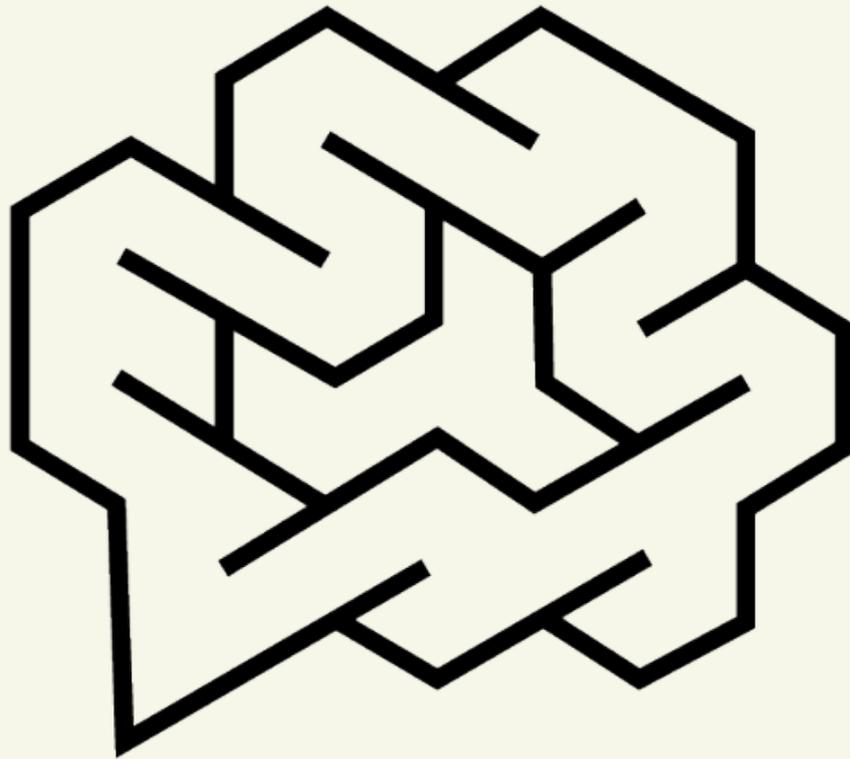


Book Of Specifications



One Brain

International Open Bidding Project 15/03/2021

Team 2 : Duragrín-Dormois Alexandre, Juillard Alexis, Wang Chengzhe, Lord Geoffrey, Hourtoule Guillaume, Ouari Safa, Saibi Tassadite, Bardarov Deyvid, Phạm Thị Diệu Linh, Trần Thái Sơn.



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Introduction

Our project, named “OneBrain”, is an online platform, a social network for people all over the world, allowing them to share their knowledge and experiences even when they are not meeting in person, and so by using online chat and video meetings based on defined criteria.

There is a lot to learn from other skills, experiences and life stories, and a growing gap between generations is not good for society as a whole, further dividing us and making us miss out on potentially life changing experiences and challenges. New age information and communication technologies can offer tools to overcome this temporary lack of communication, also avoiding the problem of physical distancing due to living in other countries.

This is why we set out to design and make a cross-generational communication and learning platform that would allow people from different countries and different generations to come together and exchange their skills and experiences !

Problematic : How can we make a skill and knowledge sharing cross-generational online platform ?

I/ The team's presentation :

To achieve the creation of an ambitious social network of such potential magnitude, we decided to divide the tasks amongst ourselves according to the technical poles that we associated with, whether it was by abilities or by interests. That being said, our communication, graphics and programming groups have come together to create this platform as efficiently as possible, even though, in some cases, thousands of kilometers separated us.

We therefore have 3 main poles which are as follows:

- The communication and writing department with Tassadite, Alexis and Geoffrey.
- The programming and web development department with Deyvid, Linh, Son, Chengzhe, Guillaume.
- The graphics and audiovisual department with Safa, Alexandre and Geoffrey.

Tassadite and Geoffrey coordinate the project and manage the transmission of information with those in charge of the seminar.

In addition, in order to ensure an understanding of the texts and written content on the website (and on the official documents of the group), English was chosen as the preferred language. Geoffrey will therefore take care of the translation of the French texts to facilitate the rapid progress of the project.

Going into more detail about the project, each group mentioned above takes care of specific tasks related to their pole. Thus, the communication pole takes care of the project's communication strategy and manages its social networks.



The graphics and audiovisual department is responsible for the entire graphic approach of the project, ranging from the creation of the logo and graphic elements related to our theme in digital and print, to the creation of a promotional video for the homepage of our website.



Finally, the programming division takes care of the creation of the site, with a home page, a login system for users, a profile system and a messaging platform for intuitive social interaction.



II/ Project presentation :

1. Pitch

One Brain is a global project, whose main mission is to facilitate and promote the transmission of cross-generational knowledge, experiences and skills. Indeed, we are convinced that the key to all of our users' success lies in the overall sharing of knowledge!

