



A
SYNOPSIS OF
Practice School – II (PS-2), PS1102
ON
BUILDD “GOOGLE FOR STARTUPS”

SUPERVISED BY:	SUBMITTED BY:
FACULTY: Prof. Amit Sinhal Prof. Kshitiz Verma Industry Expert: Hrishikesh Pardeshi	Vardan Sharma 2018BTechCSE020

Department Computer Science and Engineering
Institute of Engineering and Technology
JK Lakshmipat University, Jaipur

May 2022



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1.1 CERTIFICATE

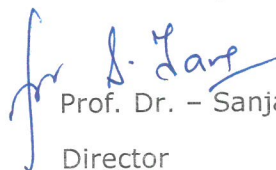
This is to certify that the Practice School-2 project work entitled "**build**" submitted by **Vardan Sharma (2018BTECHCSE020)** towards the partial fulfillment of the requirements for the degree of **Bachelor of Technology in Computer Science Engineering** of JK Lakshmipat University Jaipur is the record of work carried out by them under my supervision and guidance. In my opinion, the submitted work has reached a level required for being accepted for Practice School-II examination.



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Prof. Dr. - Sanjay Goel
Director

Institute of Engineering & Technology
JK Lakshmipat University Jaipur

Date of Submission _____

1.2 ACKNOWLEDGEMENTS

I would like to express my heartfelt gratitude to Prof Amit Sinhal, Faculty Guide Professor, and Prof Kshitiz Verma, Professor, Department of Computer Science & Engineering for his valuable time and guidance that made the project work a success.

I would also like to thank sincerely to Prof Dr Sanjay Goel, Director, Institute of Engineering and Technology, JK Lakshmipat University.

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1.6.2 WIREFRAMING AND IDEATION

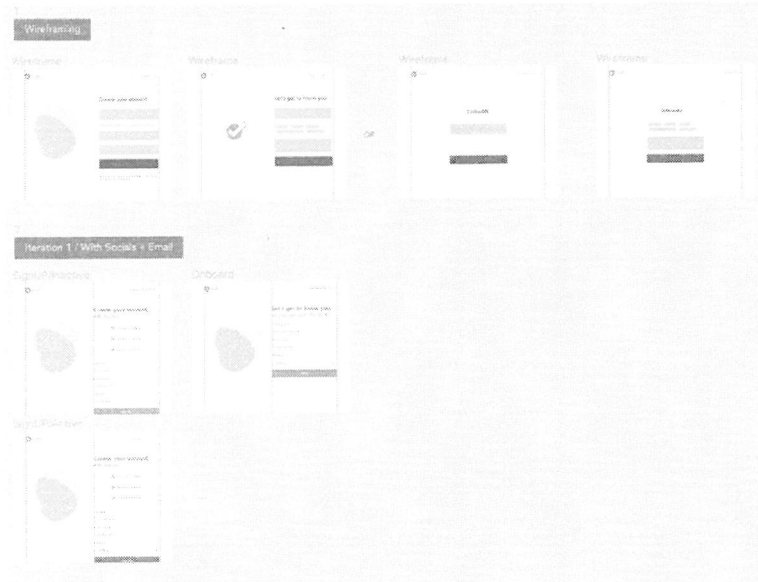


Figure 3 Wireframing

1.6.3 WORKING ON ITERATIONS

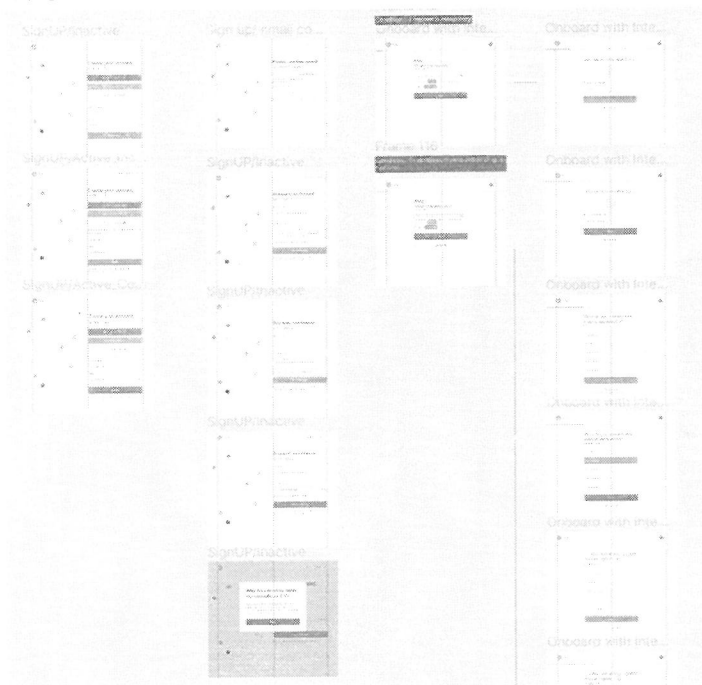


Figure 4 Iterations

1.7 TOOLS USED

- FIGMA – For complete product design wire framing, low-fidelity to high fidelity, micro-interaction and prototypes. Also used to keep and maintain the iterations and the final design deliverables.
- CLICKUP – To maintain Kanban boards on major on priority as well as side work such as making build design assets. Also used to keep up the daily log book.
- SLACK – For day-to-day async communication on different threads.

1.8 CONTENT LIST

1.8.1 COURSES

The courses are set up to aim providing content under a single category with timely learnings through videos, articles and other resources.

Courses are set out in different tasks:

1. Courses landing page.
2. Course description page(CDP).
3. Course Registration + Onboarding.
4. Course after subscription.
5. Course Certification.

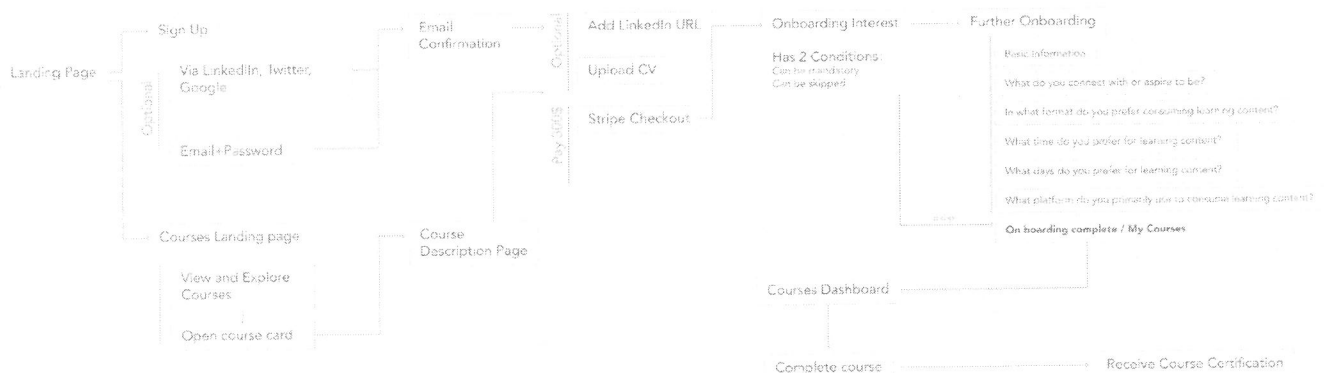


Figure 5 Courses Userflow

1.8.2 MY PROFILE

Once the user is registered into the system and gets in the My Profile section provides the functionalities of which some are features and some are for better accessibility.

