# LifeWiki

Coming from the name "Life Wikiwiki", LifeWiki stands for Indonesian "Kehidupan Wiki" (Wikiwiki means "Fast" in Hawaiian).

## Background

### Overview

LifeWiki is a **Personalized Collaborative Content Creation Platform** that aims to **empower creators and content creators** from a diverse background, which helps them better monetize from creating User Generated Content.

### Problem Statement

- As the world research and designs **over 80% of Gen Z around the globe reported they have at least one social media account and posted at least once a week**, the rise of the **Creator Economy** and **Creator Journey** from creating content to monetization of their content.
- **Only the top 5% of content creators on these platforms are making a living** from their content, while the rest struggle to monetize their content/accounts without getting rewarded.
- **Nano-content creators** that make up 90% of the population who post content on these platforms are **not being rewarded** for their content, which is the cause of the current problems/needs/pain points such as Engagement, Reach, or Followers.

## Research

Based on our research and designs, we discovered that this **Creator Economy** is a **multi billion dollar industry** with **a lot of wasting to get rewarded for the contents they create.** Below is the cause of the current problems/needs/pain points by the creators.

## Competitor Analysis

| Company Name | Instagram | TikTok | Reddit | Medium |
|---|---|---|---|---|
| Ability to Create | ✓ | ✓ | ✓ | ✓ |
| Content Ownership | ✓ | ✓ | ✓ | ✓ |
| Monetization Opportunities | Medium | Low | Medium | Low |
| % of Creators Earning Income | Low | Low | Low | Medium |
| % of Monetization Income | Medium | Medium | Medium | Low |
| Efficiency to Learn Monetization | Medium | Low | Medium | Medium |
| Monetization Ease of Use | Low | Low | Medium | Medium |
| Monetization of Content | Medium | Low | Medium | Medium |
| Ability to Collaborate | Medium | Low | Medium | Low |
| Monetization Reach | Low | Low | Medium | Low |
| Increase of Reach | ✓ | ✓ | ✓ | ✓ |
| Gamification | ✗ | ✗ | ✗ | ✗ |

## Research

### Market Position

## Research

### Persona - Chloe

**Bio**
**NAME:** Chloe Smith
**AGE:** 22
**OCCUPATION:** College Student
**LOCATION:** Berkeley, California
**EDUCATION:** University of California, Berkeley
**HOBBY:** Photography

**Personality**
- Expressive
- Introspective
- Seeking
- Creative
- Open to new experiences

**Goals**
- Establish friendships within the Berkeley community
- Find a sense of belonging and connection in the local community
- Gain recognition and support by sharing life experiences

**Pain points**
- Feeling isolated in a new environment.
- Limited social media reach, primarily within her friend circle.
- Difficulty in a creative pattern to express and connect.

**Quote**
"As a Berkeley student, I want to find a place where I can safely share aspects of my life as a large group of people who are not within my friends circle yet still within my community."

## Research

### Persona - Tony

**Bio**
**NAME:** Tony Anderson
**AGE:** 21
**OCCUPATION:** College Student
**LOCATION:** Berkeley, California
**EDUCATION:** University of California, Berkeley
**HOBBY:** Urban Exploration

**Personality**
- Eager to fit in
- Adventurous
- Connections
- Feeling a bit left
- Curious

**Goals**
- Make friends within the Berkeley community
- Feel connected and belonging to the local community
- Gain recognition and support by sharing his adventures

**Pain points**
- Difficulty in making new friends and joining local communities.
- Overwhelmed by academic workload and social pressures.
- Desire to form new relationships and explore social opportunities.

**Quote**
"As a newcomer at Berkeley, I feel lonely sometimes, not knowing how to make friends, join communities, or what to do in my free time."

