

Assignment 3

Virtual Community – **Professionaholics**

- Any virtual community focuses on group interactions. Professionaholics would be a business networking website specifically targeted according to the individual profession. It connects different people in terms of their profession. This particular community should target in areas like marketing, IT sector, finance, sales etc.
- **Target Users** - People who wants to make business related networks, increasing their networking, promoting their specific products etc. will use this virtual community.
- **Purpose** – There are various purposes when using this website. They are
 - i) Professional Networking
 - ii) Making core contacts
 - iii) Increasing individual contacts by several in built tools
 - iv) Long term future
- **Identity** – Professionaholics helps to create identity in form of an avatar. There are different categories and user can choose what they like, what fits them most according to their profession or work. For example if the user is an IT manager then he/she chooses that kind of avatar.
- **Login structure** – This community offers 2 plans to their users. Beginner level and Advanced level users.

- i) **Beginner level user** – It is specifically targeted to the entry level users who just want to make business contacts as their first priority.
- ii) **Advanced level users** – It includes those who have certain number of members in their profile. Also it includes from senior to executive level business professionals.
- **Initial Profile Setup** – Professinaholics membership requires an invitation from the existing member if user directly wants to create profile in advanced level or otherwise he/she has to start up with beginner level.
 - Beginner level membership should be free but if the user wants to jump or update their profile in advanced level then there should be some amount to pay and also to access core functionalities like registering for events, promoting their business products etc.
 - Due to this, dummy entries can be eliminated as only those create profile who really wants to make business contacts and selling or buying their products.
- **Personal Services** – If there are any events taking place or any scheduled meeting fixed on any specific day then there should be a digital countdown timer so that user can be well aware of any meetings or events.
 - Users can make their own notes (like Evernote).
 - Important dates to remember.
- **Connecting to others** – After user makes an account there should be categories listed in terms of profession. User simply selects the profession (say Software Developer) and hence users can see different software developers all around the world.
 - **Priority Order** – User firstly see the software developers of their same state, country and then different countries around the world.

- **Collaboration** – There should be private groups and mainly it should be specifically target oriented.
 - **Events** – Professionaholics should host different virtual events on topics like recruiting, training etc. due to which different professionals can be brought together in a virtual conference.
 - User interaction is encouraged through Q's and A's (Question and Answers).
 - This community should only be focused on B2B framework.
 - Members can get access to newsletters, discussion rooms, blogs etc.
 - Members can get more information if they subscribe in online certification related to their business topics.
 - Visitors who are not actual users of this virtual community can also read the analysis and updates of the experts that are recruited by professionaholics.

- **Communication** – Communication can be real time communication like video conferencing, VOIP (Internet Telephone), groups or individual.

- **Features** –
 - i. **Business Networks** – There should be special tool called Contact Management System (CMS) so that users can easily modify, update or remove their contents.
 - ii. **Electronic Commerce** – In the form of business to business buying or selling.
 - iii. **Collaboration tool** – Voice and web conferencing, blogs etc.
 - iv. **Post it Tools** – Includes weekly updates, improvement's plans about their specific products.

- **Services** –

- i. **Criterion Search** – Extracts and gives the best possible results according to their specific target search.
 - ii. **Web online Store** – Online web store service in which users can sell or promote their products. Users are given the specific tools to promote their business online and also to keep their clients, business partners up to date with their work and also they can reach to the new clients.
 - iii. **Groups** – It should be target oriented and should be different from the actual posting. It can have events.
- **User Interface** – It should be user friendly and also advertisements should be restricted. Different backgrounds are available and users can change the inbuilt themes provided by the community. Moreover users can set customized themes or background image. For example, users can make any picture in paint or in Photoshop and can put in their community profile as a background.
 - **Hardware and Software Platform** – It should run on Windows 7/8, Mac and the community should be built using JAVA or C++.

Main motto should be “It’s not important about who they know, what really matters is what they know”