GuSpeak

Guru Speaker

communication system.7

Motto: Whoever asks is a fool for 5 minutes, whoever doesn't ask remains a fool for life.
To paraphrase an English proverb: "Advice in time saves nine."
Time is the price you pay for something that is free.

Summary.

The aim of the project is to develop a system of quick communication between experts in various fields of knowledge and people who have questions or problems waiting to be solved. The system will include: website and mobile application.

The origin of the idea was the repeated difficulties in finding quick help in solving technical problems (electronics and IT).

Added value:
Significantly shortened time spent searching for reliable information. Possibility to talk to, an expert selected according to the importance of the problem.

Target group:
People currently using discussion groups, online forums or instant messengers.

Competition:
USA - website www.liveperson.com - many solutions will be different.

Business model:
The basic source of income will be a commission from the expert's remuneration, plus income from affiliate programs, advertising and other paid services.

Potential demand:
Current users of internet forums and discussion groups, consulting companies.

Financial requirements:
??? to be completed

Long-term plans:

Adding functionality to the system, preparing multiple language versions, expanding worldwide. :)

Entry.

Currently, we have many ways of communicating on the Internet: e-mail, forum, IRC, discussion groups, websites such as answers.yahoo.com , online conferences, instant messaging (Skype, gadu-gadu and others).
Why do we have so many different ways? Everyone has certain qualities that are very useful in certain circumstances.

Let's look at them from the perspective of a person seeking help in solving a problem and from the point of view of a person giving advice.

E-mail:
It is intended to be used for both private and business communication, aimed at a specific person or organization (but usually read by one person anyway)

Advantages:
The sender can write at any time, the recipient can read at any time. The content can be of any length. It does not take up the expert's time, if he or she is not willing or competent to respond. The exchange of information may be confidential, encrypted, with an electronic signature.

Defects:
We need to know the expert's address and convince him to respond; we may not get a response at all, if our email is treated as spam.
If the problem is complex, it is necessary to exchange several or a dozen messages, which takes a very long time. Spam is a big problem. No remuneration for the expert for providing advice. The expert usually does not know who he is talking to (in terms of the questioner's level of knowledge). No archive or search for information for other people.

IRC:
Designed for exchanging information on a specific topic, no matter who we are talking to at a given moment. What is important, is the speed of communication (virtually immediate - the limitation is the speed of typing on the keyboard).

Advantages:
Fast exchange of information, many people competent in a given issue are available.

The problem is visible to many experts = several may immediately respond with different points of view. Possibility of discussion between experts.

Defects:
We usually don't know who we're talking to, a lot of off-topic traffic. There is often a lack of outstanding experts. Experts must follow the questions on the channel to answer them, if they have the time, willingness and appropriate knowledge. No remuneration for the expert. The expert usually does not know the knowledge level of the questioner. No archive. You need to know the address/channel name.

Discussion forums:
Intended for the exchange of information on a selected issue. There are forums available to the general public and to selected people.

Advantages:
Good thematic division, a large number of experts, it is clear who is answering and who is asking (in terms of the level of knowledge of the other party based on the number of answers/points given). Problems and solutions indexed by Google and other search engines. Easily search the archive.
Possibility of discussion between experts. Private messages.

Defects:
You need to know the forum address, experts who want to respond must follow the forum. Complicated issues require the exchange of many posts. The large number of messages makes it difficult to search. Usually a long waiting time for a competent answer. Even for one topic, there are usually a dozen or so different forums.

Instant messengers: (text and voice)
Originally intended for exchanging information with specific people.

Advantages:
Instant communication. They work well in conversations with people we already know. Multi- person conference possible.

Defects:
No archive available to others. If we have a problem that our friends don't know the answer to, we won't learn anything through this channel. If we harass one friend too often, they will block us.

Websites like answers.yahoo.com :
Designed to answer questions quickly.

Advantages:

Huge number of experts, quick answers. Free system. Multiple language versions.

Defects:

Poor division into categories, everyone can answer questions, so the quality of the answers is poor - in order to choose the best answer, you can vote on them. The expert is poorly described, no verification of competences. The issue of remuneration for experts is unclear. **No Polish language version.** In order to respond in a given category, you need to "sit on the page".

Other ways to get help with your problem:

Traditional advice businesses

Advantages:
Competent advice, professional service.

Defects:
High cost of advice, you need to know the address. Usually, it is necessary to agree to the terms in advance (consultation date).

Application:
It is necessary to develop a system that combines the advantages and, if possible, without the disadvantages of the above methods.

System design.

Assumptions:

The person looking for a solution usually wants to meet the following conditions:
- appropriate/correct solution to the problem.
- the shortest possible waiting time for a response.
- possibly low cost.
- free list of other sources of knowledge (books, blogs, internet forums)
The person responsible wants to receive remuneration appropriate to their competences, in the shortest possible time (to serve more customers or have more free time)

The expert will be selected according to the given problem, and the answer will be adjusted to the knowledge level of the questioner. A conversation between a layman and a person who has been dealing with a given issue for several years will be different from that between a student and a lecturer.

The questioner will rate his or her knowledge of the topic on a scale of
0-10 An expert should be rated on a scale of 1-10 by other experts.

Sample scale for academic knowledge:
10 - authority on a national scale, recognized publicist on the topic
9 - professor, head of the institute, head of equivalent RD
departments 8 - professor, lecturer-publicist
7 - doctorate with or without habilitation, department head, project head
6 - Master of Science in Engineering, PhD student, specialist with experience
5 - student enthusiast, person working in a given industry with several years of
experience 4 - subject expert, hobbyist, student, local guru
3 - a person interested in the topic, with some practical
knowledge 2 - a person interested in the topic, a theoretician
1 - a person interested in the topic, a beginner - but more than a layman

The new system will consist of a website with a multi-level directory of experts in various fields of knowledge, applications for computers, applications for mobile devices and a telephone system (not necessarily).
The catalog will contain:
schedule of experts' availability, price list per minute of consultation, description of the expert's competences, detailed information about a given field, alternative ways of obtaining answers (addresses of internet forums, IRC channels, links to specialized websites).

- general and detailed division (tree of knowledge fields)

The enquirer will be directed to the appropriate expert in 2 ways:
- independently by reviewing the tree in the catalog and choosing based on the description.
- guided by a moderator (paid service)

After matching the questioner with an expert, a conversation will take place (audio/video directly on the website or text chat) divided into 2 stages:
- introduction - agreeing a price per minute or from the fact that the problem is solved (free of charge)
- the right conversation (at a fixed price).
During the conversation, the cost of the consultation for the client and the expert's remuneration after deducting the commission will be shown.

Important - it will be possible to have an audio/video conversation - the fastest known method of communication, if the first expert does not know, only then will the person asking the question describe the problem in text so that other experts can respond.

If during the conversation either party finds a lack of competence, it will be possible to select another expert again.

After the conversation, the customer will be able to leave a comment assessing the quality of the service. If the expert is not available at a given time, you will be able to sign up for a selected date. If a given expert is very popular (maybe not necessarily an expert, but e.g. a famous person - an actor, a politician), it will be possible to bid on the possibility of talking at an auction. (that's for later)

The expert directory will include the following information:
The company the expert works for, his achievements, information in which categories he is an expert, availability schedule with a price list (or current price if we start an auction)

Additional information will be included in the category tree:
Example:

Show:
[ ] only Polish language }
[x] ads (option blocked - unblocking for a fee?)
[x] companies
[x] prices
[x] some other option

| ADVERTISEMENT - buy a new computer and get rid of the problems with the old one
| check prices on allegro........
----
computers -> hardware -> troubleshooting
- laptops
- printers
- graphic cards
(4) experts
- Michael Brown / nvidia / engineer [$5] [ONLINE]
        - M.Eng. abc / company xyz / main service technician [PLN 2] [9:00-15:30]
        - Jan Wesoły / freelancer [PLN 1.20] [14:00-19:45]
        .....
(56) willing to help
        - (nickname or number) / University of Technology / student [PLN 0.05] [18:50-20:00]
        - (nickname or number) / company XYZ / seller [ONLINE] [free]
        - anonymous [ONLINE] [PLN 0.01]
        ......
        (12) guests'
        discussion groups:
        pl.comp.os.linux.sprzet
        forums with similar topics:
        www.someaddress.pl
* companies offering maintenance services (in a different color - adding to the list for a fee)