One Brain is therefore positioned as a platform with characteristics similar to those of a social network, which will allow individuals from all over the world to share knowledge and gain some in return!

2. Why we want to do this and what makes us special

One might wonder what the point of a project like One Brain is these days, given that there are already many sharing platforms ranging from social networks to online learning, sometimes payware, platforms.

One Brain differs from the latter because we are one for sharing knowledge and skills, regardless of the field, in the most direct way possible: by connecting our users and letting them engage in productive discussions. Unlike classic social networks, or other existing platforms, our goal is not to make users show themselves for what they have materially or even physically. Our interest solely lies in the mind, or should we say, the brain.



Indeed, users will come into contact in order to learn and share new things (whether it be technical skills or just share specific knowledge), in diverse and varied fields, like cooking or sports, or even science and languages !

We want to connect people who are looking for new knowledge, for things that they could not otherwise find online. We are here for that specific piece of information that you so desperately need but can't seem to find anywhere.

In addition, it would also make it possible to make known some hidden or unpopular cultures that many would not know the existence of otherwise.

3.Core target

As said before, One Brain is an international platform for sharing knowledge and skills open to all. Indeed, our innovation comes from the fact that we want to connect people from the four corners of the world and that whatever their profession, their age, their sex, their background, there is a place for them on our platform.

One Brain believes that everyone has knowledge, tips, recipes or anything else that you take for granted but that others really want to know about.



Thus, we cannot clearly define our core target, as the only criterion that matters for us and our project is the will to learn and share new things, one which Camille, a 16-year-old girl living in Sweden, or Alma, a 68-year-old woman living in Indonesia may have in common. The conclusion here is that we are here for everyone and wish for every type of person out there to notice us and feel at home on our website.

4. Broadcast medium

Our platform will be directly available online through our domain name. It will be available in several languages, first in English as an international language, then in French and Bulgarian as those two languages were selected amongst the ones represented by our team members.

Thus, we look forward to making it accessible to as many people as possible around the world as soon as possible (but we have to start somewhere!). We will make sure to be as referenced as possible, in particular by using relevant keywords within the website itself.

Regarding the knowledge of our platform's existence online, or rather how it will be known, we opted in the first place for a communication campaign through social networks such as Instagram, Twitter, Facebook or even a Tik Tok, as any of those accounts' setup is no hard matter.

In addition, a print campaign is taking place as our platform is growing and will have a decent number of subscribers, allowing us to finance it through publicity and donations.