Sections provided in My Profile:

1. A quick brief of the user.
2. My Courses.
3. My Details.
4. CV Maker as a complete feature.

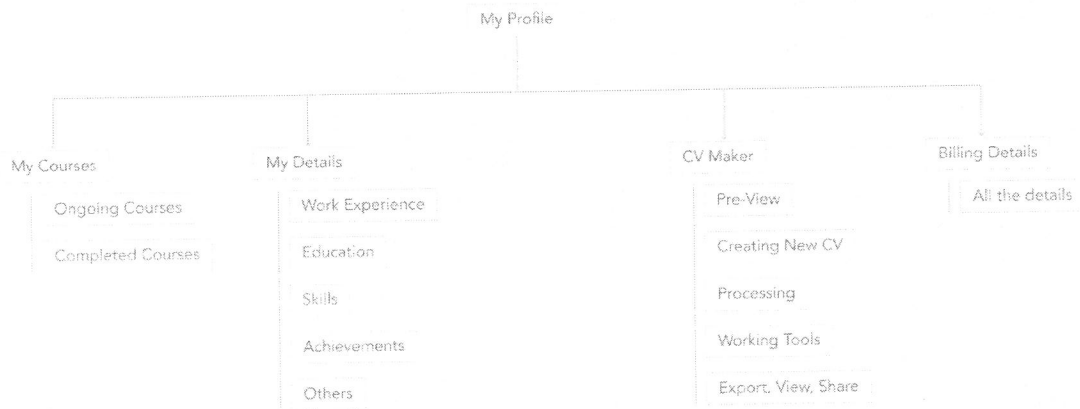


Figure 8 My Profile Userflow



Figure 7 My Courses Web



Figure 6 My Courses Mobile

Different states under different sub topics:

i. My Courses

Under the my profile section there is a sub folder termed as “My Courses” what it has to offer is show real-time progress for different states.

Ongoing Courses



Figure 9 Ongoing Courses

Ongoing courses show courses which a user has enrolled in and are being pursued by the users whereas it shows the Title and the topic under which the course falls and the progress of the course with a Primary Call-To-Action to encourage users for resuming and completing the enrolled course.

Completed Courses



Figure 10 Completed Courses

Completed courses show courses which a user has enrolled in and are completed by the users whereas it shows the Title and the topic under which the course falls and the date of completion with a Secondary Call-To-Action to download the certificate which also serves as a marketing push for reaching more audience through sharing to different channels.

ii. My Details

Under the my profile section there is a sub folder termed as “My Details” what it has to offer is show real-time progress for different states.

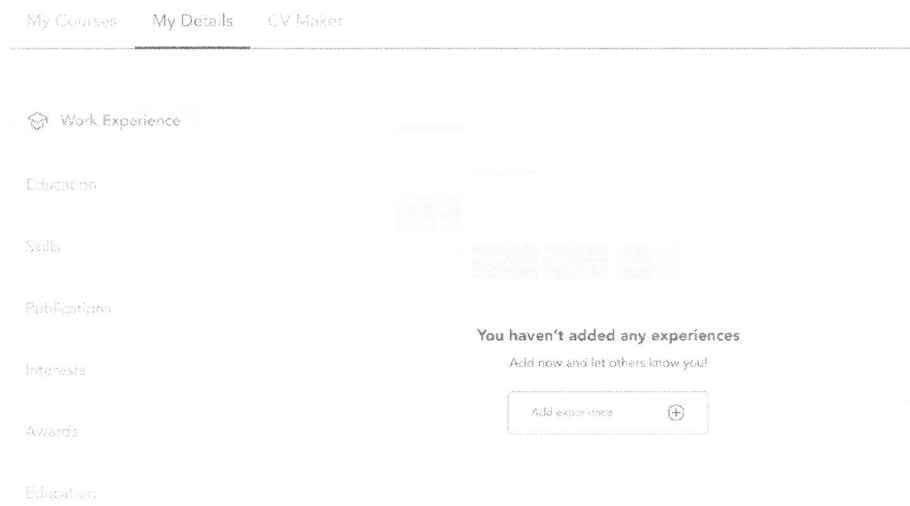


Figure 11 My details empty state

My details has an empty state as an initial state which prompts to add experience, education, skills, publication, interests and awards to show.

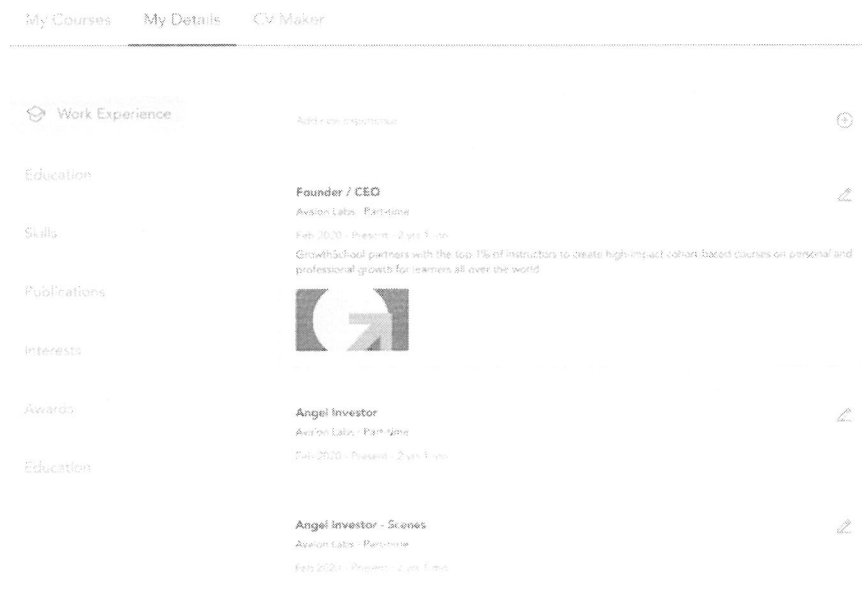


Figure 12 My details active state

My details has an active state as which shows different details about the user which are generally fetched or manually added consist of experience, education, skills, publication, interests and awards.

iii. CV Maker

Under the my profile section there is a sub folder termed as “CV Maker” what it offers is provide a service dependently or independently as a feature of buildd to create CV’s in different designs and get a direct link/download to share.