* --- krzak company - link to the website and short description
* --- company two
bushes also check:
* computer hardware stores in your area (optionally filtered by the customer's distance from the store - in a different color - adding to the list for a fee)

Functionality for later:
The knowledge category tree will include books from which you can learn more about a given topic (partnership programs with publishing houses, e.g. Helion, Złote Myśli). List of readers of a given book (possibility of discussion with other readers, questions to the author)
The expert's profile will include a list of books read and, more importantly, books and articles written. It's like integration http://www.webook.pl/

Later, it will be possible to obtain advice by phone (after registering on the website) - after connecting to the machine using the telephone keyboard, the customer will select the category and then the expert, or the connection with the expert will be via a human/voice assistant.

After gathering a large number of experts and an even larger number of people interested in a given topic, the system will be expanded into a general search engine offering queries in natural language - just ask a few people: if they know, they will answer, and if not, they will be able to indicate the person who knows best. (that's for later or not at all)

From the very beginning, the system will be built in a way that allows it to work in various languages.

An additional service will be a conversation with an expert in various languages - combined with a translator. (for later)

Conversations can be recorded (both text and audio/video) and stored in the knowledge base.
Later, the recorded conversations will be edited jointly by several experts in a given field and made available for a fee. (for later)

If the problem is not solved, it will be added to the database and will wait for an expert to appear who will be able to solve it.

Recurring problems/questions will be collected, cataloged and solutions made available for a fee in the form of guides.

In the initial phase of the system's operation, new people registering in the system will be provided with a small remuneration if the person registers as willing to provide advice (potential expert). This remuneration for providing your data can be used to pay for several conversations with other experts to test the system and to get the person use to using the system.

Ads in the system.
Ads will be placed in the appropriate categories.

The system will bill advertisers in an unusual way: For a system user clicking on an ad, a certain amount will be charged to the advertiser (as it is in Google), but some part of this amount will be transferred to the user provided, that they watch the entire ad and answer 2-3 questions. related to advertising. (This means that the user will receive remuneration for carefully watching the advertisements, and the advertiser will know about the users' preferences).

Surveys:
Completing surveys is only for remuneration, just like advertising, i.e. part of the fee is for the person completing it.

Personal data:
If a user checks an additional box in an advertisement or survey, he or she will receive a higher remuneration if he or she is not anonymous - the user's decision.,

Team.

{in progress}
Mariusz Koniarz

Market and competition.

The direct competition for the system is:

* Foreign websites:
- website http:// www.liveperson.com , operating in the USA, which has been operating since 1995, continues to develop dynamically, in 2009 it exceeded the level of 30,000 cooperating experts, the company recorded a net profit for 2009 of over PLN 74 million
$.

- website http://www.experts-exchange.com/ - deals only with IT problems, over 50 thousand registered experts.

* National services:

- website http://www.ekspercionline.pl/ - probably not working (there is no visible traffic on the website)

a dozen other small websites dealing only with narrowly selected issues (construction, law, medicine)

Indirect competition includes free internet forums and websites:
http://answers.yahoo.com/ http://groups.yahoo.com/

free website poznaj.com.pl, over 15,000 queries per day

There is a lot of traffic on Internet forums, e.g. the Polish website fora.pl boasts of having 691,073 forums, 6,322,050 users and 95,257,469 comments as of March 1, 2011. The Gentoo Linux distribution forum forums.gentoo.org has 132,669 registered users.

Traffic on newsgroups:
Data from February 28, 2011: 381,550 questions asked, total responses: 1,141,741

Records:
A single expert can provide 185,423 answers in 4 years:
http://answers.yahoo.com/rank_total;_ylt=AoTjA7Zli7Pk0BcrhSfWzus.zKIX;_ylv=3?f=a
which gives over 120 replies a day. In statistics, he is rated at 47% of the best answers.

As of March 2, 2011, there were 284355 questions, of which 153786 were answered. (questions remain open for 4 days)

In addition, the number of Internet users in many countries is growing.
You could potentially have as many customers as Facebook

Cost of execution:

{to be completed}

Marketing and promotion of the system

{under development}