## Research

### Pain Points

To help understand our user pain points, goals and motivations, I ran a survey that asked questions about content creators who might be interested in LifiWiki. Here are what I discovered:

| Lack of Inspiration | Lack of Knowledge | Lack of time | Lack of confidence |
|---|---|---|---|
| **Over 90%** of the Nano Content Creator participants **don't have a hard time finding ideas** for what contents to create. | **Over 85%** of the Nano Content Creator participants **don't know how to monetize** from UGC they created. | **Over 80%** of the Nano Content Creator participants **don't have as much time to create well crafted UGC.** | **Over 80%** of the Nano Content Creator participants **don't have the confidence to become a profitable content creators.** |

## Research

### Solution

| Lack of Inspiration | Lack of Knowledge | Lack of time | Lack of confidence |
|---|---|---|---|
| Allow creators to **create content in the form of a DAO** where they can **share their ideas, goals, and** modulate content collaboratively which **helps create contents to be produced.** | Allow nano content creators to **monetize from content creation and be rewarded easily through DAO.** | By having **more people contribute to content creation** for a collective **time and effort, it allows to achieve the goal of monetization.** | By having a **group of collaborator mitigate the fear** of creating contents for individual creation. |

## Research

### Customer Journey Map

| Levels | Discovery | Consideration | Commitment & Onboarding | Monetization & Creation | Loyalty & Advocacy |
|---|---|---|---|---|---|
| **Actions** | Discovery through various channels. | Evaluating the platform. | Collaborative content creation. | Monetizing and sharing content. | Advocacy and regular consumption. |
| **Touchpoints** | Social media, blogs, forums. | FAQs, forums, reviews. | Tools, interaction platforms. | Monetization and sharing tools. | Testimonials, referral programs. |
| **Emotions** | Curiosity, interest. | Hope, empowerment, intrigue. | Motivation, potential excitement. | Satisfaction, community empowerment. | Pride, loyalty. |
| **Pain Points** | Lack of inspiration and authenticity. | Concerns about time and content value. | Balancing collaboration with quality. | Monetization complexity, desire for variety. | Sustaining long-term engagement. |
| **Solutions** | Promote authentic inspiration stories. | Success stories, simplified processes. | Best practices, quality criteria. | Streamlined processes, diverse content. | Rewards, quality contents. |
| **KPIs** | New sign-ups, engagement metrics. | Platform engagement, conversion rate. | Active collaborations, quality contents. | Revenue, content variety. | Retention rates, recommendations. |
| **Responsibilities** | Marketing campaigns. | Customer service information. | DAO governance, contents moderation. | Financial and content teams. | Community management, loyalty programs. |

## Research

### Benefit Ladder

The core benefit ladder is designed to **create personal and community life through a user-centric approach**. It focuses on **personalized tools that encourage self-expression and community engagement**, while **rewarding creators through a clear value ladder**, with the potential for monetization.

**Emotional Benefit**
- Feeling of efficiency and control over content creation.
- Sense of ownership and confidence in creating unique content.
- Joy and fulfillment from meaningful interactions and recognition.
- Confidence and accomplishment in being a valuable contributor.

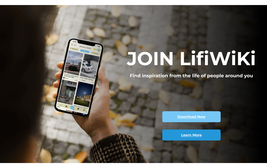
**Customer Benefit**
- Learn a platform that makes life easier and more fun.
- Learn how to create more informed, engaging, and impactful content.
- Learn how to monetize or enhance their content creation efforts.
- Learn opportunities to create monetizing and rewarding content.
- Learn how to create a more diverse and engaging community.

**Product Benefit**
- Intuitive tools for content creation and collaboration.
- Advanced monetization options for the contributors.
- Enhanced connection tools for community engagement.

**Product Attributes/Features**
- Make Real Connections: Link personalized interests and goals with others.
- Accepted Real Content: Promoting the sharing of authentic content.
- Create Real Content: Encouraging creativity and self-expression.
- Collaboration and Contribution: Facilitating teamwork and shared projects.
- Community-restricted and profile creation: Ensuring a safe and supportive environment.

## Design

### Wireframes




## Design

### All Screens

Link to prototype: https://www.notion.so/lifewiki

## Appendix

### Color System

Primary

| | | |
|---|---|---|
| LIGHT | DEFAULT | DARK |

Secondary

| | | |
|---|---|---|
| LIGHT | DEFAULT | DARK |

Text

| | | |
|---|---|---|
| DARKER | DEFAULT | LIGHTER |

### Logos



### Typography

**DM Sans (Title Text)**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Open Sans (Body Text)**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz