **Customer :** *To find the right content creator for given requirements, we can introduce the following features in the website :*
  - **Job Posting:** *helps to post jobs.*
  - **Creator List :** *helps to search better creators for specific work.*
- **Creators :** *To find the better clients and jobs who is interested in what I create*
  - **Job List:** *helps to search the list of available jobs*
  - **Customer List :** *helps to search better clients for my work.*

Query optimisations on lists

- **Creator List :** *Creator list can be optimised via artificial intelligence based hashtags clustering on the basis of their*
  - **posts influence & consistency.** *(likes, comments, share and consistency)*
  - **topics of interest and domain expertise** *: certain people can create good impactful content for certain domains.*
  - **geographical and linguistic preferences** *: certain people can create good impactful content in certain languages and for certain geographical locations.*
  - **feedbacks :** *Content creator who keeps his/her commitments must be rewarded*
- **Job List :** *Job list can be optimised via artificial intelligence based hashtags clustering on the basis of their*
  - **payment amount :** *Not everyone can pay to great creators and neither they are free to take more projects. A creator with more follower can't create every kind of better content according to the kind of target audience customer wish to address.*
  - **Job Type :** *Different people are looking for different kinds of work commitments (full time, part time or one time) so it better to have some filter.*
- **Customer List :** *Customer list can be optimised via artificial intelligence based hashtags clustering on the basis of their*
  - **payment amount and consitency** *: Person who pays more amount more regularly must be rewarded*
  - **feedbacks** *: Customer who keeps his commitments must be rewarded*

User Centric System to navigation routes

Select Suggest Transaction Combine & Cluster

By DSAEE *(Define Search Alter Explore Evaluate)* theory, we have already discovered 3 major lists (*Artistlist, Customerlist, Joblist*) in our information system of the market of artist.
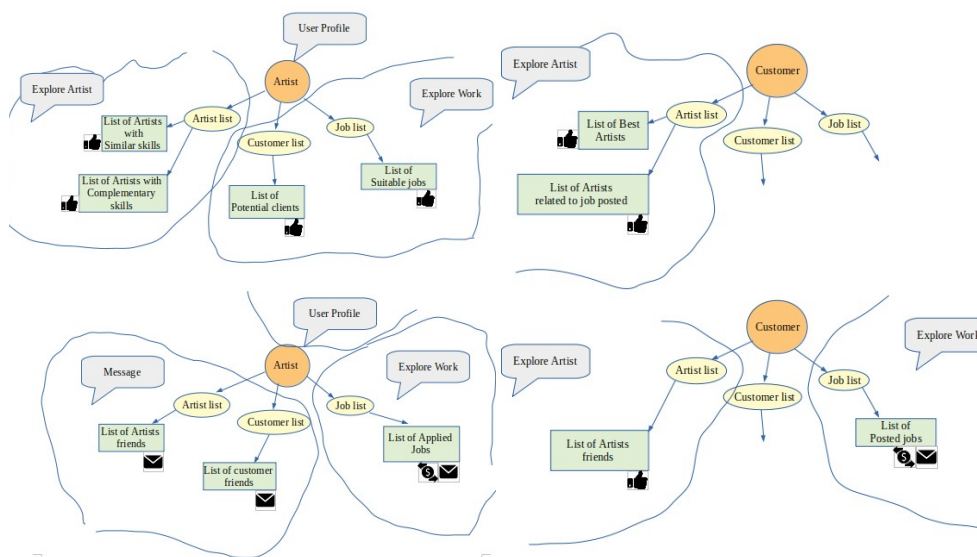
1. *SELECT* **the user as center :** Lets pick *Artist, Customer* as the *central user* for our system.
2. *SUGGEST* **user various lists to ease his decision making process**
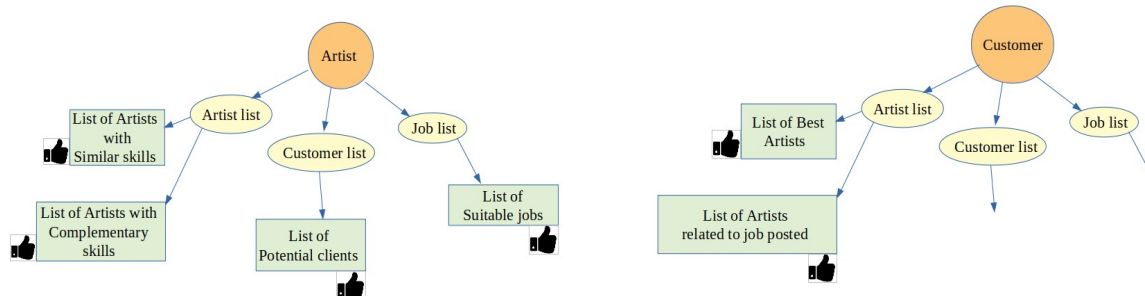
3. **Create various lists to ease the** *TRANSACTION* **process**
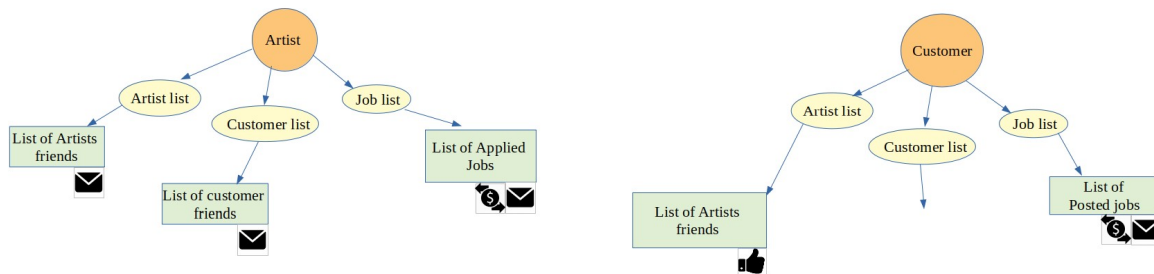
4. *COMBINE and CLUSTER all features into navigation routes* **and build shallow RESTful APIs**