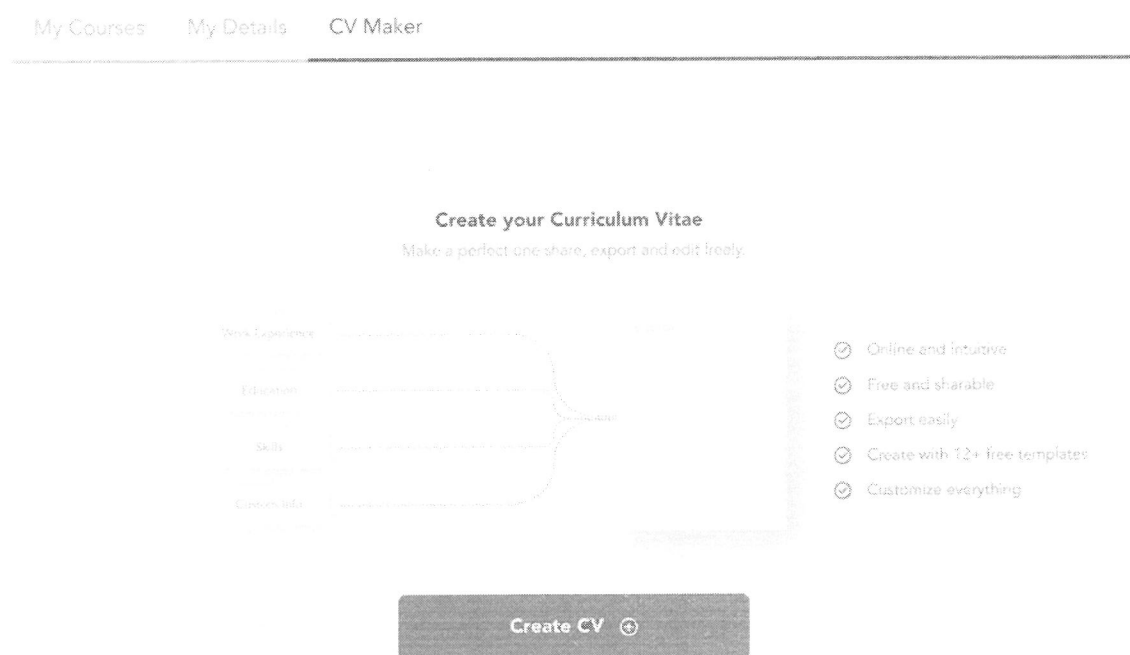


Figure 13 CV Maker empty state

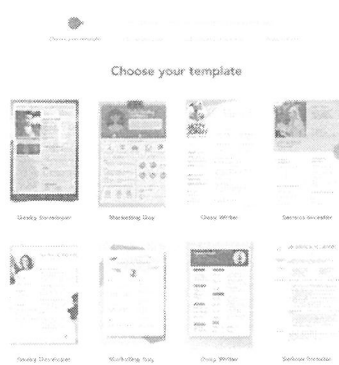
As an initial state empty state is shown with some key features and a Call-to-Action of Creating a new CV.



Figure 14 CV Maker process of new CV

Creating a new CV consists of a timeline with 4 steps which are

- i. Choose your template.
- ii. Choose/ Import data.
- iii. Customize CV.
- iv. Ready to share.



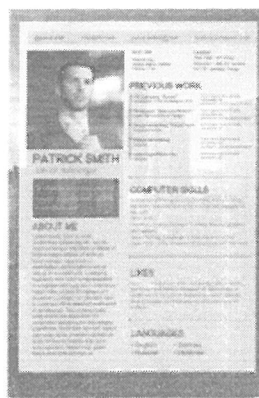
Choose Your Template.



Choose/ Import Data.



Customize 



Geeky Developer

Customize CV.

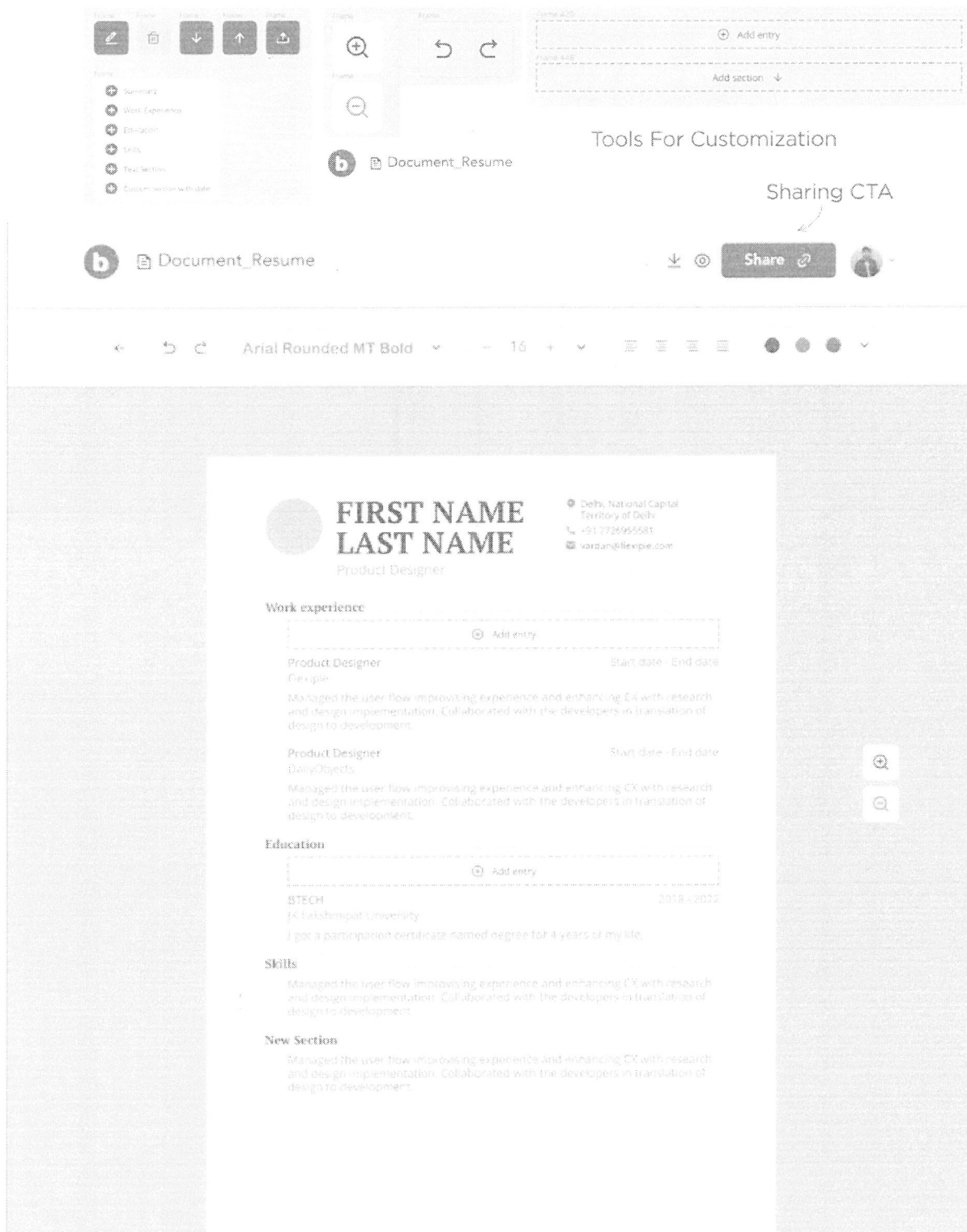


Figure 15 CV Editing tools stage

Customization View Before Sharing

1.8.3 MOBILE APPLICATION

A new mobile application was planned to provide daily SEO tips to the users through it. The major purpose of the application is marketing and increasing the CTR for the primary website.