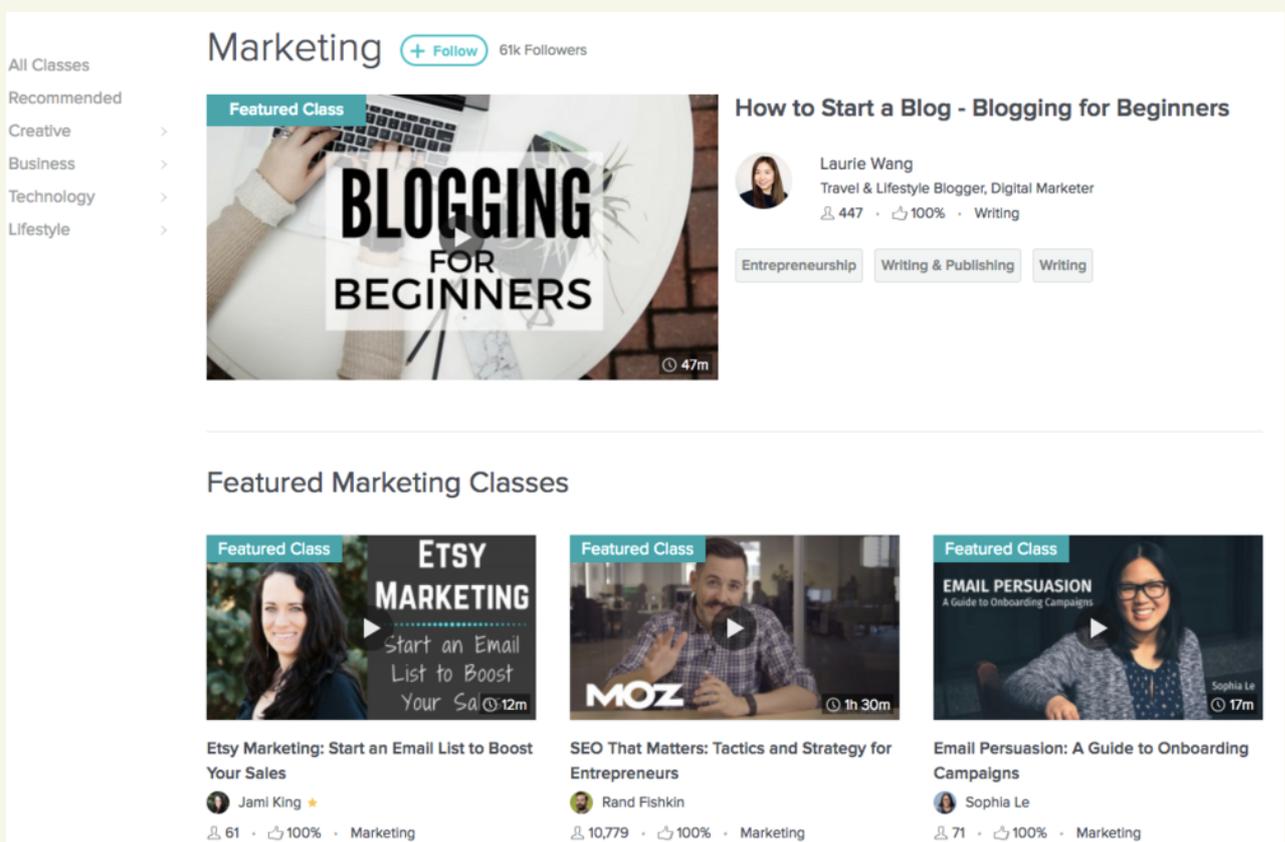
5. Our inspiration and evolution

For the creation of our project and therefore our platform, the One Brain team was inspired by one site in particular called "skillshare" (skillshare.com). It is an American website that gives its users the opportunity to train in different areas, such as graphic design or computer science, by using educational videos; all of this for a monthly subscription, although there is a trial period of one week (during which you can watch whatever content you want) for any newcomer.

This website inspired us because its principle is similar to that of our project. Indeed, One Brain wants to create a community that will share its knowledge, and acquire more. Skillshare does the same thing but has already evolved to a point where people that want to share what they know get to post professional videos and other content that makes learning that much easier for their subscribers.

In terms of future prospects, the skillshare website stays our main inspiration. Indeed, when our platform will be fully functional, and will have acquired a fairly large community, we could, in turn, consider creating subscriptions or premium options that would offer more benefits to our users, such as the option to view videos in the same way that they are presented on Skillshare, by letting people that want to, post them directly on their profile page as a trailer or a full video that explains what they are able to do, for example.

The money collected can be reinvested in the project, and new features can be developed, such as the improvement and embellishment of our website or the creation of a mobile application, as we know that any successful platform must be mobile these days.



III/ Project analysis :

When it comes to the creation of the website itself, we wanted to make something that was simple to use for everyone that would come and visit it. Having this in mind, it seemed out of the question for us to have a complex private or public messaging system, posts or even a specific displayed status.

We chose to stay with a simple yet easy to grasp for non tech-savvy users profile system, in which someone would be able to see only the information relevant to their request, like skills or experiences. Furthermore, this would promote one-on-one discussions between users as interaction between them requires, by our terms, for a user to make another user a “neuron” in his brain (an innovative way of calling someone a friend on our platform!).

Once “friendship” is established, a person would be able to chat directly with another person via an accessible chatting system. This is ideal, as the two people would now be able to set up a “meeting” or online visual discussion directly. We would be sure that this meeting would be real and planned, as both people would be fully conscious of this step.

Once the meeting is set up, both users would be able to check their “diary” to see when, and where if it is in person and not online, a meeting is planned. This concept is merely a copy of what already exists offline in the form of paper diaries, making it familiar to the older generations, therefore making them more at ease on our website !



Sign Up

First name

Enter your first name

Last name

Enter your last name

Username

Enter your username

Email

Enter your email address

Password

Enter your password

Confirm your password

Confirm your password

Location

Country, City, Postcode, Address

Experience

What is your experience?

Skills | Select

Select skills

- Select skills
- Coding
- Photography
- Music
- Computer Science
- Art
- Sports
- Mathematics
- Physics
- Languages

Skills | Free text

Describe your skills?

Tell us more about your skills

Text area for describing skills

Language | Select

Select languages

- Select your language
- Afrikaans
- Albanian
- Arabic
- Armenian
- Assamese
- Bengali
- Bengali
- Chinese
- Dutch
- English

[Go to One Brain](#)