1. **Explore Artists**
   - *User : Artist*
     - *List of Artists with similar skills*
     - *List of Artists with complementary skills*
   - *User : Customer*
     - *List of Artists with skills related to job you posted*
   - *Common :*
     - *List of best Artists*
     - *List of Artists present in your friendlist (message+)*
2. **Explore Work**
   - *User : Artist*
     - *List of potential clients*
     - *List of suitable jobs*
     - *List of applied jobs (financial transactions+)*
     - *List of customers present in your friendlist (message+)*
   - *User : Customer*
     - *List of posted jobs (financial transactions+)*
3. **Message**
4. **Notifications**
5. **Profile**

Discovery timeline

Iteration I

- ◦ ***Define* problem :** I published my first book on the *Amazon Kindle* and then *I wish to improve the reach of my book.*
- ◦ ***Search* for existing solution & check it's efficiency :** I asked myself *what other authors are doing to improve the reach of their books* then I discovered that they are using *book review service on Instagram where page owners create their pages to market books*.They are charging upto Rs 500 for an instagram post which act as a sales pitch for attracting readers but *the main problem is that lots of people don't read as their attention span is very low.*
- ◦ ***Is there any <u>alternative way</u> exists to provide same benefits to customer ?*** *Why I want to improve the reach of my book? What potential benefits I would like to give to my readers? What is the value? A book is basically a **story** to convey some **message** which can entertain or make people think about some issue. "**message is the value conveyed by story**"*
- ◦ ***Explore* ways to provide same benefits which you can provide the best:** There are many ways for providing same benefits to my customers or audience.
    - ▪ ***Check for better medium to deliver similar value*** *Maybe my audience is not using the medium I am using for delivering it.* *Can I change the medium for delivering the same message from e-book to physical book or from selling it via Amazon Kindle to some publishing house or something else?*
    - ▪ ***Check for better expression to deliver similar value*** *Maybe most people are not interested to listen to the whole story.* *Can I change the way of expression from book to short story, podcast, video, audiobook etc?*
- ◦ ***Evaluate* all the better ways you found to provide same benefits** *Make a list of ways which can improve your reach.*
    - ▪ **List all ways in increasing order of their impact**
    - ▪ **Select the possible implementable solution from the list**

Better Ways	Type	Impact
Publishing book	Changing medium	+10
Creating Audiobook (narration)	*Changing expression*	*+30*
Creating Podcast	Changing expression	+70
Creating Video	Changing expression	+150
Creating Audiobook (multi voice actors)	Changing expression	+200
Creating Web series	Changing expression	+400
Creating Movie	Changing expression	+1000

*Medium-Expression Impact matrix is created by marketing research

*** The biggest mistake we do when we believe that we will not be able to discover anything good in the future just because we are not able to discover it yet. We don't like process of finding solution.

If you don't like the process you are already lost if not yet than sooner or later you will going to loose for sure– Gary Vaynerchuck

Iteration II

- ○ **<u>Define</u> problem :** I want to create audiobook
- ○ **<u>Search</u> for existing solution & check it's efficiency :** I asked myself *Is there any service exists which helps authors record their audiobooks ? No. What will happen if I suggest book reviewer who is interested to record his/her own podcast/audio in future to add audiobook recording as new service.*
  - ▪ ***Decide the cost of service which is affordable to potential clients and revise pricing after knowing the production effort :*** *I decided Rs.2500 per book as cost for simple narration of the audiobook then I realised that pricing can be done on hourly basis as well or we can say Rs 600/hour for recording audio.*
  - ▪ ***List all the possible services which can be provided and pick initial service you can provide in the market.***

Services	Cost	Effort
Record Audiobook	*+100*	*+100*
Record Audiobook (multivoice)	+300	+200
Record articles explanation (audio)	+50	+10
Record Podcast	+150	+70
Advertisements (audio)	+50	+30