The app is built on Adalo using the internal databases for further adding content and functionalities.



Figure 16 Mobile app userflow

Database Collections		
> Users	1 Record	
> Carousels	16 Records	
> Tweet Images	3 Records	
> SEO Tips	8 Records	
> Category	3 Records	
> SEO Categories	2 Records	
> SEO Case Study...	2 Records	
+ ADD COLLECTION		

SEO Tips				
	Heading	Content	Image	Source Link
	Focus on readability	Write for humans, optimize for Google's p...		
	Use online communication	Wikipedia - Table of contents 2x1000 - Qw...		
	Make sure your website...	HTTPS is a must for modern websites. While it's...		
	Create and submit a d...	Sitemaps helps Google find pages on your website		
	Bit by Google Search...	Google Search Console is a free tool that helps p...		

Figure 17 Database data

Figure 18 App database

1.8.4 SEO ORIENTED PAGES

A particular set of sections and pages which are developed for the purpose for optimizing the SEO with the help of tools and their details.

Pages are of different types:

1. Product Page
2. Product Alternatives
3. Product Review and Testimonials
4. Descriptive Job boards
5. Glossary Blogs

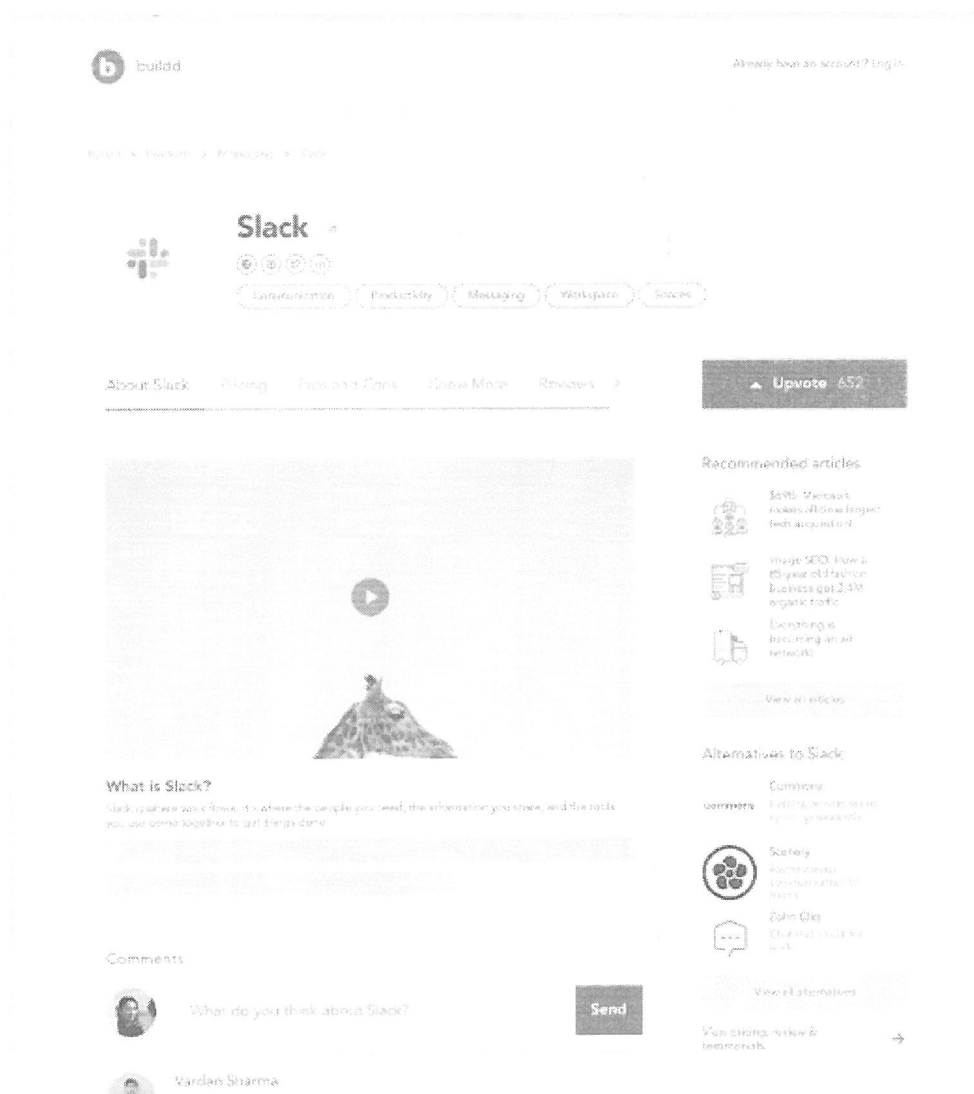


Figure 20 SEO page web

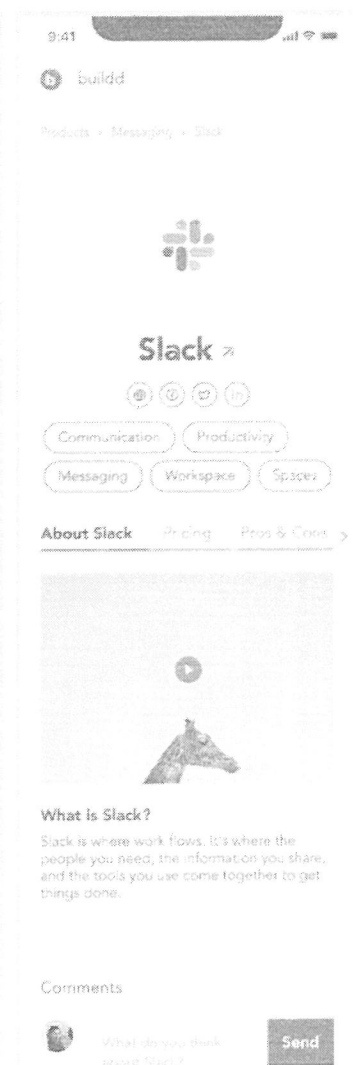


Figure 19 SEO page mobile



1.8.5 IMPROVEMENTS POST DEVELOPMENT

I initiated a sprint of going through the shipped and completed developed screens to make improvements further comparing of them to the shipped versus developed versions.