2 POSTS **5** FRIENDS **3** COMMENTS

Lorem Ipsum
@Lorem Ipsum

 From Hanoi, Vietnam

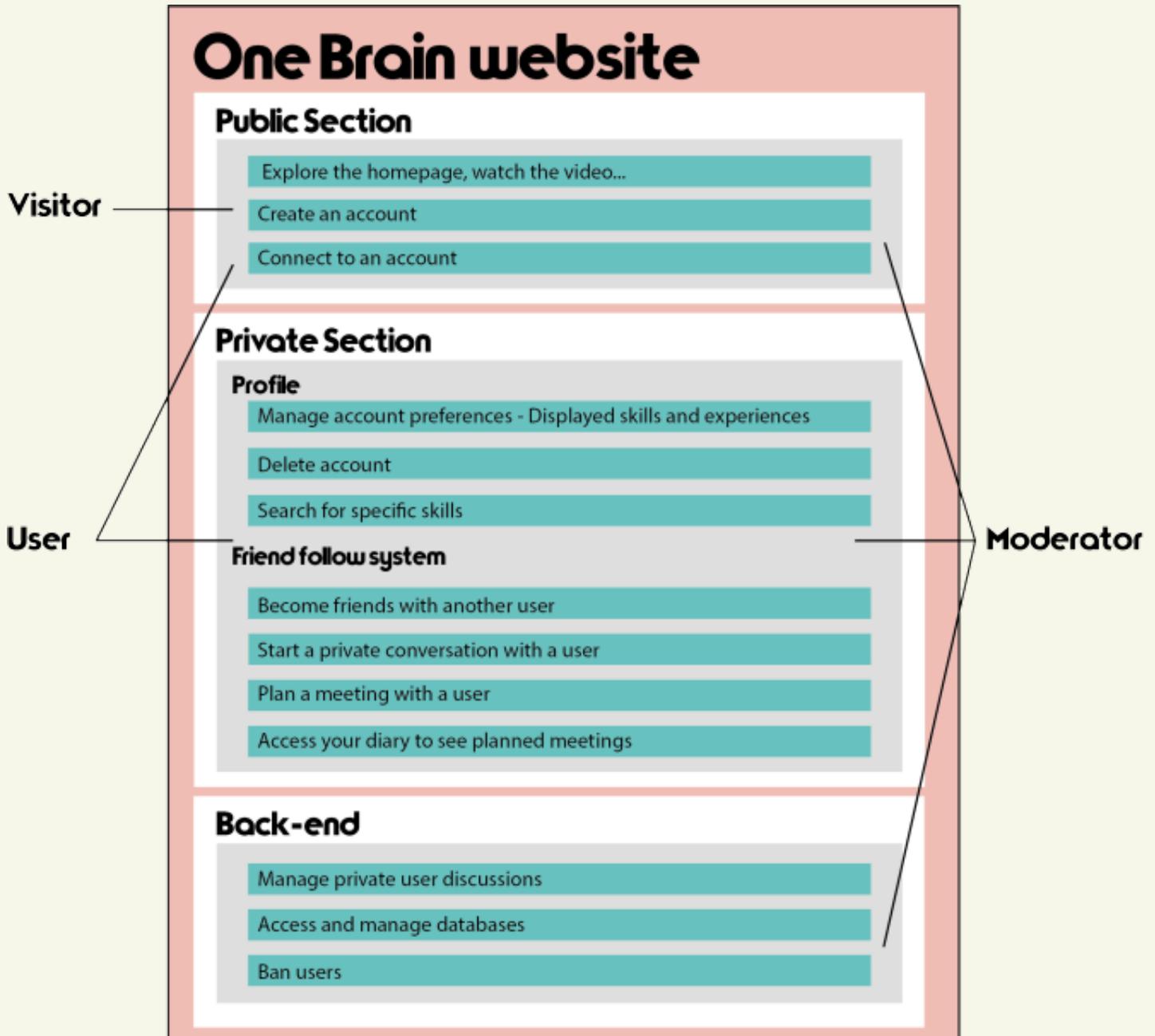
About me

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Joined **March 15, 2021**
From **Hanoi, Vietnam**
Website **https://example.com**

All Updates Mentions Favorites

UC Diagram :



IV/ Competition and finances :

The project being the creation of a platform that shares many features with those of a social network, we will ask ourselves if those that already exist and that are a great influence in the social media world, can be considered as competing companies and websites.

The goal of our project and social media website being the sharing of knowledge, information, tips and more, the question is quite relevant.

If we take Facebook for example, wanting to be a meeting and gathering network at the start of their project, they now find themselves to be an information-sharing and major communication network that revolves around becoming someone's friend, liking their content and reacting to their posts, while being able to do all of those things ourselves.

Between Facebook and our project's platform, we notice a few similarities. Whether it be sharing information and knowledge (ranging from cooking recipes to sports tips), reactions and direct messaging, becoming friends with people, etc... All of these features are all important points that can be found on Facebook and will be found on our platform. Thus, the networks Facebook, Instagram, Twitter are found to be direct competitors to our project, despite our main approach being one of sharing skills and experiences, features that could help us attract a different audience.



Finance :

To start with, our project will be financed entirely by our team, as the costs for development and maintenance are already covered by the very nature of the project, a voluntary one. As for predictions for the future of our website and how it will grow, we can already define a few aspects:

Firstly, we consider ads to be an interesting source of income, as it is entirely passive and requires basically no actions from our team.

That being said, ads on websites are generally quite frowned upon and aren't in accord with our minimalist approach to our general design and "vibe".