* Cost-efforts matrix is created by domain research

  - ▪ ***Optimise the production effort to generate profit.*** *To record audio efficiently, we came up with few optimisations like*
    - • ***human productivity optimisations :*** *using pause buttons while recording to reduce the need for correction in recording the audio, reading next few paragraphs before recording so that the tone of voice represent the situation better.*
    - • ***Tools optimisation :*** *using free audio editing android app we can refactor the whole audio easily.*

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Opportunity I - Audiobook service for authors

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Opportunity is always mixed with unknown challenges. The fear of **unknown prevent us try new stuff.*

Iteration III

- ○ **<u>Define</u> problem :** *Find areas of optimisations to scale your business which suits you the best.*
- ○ **<u>Search</u> for existing solution & check it's efficiency :** *Look for various types of possible optimisations and check the kind of optimisation which is benefitial and familiar to your area of expertise.*
  - ▪ ***Build the brand around the kind of optimisation your organisation offers the best***

*** You need to find what you can contribute because you are the primary executor of the business as a founder and if you don't enjoy it then you will never be able to devote more time to it and hence you will not be able to find the right kind of optimisation according to the available resources in order to generate more profit.

Optimisations	Type	Opportunities from Human optimisation	Opportunities from Tool optimisation
Recording audio	**Domain**	Create training centre for teaching people how to record audios more efficiently.	Build better audio editor tool according to the need of different types of users
Increasing Sales	**Sales**	Create the sales pitch according to different background of customers.	Create tools and systems to make customer relationship management easier.
Improving reach	**Marketing**	Create different marketing strategies for different medium like creating advertisement for TV, printed ads, social media ads according to the availability of potential clients. If your clients spent time on Instagram then you should hire Instagram Marketing consultant.	Create tools for analysing your market more efficiently. If your audience use Instagram then build your custom tool to analyse specific type of instagram market with the help of APIs provided by the instagram.
Improving hiring	**Human Resource**	Finding institutes, groups and communities where you can hire better talent	Create tools to simplify and scale hiring process.

* Optimisation matrix for finding new business Opportunities

Iteration IV

- ○ **Define problem :** *Building the market around your brand.*
- ○ **Search for existing solution & check it's efficiency :** *Cluster all the similar products and services in order to reduce the customer efforts and productivity improvements of associated companies in the market. Identify the services which matches your brand.*

**In information age, we have web technology which provides luxury to build virtual markets even before it's actual existence. Building virtual market doesn't guarantee quick success which means if you don't have the neccessary wisdom to understand people then your idea will fail because you will hire wrong people in your team and the classic irony of life is that only wise person can identify the wise person which means if you are not wise than you will not be able to identify, hire, attract or maintain the group of wise people around you.

Iteration V

- ○ **Define problem :** *Search opportunities in the emerging markets, say social media driven business.*
- ○ **Search for existing solution & check it's efficiency :** *When I searched "audiobook creator" on instagram then no results found and there is no seperate section on instagram which helps me to post jobs as it is not built for that purpose. So what can I do?*
  - ▪ *Go and search someone who can record the audio for me by going through various kinds of creators page. The strategy was to search someone who make podcast or has any kind of inclination towards recording his/her own audio. This method of searching is very inefficient.*

- *Is there any <u>alternative way</u> exists to provide same benefits to customer ?* I can start the consulting business on Instagram where I keep the track record of the different categories of creators and act as an *aggregator* in order to provide regular work to the creators.

- *<u>Explore</u> ways to provide same benefits which you can provide the best:* There are many ways for providing same benefits to my customers.

  - *Check for better medium to deliver similar value :* I can create my own medium or platform or marketplace to provide the similar more efficiently where I will list different category of creators and clients.

    Q. What is market?
    A. Market is the group of **sellers** (service providers) and **buyers** (service consumers).

    Q. What is a good market? Can I improve my market?
    A. *A good market helps sellers to find right buyers and buyer to find right sellers easily. Yes, a virtual market can be improved more frequently.* In older markets, some sellers use to create monopoly by purchasing real estates at prime locations and even after lowering their quality standards they were able to stay in the marketplace which ruins image of the entire market and ultimately results in sales reduction but now in virtual markets it is possible to change the market configurations (changing rankings of buyers and sellers) according to the client needs or query using databases and webservers.

**The biggest mistake we do when we think that if I am not able to find the right idea in 2-3 days then I will quit. Instead find problem and stick to the problem for at-least for 21 days and do not start thinking about taking idea personally before completion of next 21 days and finally compare the difference between "Check whether what you conclude about problem statement 21 days earilier and what you conclude about the problem statement after 21 days are same or not." It will save you from solving the wrong problems because people will only value or pay for your efforts if you solve the right problem. It requires immense self-awareness and knowledge to predict problem statement correctly at the first place so it is better to take total 42 days (21+21 days) before starting execution . You can take multiple business ideas within these same 42 days and think about the your capacity to accumulate the resources for your business idea and only execute if you find love doing it and remember business is not an activity but a process. The real question is, are you willing to commit to the process for finding better solution or not?*

Process is the magic – Steve Jobs