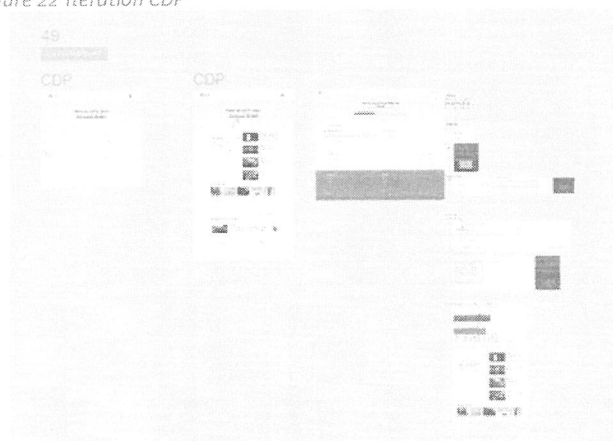
Pages are of different types:

1. Course Description Page
2. Article Page
3. Course Landing
4. Course after subscription
5. Other pages and minor elements.



Figure 22 Iteration CDP

Figure 21 Iteration Article



1.8.6 GLOSSARY INDEX

Buildd provides a complete dictionary of words related to Startup world related to Marketing, Product, and Funding for the same a complete revamp has been made with complete list.



Figure 23 Marketing Glossary

1.8.7 ABOUT US

For the users telling the story, and aim of build was crucial with the process and the team details. The about us page provides the best space for all these aspects.

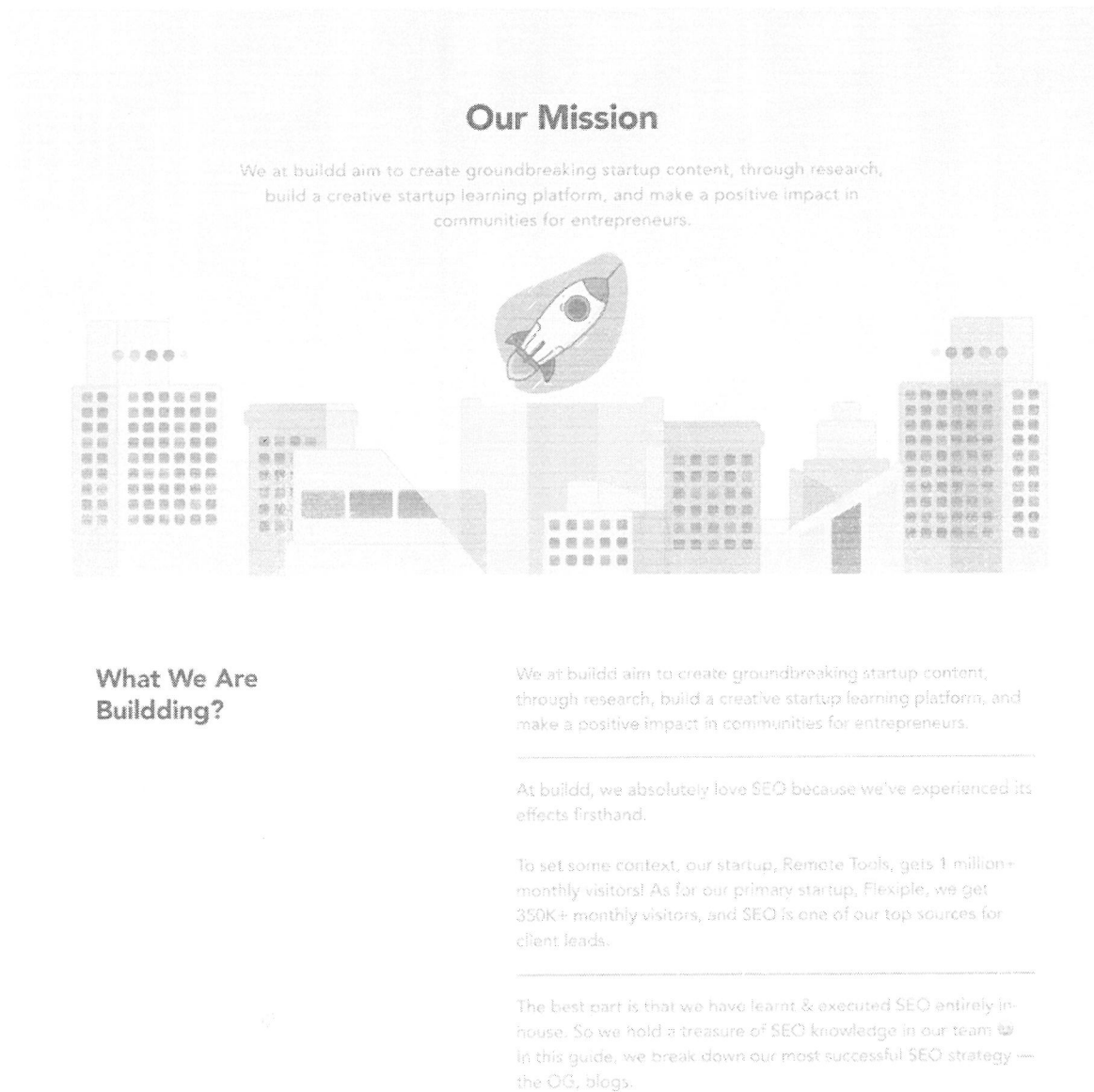


Figure 24 About us Hero

Sharing the information about what we are building and the mission.

Sharing the complete process of putting out the content and other work done at build.