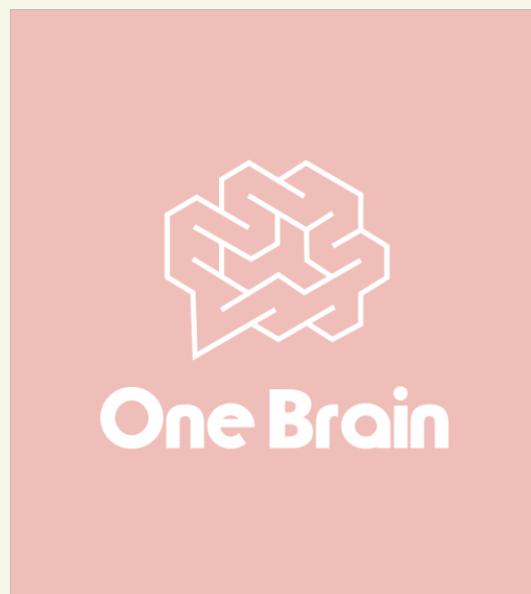
Then, we consider crowdfunding, as it is not only a great way to see whether or not our platform interests many people but also one that relies only on our users and not on outside parties that we might not want to be partnered with.

Finally, we consider a premium subscription that would allow the user to benefit from additional features, such as being mentioned on the home page, allowing for video and picture posting on their profile, etc...



V/ Graphical aspect :

The logo takes its inspiration from social networks like Twitter, Facebook or Snapchat. A minimalist logo with 2 main colors and identified typography that you remember. That's all we needed to make a simple and effective logo for our project.

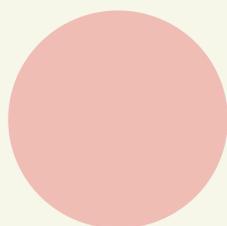
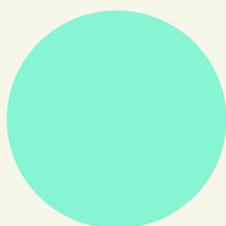
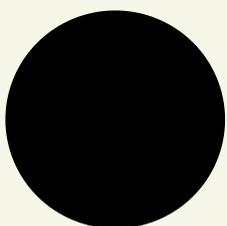


The typography that we used is a clear and simple one. Our logo's font is "TypoGraphica" and will also be used for the titles and menus of the website, whereas an intermediate font such as "Tahoma" will be perfect to complete the rest of the text on the website.

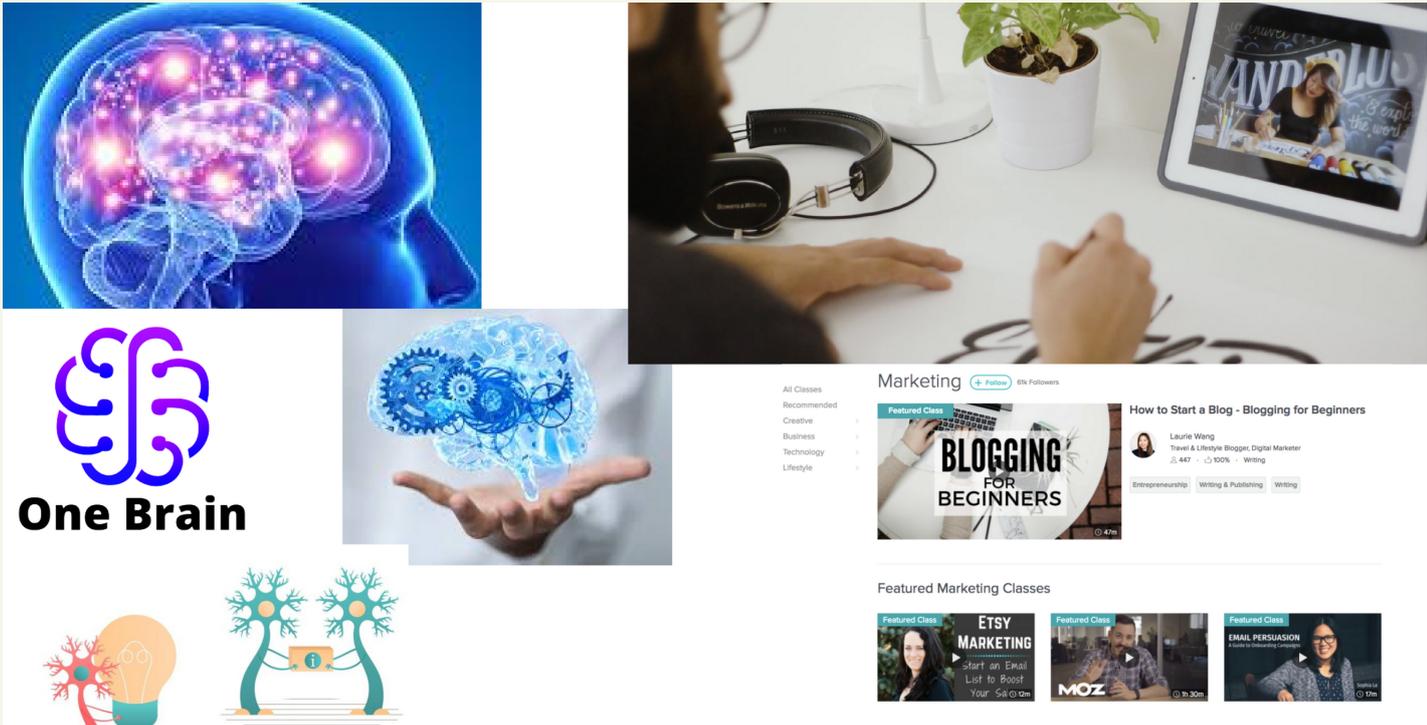


As for the choice of background and foreground colors, we decided to go for pink in the background and not to use it for the color of the objects themselves, as readability was becoming an issue.. On white backgrounds, the logo would not have been as visible as it is now, where white stands out against pink.

In addition, the chosen pink is very soft and not aggressive, which helps set a calm and soothing mood to our whole graphical approach. Indeed, we opted for a pale, light pink, as the darker shades would not have been so close to the actual brain color and would have distracted us from other aspects of the logo. Colors like black and green can be added to complete the website, if the setting or the usage of our other colours call for it (in low contrast areas for instance).



Finally here is a concept board to visualize our influences and our guideline :



One Brain

GET THE ONE BRAIN HABIT...

One brain

ONEBRAIN.COM

VI/ Communication strategy :

1) Web campaign

One Brain is a large scale global project and, to make it known, it is essential to carry out a quality communication campaign. To do this, we will start with social networks that bring together billions of people, essential in our time (especially right now, during the COVID-19 pandemic).

We started by creating an Instagram account @onebrainproject on which we will regularly post all the information about our platform, such as the concept, new features and the official release date. It is a network where content sharing is instantaneous that has many features such as stories, posts, igtvs, reals, lives, hashtags...

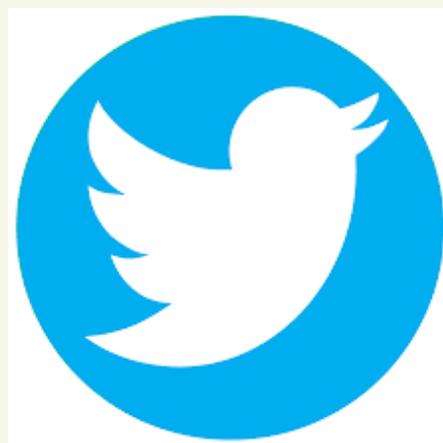
These are features that we'll use depending on the information that we'll want to share at the given time. In addition, we are also considering creating contests in order to reach as many people as possible. Instagram Lives can also be considered to share directly with our platform users, as they will be able to share their experience and tell us what they have learned from using our website or gives us tips to make it a more suitable learning environment. Our main targets on Instagram are 15- 30 year olds.



Then, a One Brain Facebook page was created, the goal is more informative than interactive, as it will be used like Instagram to share new information about our cross-generational knowledge sharing platform. This Facebook page will allow us to reach a larger target, especially older ones ranging from 35 to 60 years old, that aren't as keen on using more recent or trendier socials.



Then comes the creation of our OneBrainProject Twitter account, which will be used in particular when our platform is launched, that is to say on March 17th, 2021. Twitter will allow us to instantly share information on the platform, where we could also share short knowledge facts that our users would have posted. This is yet a simple and easy way to promote our users' work and skills.



Furthermore, a Youtube account has been created, on which we will post short videos that present the team, the way the platform works (in the way that a house tour would present a house, we could present our website in a “guide to One Brain usage”), cultural and informative podcasts with the creation team or with some of our users, etc...



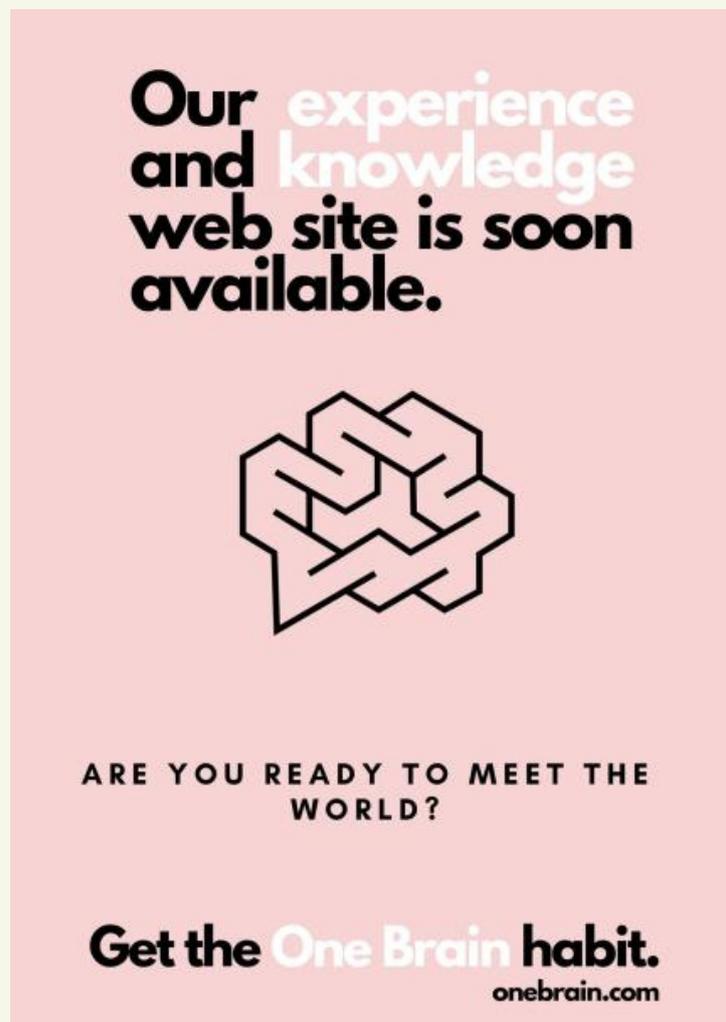
We believe that using these four social networks is sufficient to promote our event and the overall creation and life of our website. We are therefore not considering creating an account on other social networks as it would be overkill and perhaps sometimes irrelevant in our case.