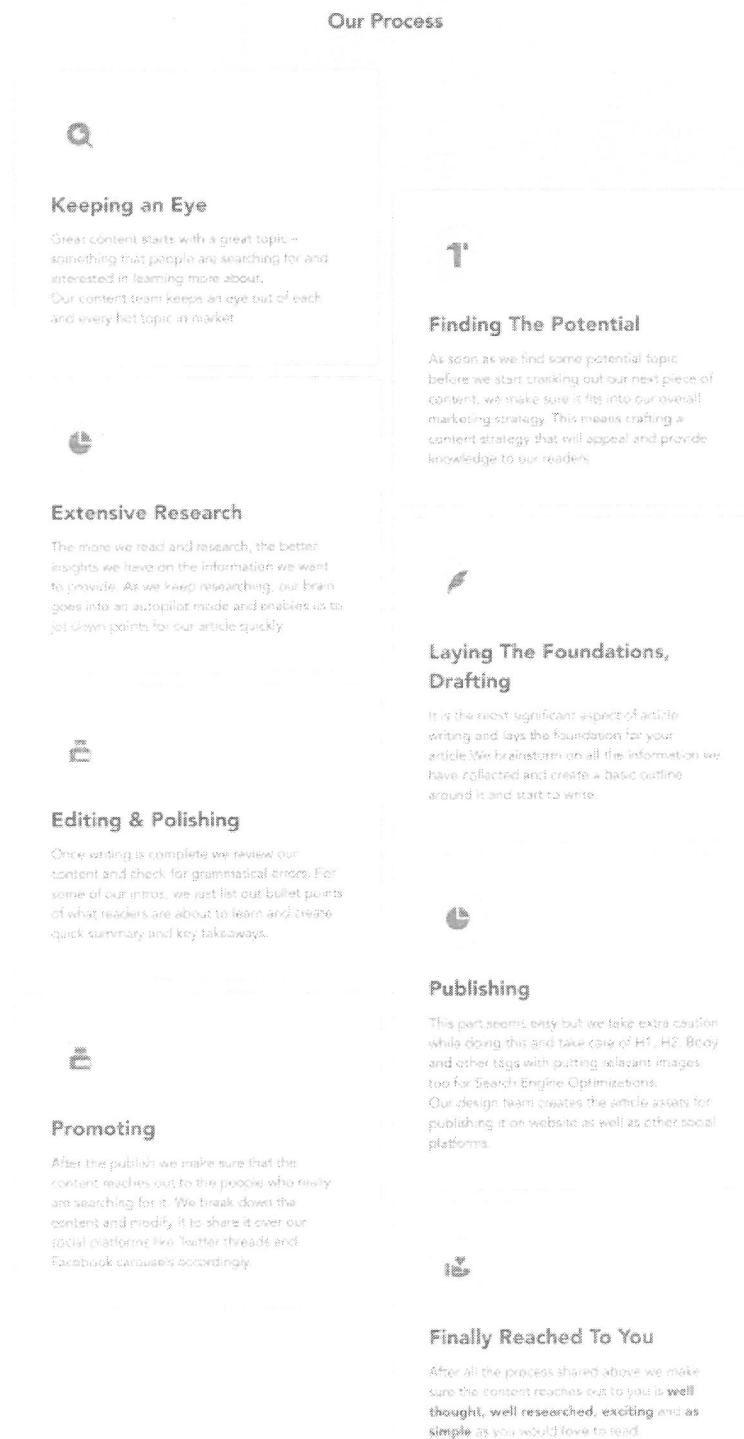


Figure 25 About us Process

Sharing the information about the people who are building with their role.

Meet The Team



Figure 26 About us Team

1.8.8 HERO VISUAL DESIGNS FOR DIFFERENT TECHNOLOGIES AT FLEXIPLE

At Flexiple, the parent startup there are a lot of freelancers available with specialization in different technologies for the same different page links Hero visuals have been created.

The technologies are:

1. Flutter Developer
2. iOS Developer
3. Backend Developer
4. Angular Developer
5. Python Developer
6. Android Developer
7. Java Developer
8. .NET Developer
9. Software Architect

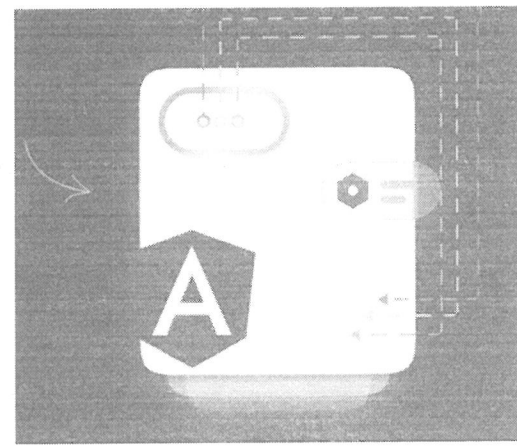
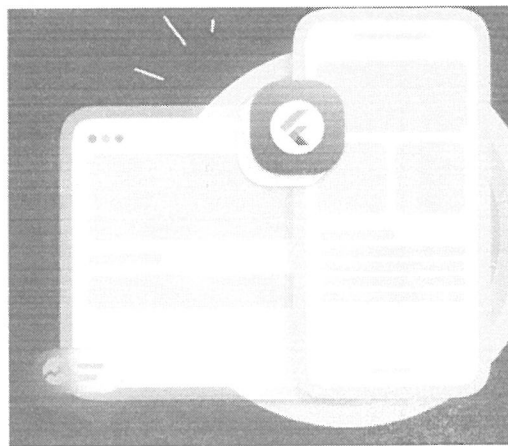
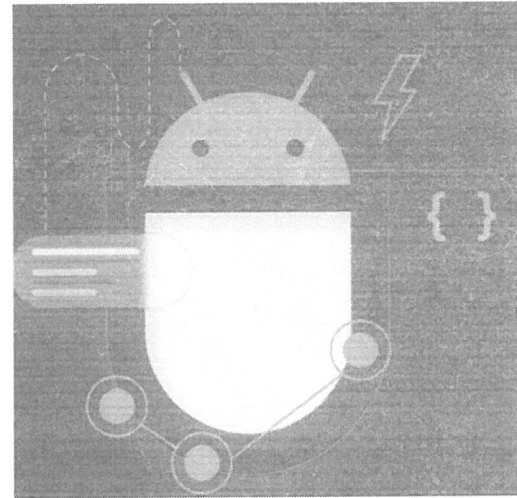
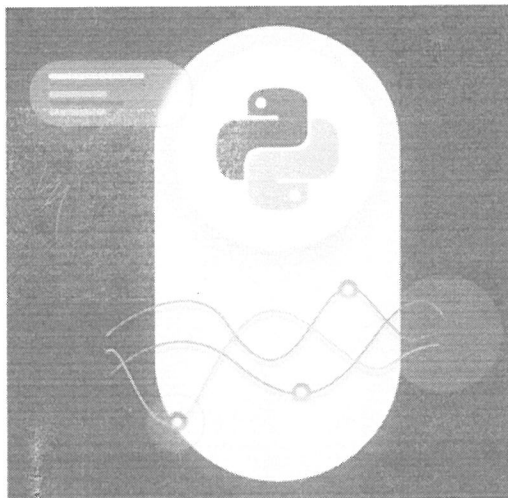
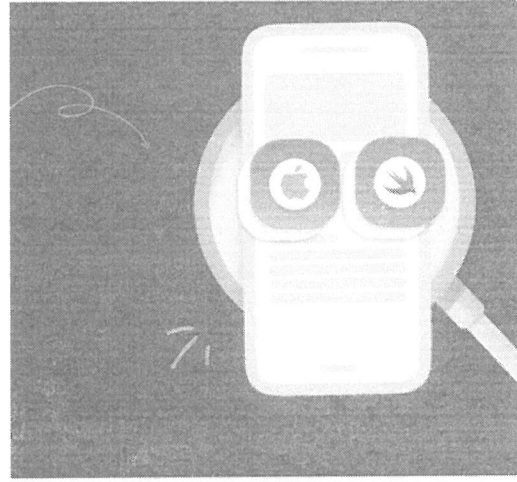
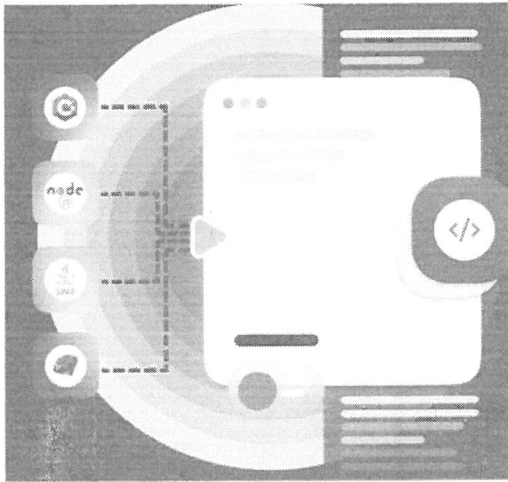
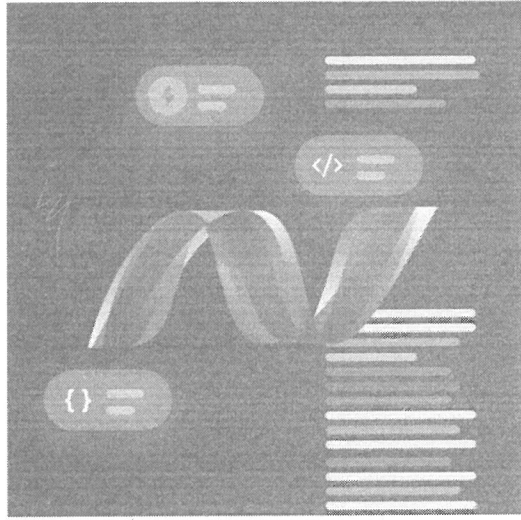
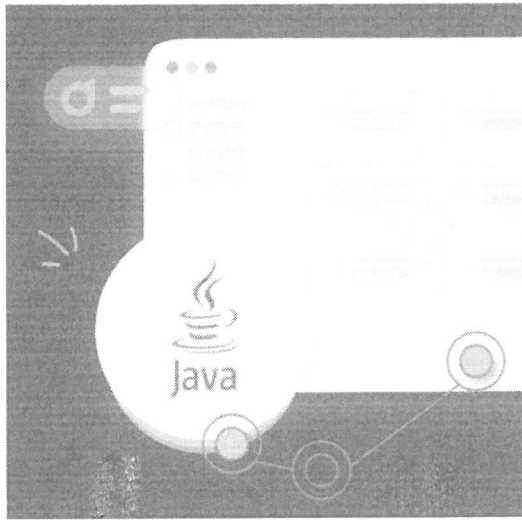


Figure 27 Hero Visuals



1.8.9 LONG/SHORT FORM VISUALS ON DIFFERENT CHANNELS

After a successful launch for build I started to work on visuals for different channels which were distributed for marketing and building the community such as mainly Twitter and then Instagram.

The process for these visuals were:

1. Finding a particular topic according related to the startup tips.
2. Finding the tips on the topic.
3. Laying out the structure.
4. Start with the design inspiration process.
5. Design and Iterate.
6. Iterate and making it ready for Publishing.

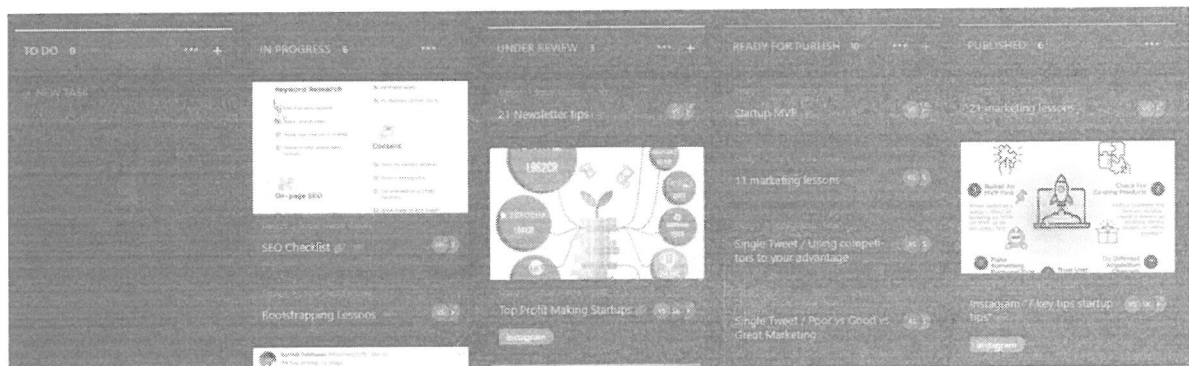


Figure 28 Kanban board Visual process

1.8.10 BRAINSTORMING IDEAS AND ADDING INITIATIVES TO THE ROADMAP

After the launch for buildd it was time to iterate and add new initiatives by participating to the roadmap of the product according to the needs and likings of the users.

The process I followed for sharing the initiatives:

1. Understand and see user reviews on marketing channels.
2. Use different products in the same category to know about what are the new initiatives are being taken according to the market.
3. Brainstorm and do ideations.
4. Create a rough pitch note with reasoning and other factors.
5. Share with the industry expert.
6. After discussion if the idea aligns with the vision and resources needed.
7. Move forward and start with the design process before dev handoff.

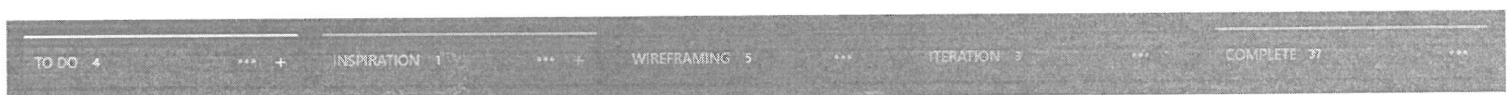


Figure 29 Initiatives RoadMap

1.9 OUTPUT AND INSIGHTS

1.9.1 BUILD PRODUCT LAUNCH

Before the first week of launch almost 4500+ users registered for the pre-access of the course.

With time the users grew over to more than 9000+ in May 2022.