In addition, we created an email address that we made public on all our social networks. This address is onebrain@gmail.fr and it allows us to establish professional contact with the various people we solicit, or who in turn wish to solicit us.

2) Print campaign

For the print campaign we have created flyers and posters that will be distributed around us, at our school during the release of our project. In addition, to make this better known we are considering renting advertising space where our posters could be placed (this would be an evolution, not necessarily ready for launch).

We have thought of advertising spaces in the metro, a place in which all types of people of all ages roam, and spaces at bus stops for reasons similar to those of the metro.



VII/ Technology:

To make such a complete web platform, a wide array of technologies have to be used to create the most seamless and hassle free user experience, and doing so without compromising our functionality.

In order to design our website, HTML is essential, as it is the backbone to every simple web page. However, it is very limited since we need a database as well as a server on which to host the website.

We therefore opted for PHP, which allows us to meet all the necessary conditions in terms of access to specific requests and databases. Several choices were presented to us, including that of frameworks. Frameworks like Laravel allow more development possibilities which makes the language much more complete, especially in terms of security.

However, we decided not to use any since the majority of the developers on the team are unfamiliar with it. In the case of the database, we chose MariaDB which will be very convenient to use thanks to the phpMyAdmin interface. The website and database will then be hosted on a university LAMP server, and deploying to an online payware one in the future will not be a problem.





Conclusion :

To conclude, as part of the International Open Bidding Project, we have come together as an international task force to create an ambitious social network and skill sharing platform prototype.

The main goal was to combine our own skills, whether they were rooted in communication, graphic design or programming, to create a platform and develop a communication campaign to promote it, all while trying to follow the constraint of making it cross-generational, which would allow people from any country and with any experience to thrive in the direct sharing of knowledge as easily as possible.

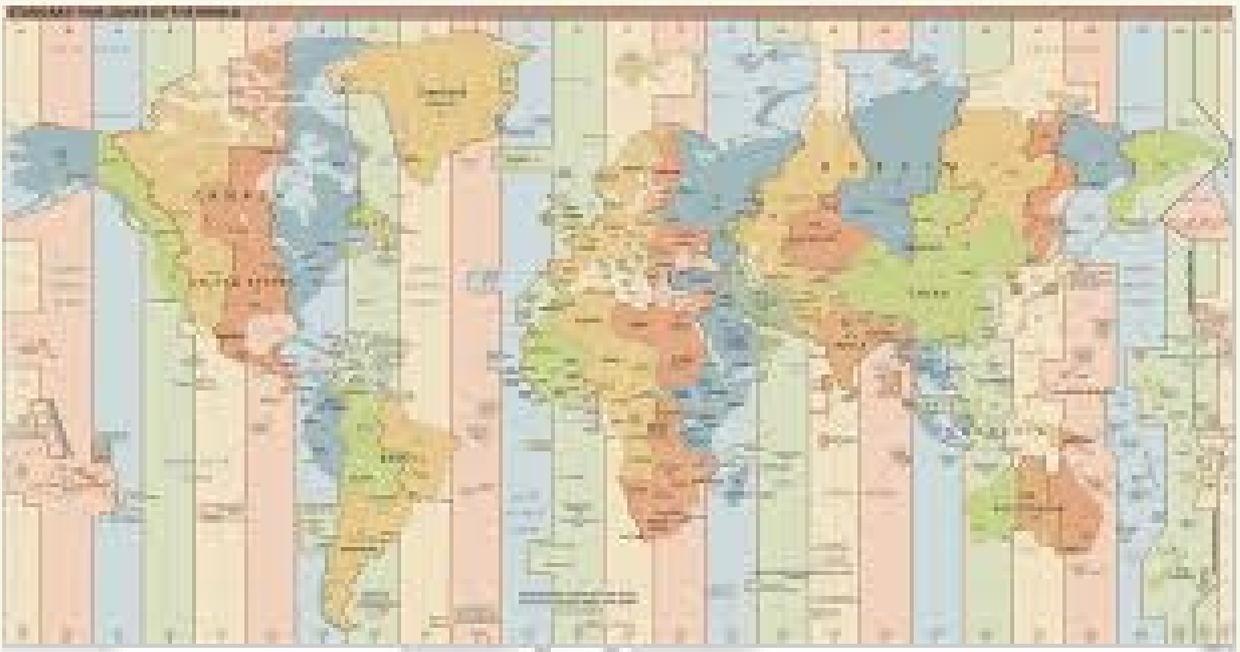
This whole project idea is born from the effects of the COVID-19 pandemic that, still to this day, forces people to stay at home and miss out on enriching social interactions.