Figure 30 SEO Course Insight

1.9.2 SOME INSIGHTS ON SOCIAL MEDIA ABOUT THE PRODUCT & THE SHORT/LONG FORM VISUALS

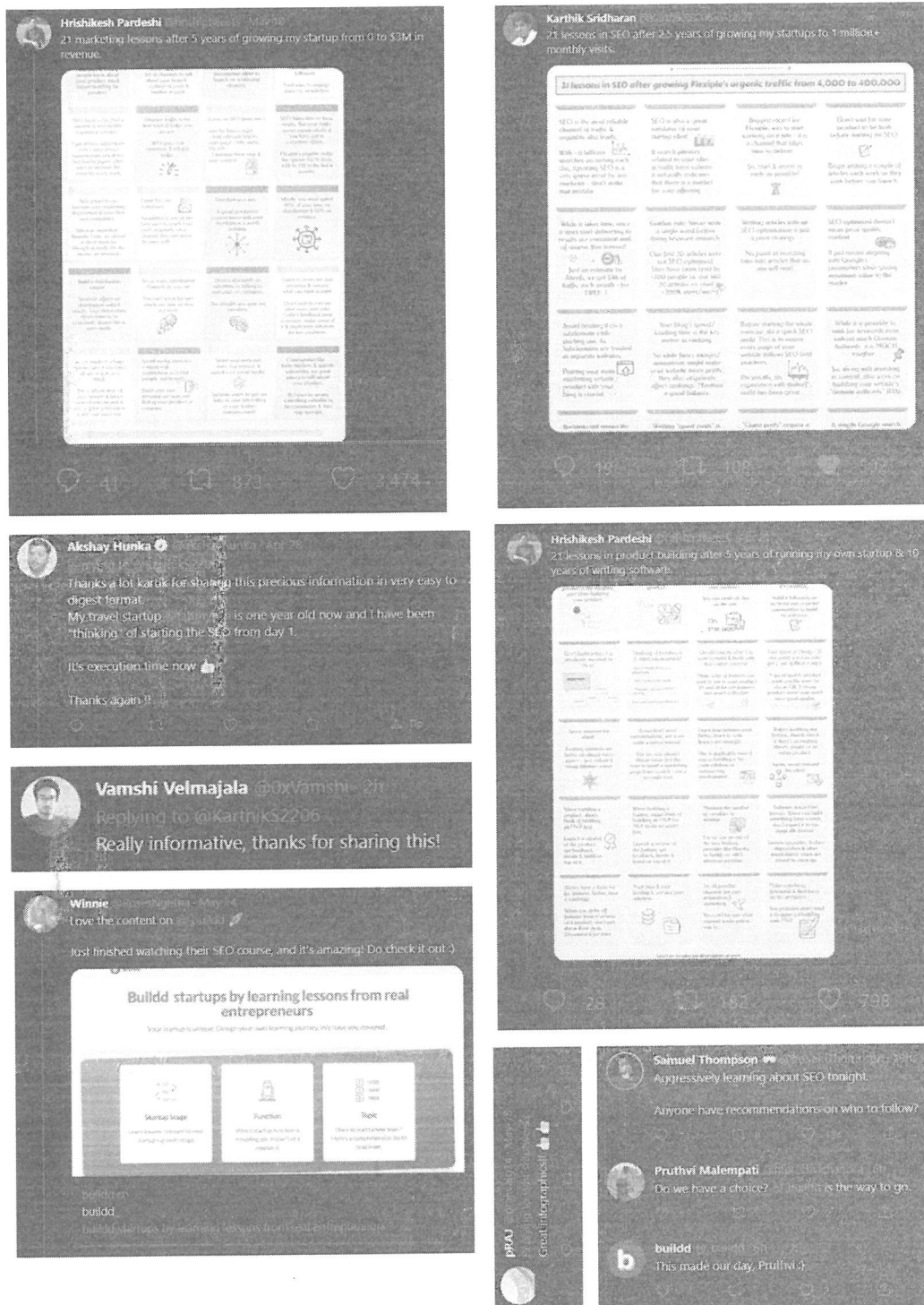


Figure 31 Growth and comments on build

1.10 CONCLUSION & FUTURE SCOPE

Conclusion On overall, the project has achieved its objectives with better add-ons through iterations on the go. The project has been completed to create new features and workflow(s) for the product build.

Throughout the project there were instances of revamp as well as creating new detailing through idea generation and market fit on the roadmap which have been achieved. In view of the time taken according to the tentative dates I was able to perform ample number of work outside the roadmap at times.

On concluding the contents that have been covered and completed, starting from the Sign up and the complete onboarding process for the users for which strategy changed more than 2 times according to the required data needed revamped it and completed with as being the starting phase of the project also created the Design system, discussed the process that will be followed and the iterations of different styles.

With the following long-form articles drives a lot of traffic for build and also provides best of value for startup learners on keeping attention to the article section work was done on this, a major announcement on build for courses was already on work in regards to content making, strategy, newsletter, marketing, product design and development followed by testing and fixing the platform which got carried out well on-time with great traffic and pre-registrations.

SEO courses being first on the list concluded with more than 9000+ users registered and started to learn through it, looking at the reviews and critics of the people on twitter it was found out the content was very useful and provided a lot of value as also shared in the Output & Insights section.

Following of the stages and sections were also performed of which some of them are shipped and developed whereas some are in the stage of development such as Courses, My Profile which contains 4 sections within it and as a feature CV Maker is also included under the maker different states are made according to the different performing of functions.

Continuing a mobile application is also made using adalo and connecting a backed database, SEO oriented pages as per required these are the pages which may or may not be used by the users but provide a strong back-link and SEO traffic, Glossary is a part within buildd which has a database of words simply can be called as dictionary has also been put out in the other form and is under development.

Similarly, About us page is also in the development stage completing all the published and completed work there also came a point where Improvements post development were carried out. Once the stages in the roadmap were completed and accomplished further work was done on creating Long/ Short form visuals to share on different channels for marketing.

Looking at the outputs for the shared visuals insights & outputs have been attached to the following section 1.9.

FUTURE SCOPE OF WORK

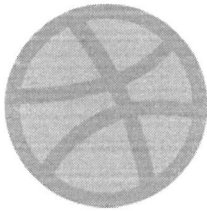
Followed by the completed stages new initiatives after brainstorming ideas are in the processing stage with creation of sketches and low-fidelity wireframes.

Upcoming stages:

1. Creating an opportunity for short form content in contrast to the long form content and capturing the audience who like to consume it.
2. Using the small common terminologies used in the startup space with reference to "Google for startups" and making them learn to the users who visit build daily/ weekly.
3. Add more function window to provide variety of content with relation to the startup stages, different functions, and topics such as Idea validation stage, Early-stage, Mature stage, Growth stage and more. On the functions there are different functions such as sales, marketing, product, leadership and human resources. On topics such as hiring, SEO, Distribution, MVP, newsletters and email-marketing.

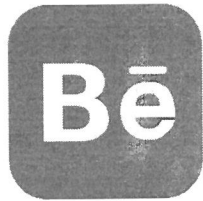
1.11 REFERENCES

1.11.1 Dribbble



Dribbble.com is a community for creative where they share and find inspirations in different categories animation, branding, illustrations, mobile, print, typography and web design.

1.11.2 Behance



Behance is a part of Adobe is another platform to showcase & discover creative work around different categories.

1.11.3 Pinterest



Pinterest is a visual search engine for finding ideas and inspirations around different topics whereas I took reference from Pinterest while creating visuals for marketing.

1.11.4 Landingfolio



Landing folio is a curation of UI inspirations and patterns divided into different categories for mobile and web both.

All the curation is made from real web pages to provide a variety of options amongst them.

INTERNSHIP CERTIFICATE

Date: 26/05/2022

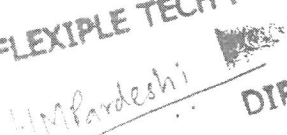
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Vardan Sharma has done his internship at Flexiple, from 03rd January 2022 to 20th May 2022 for the duration of 4.5 months .

He has worked on a project titled 'buldd'. This project was aimed at working on buldd product. As part of the project, he has worked building features & workflows for buldd (product).

During his internship he has been self-motivated to learn new skills. His performance exceeds our expectations and he was able to complete the project on time.

We wish him all the best for his upcoming career.

FLEXIPLE TECH PVT. LTD.

DIRECTOR

Hrishikesh Pardeshi

Co-Founder & CTO, Flexiple