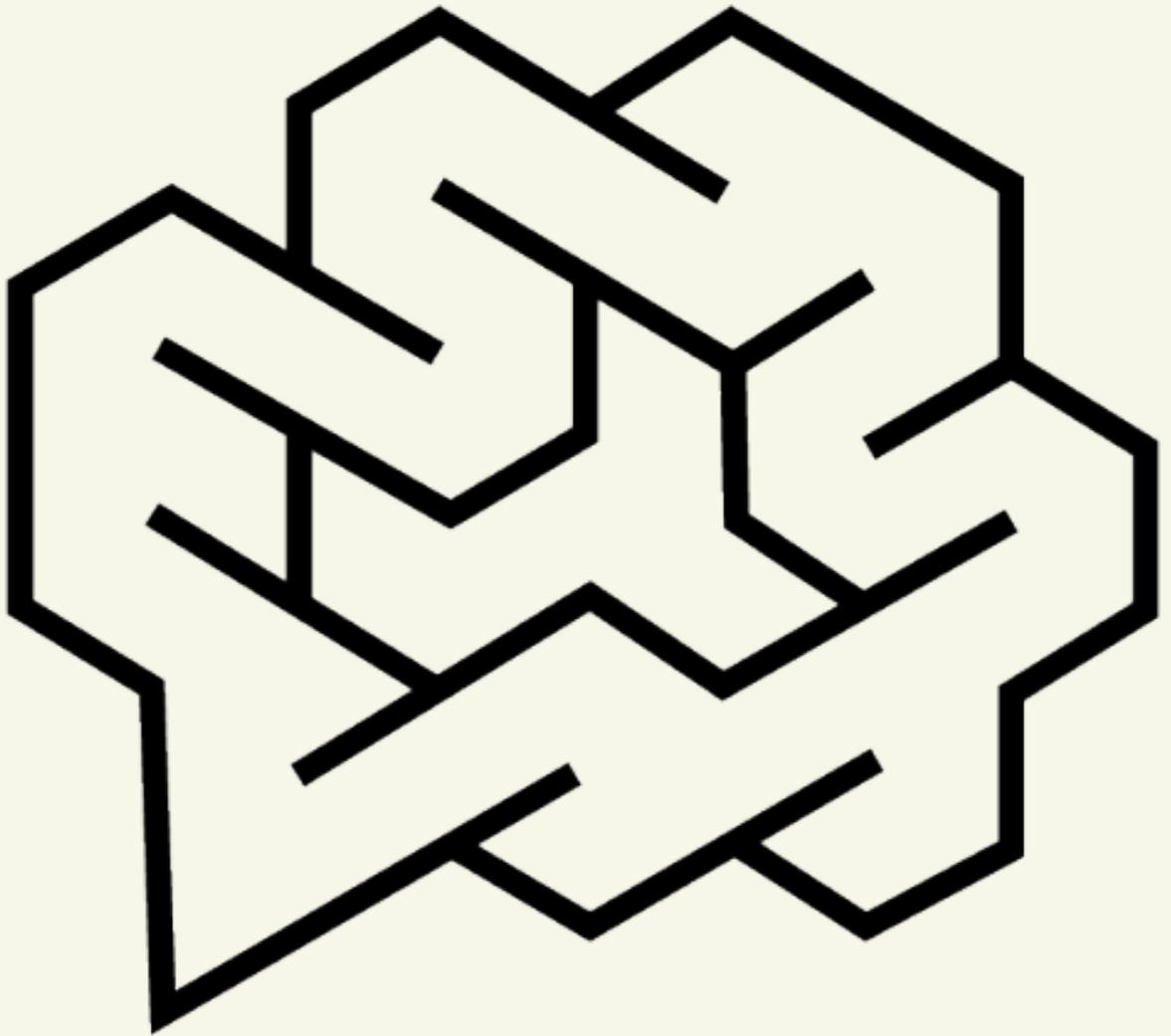
What we can learn from this experience :

We found the interaction with international students to be an enjoyable challenge, as, for example, most of us don't necessarily speak English on a daily basis, or aren't familiar with specific work methods.

This really showed what we were capable of achieving as a team when everyone got on the same page and was willing to collaborate, with the only major inconvenience being time zones fracturing our work schedules.

Being open to understanding and helping, despite a large language barrier in some cases, really made for an enriching experience that showed the power of well-managed partnerships.





One Brain

Get the One Brain habit !