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Accredian's In-App Communication Hub: Eliminating External Dependency

Background:

Students currently depend on platforms like WhatsApp, LinkedIn, and Telegram for academic discussions, leading to fragmented, distracting, and insecure communication. Accredian seeks a unified, secure solution that consolidates interaction within its own dashboard, preventing context-switching and privacy breaches.

Problem Statements:

- I am a student attempting to efficiently collaborate with peers, but I face context-switching and loss of focus because conversations and resources are scattered across external platforms, which makes me feel frustrated and distracted.*
- I am an Accredian student trying to find project partners, but privacy concerns force me to share personal details on public apps, making me feel uncomfortable and exposed.*
- I am looking to engage in meaningful discussions but managing notifications and locating relevant contacts on multiple networks is cumbersome and inefficient, leaving me disengaged.*

Goals:

- Centralize peer-to-peer communication, collaboration, and resource sharing on Accredian.*
- Enhance student engagement; increase retention and participation.*
- Safeguard privacy and streamline academic discussions.*
- Provide measurable metrics: chat/text interactions, group creation, CTR, conversion rate, group engagement.*

Hypothesis & Feature Description

Hypothesis: *If Accredian offers a tailored, secure, and engaging dashboard for interaction, students will prefer it over external apps due to enhanced convenience, privacy, & academic focus.*

Feature Overview & Functionalities:

- *Direct Messaging: Send private or group messages with text, emojis, and reactions.*
- *Group Chats: Open/private groups for subjects, projects, or interests; invite-only for privacy.*
- *File Sharing: Students safely share study material, assignments, and project files in chat and groups (PDF, DOCX, JPEG).*
- *Notifications: Web-based, timely alerts for replies, mentions, group invites, and schedule updates.*
- *Community: Visual peer network, explore classmate profiles, portfolios, and work submissions.*
- *Connection Requests: Optional pre-chat consent for privacy.*
- *Integrated Calendar: Track study sessions, deadlines, and meetings within the dashboard.*
- *Discussion Boards: Forums for focused course/assignment discussions, with keyword tagging.*
- *Future Scope: AI-powered chat summarization, note generation, live chat for instructor-led sessions, and portfolio visibility.*

Vision Narrative:

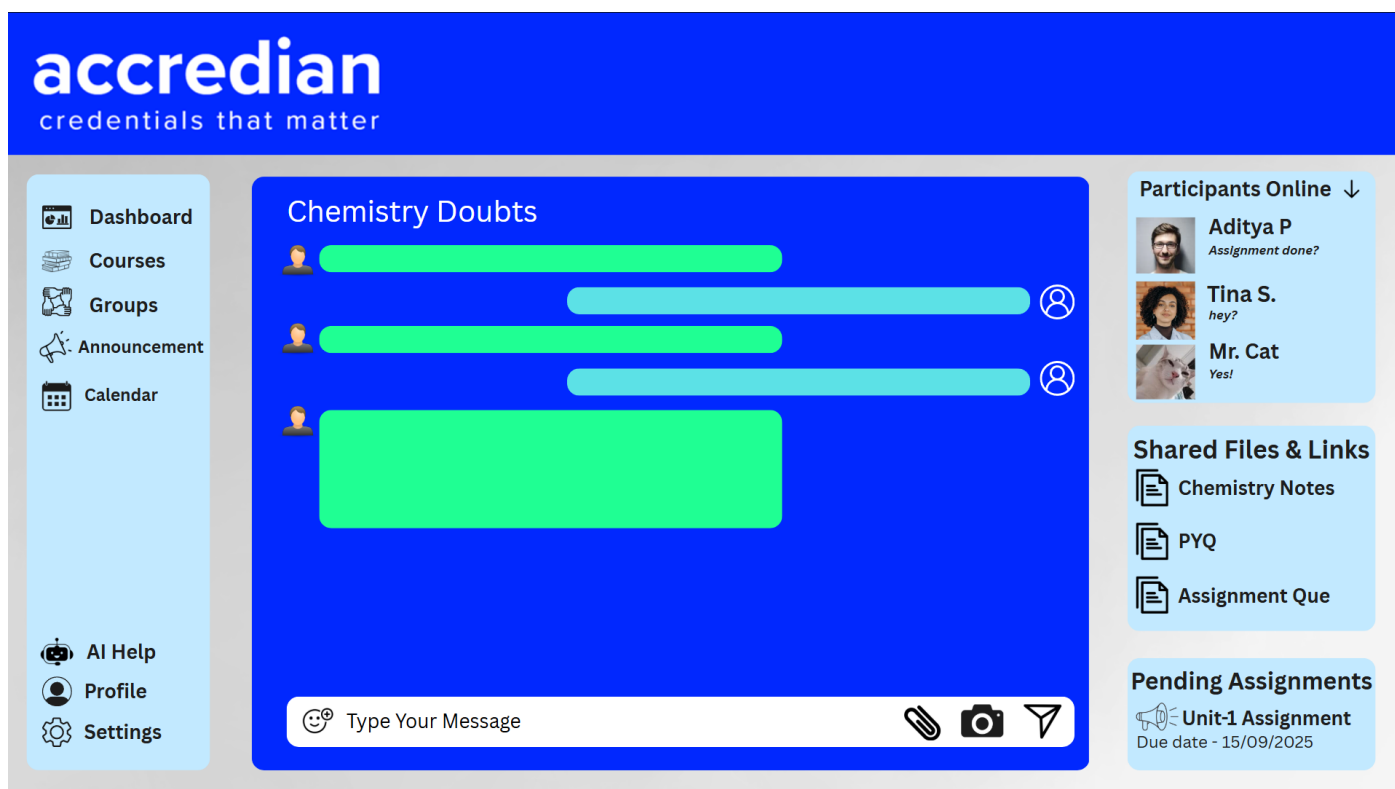
Before the dashboard, students scrambled through WhatsApp or Telegram groups to find study partners, project resources, or assignment updates, feeling overwhelmed by endless notifications and privacy worries. Now, Accredian's dashboard provides a trusted home for academic engagement: students log in, see who's online, join or create groups, view profiles, collaborate directly, and never need to share personal contact details. Gamification keeps collaboration fun and regular, while onboarding and engagement incentives encourage everyone to participate. Accredian transforms academic networking from scattered and stressful to integrated and rewarding.

Key Trade Offs & Decisions

- *Web App vs. Native App: Chose web-based for easier integration and wider device access; mobile-only features considered for future.*
- *Feature Prioritization: Launched basic messaging/group/file sharing first, deferred advanced features.*
- *Privacy Controls: Added connection requests and restricted file sharing to trusted formats.*

Concept Mocks:

Main Dashboard



Groups Dashboard

accredian




credentials that matter

- Dashboard
- Courses
- Groups
- Announcement
- Calendar




- AI Help
- Profile
- Settings

Groups




Academic Achievers	Brainstorm Brigade
Study Squad	Knowledge Navigators
The Learning League	Scholar Circle
Project Pioneers	The Think Tank
Campus Collaborators	Study Synergy

Select Group Name   


Participants Online ↓

-  **Aditya P**
Assignment done?
-  **Tina S.**
hey?
-  **Mr. Cat**
Yes!

Shared Files & Links

-  Chemistry Notes
-  PYQ
-  Assignment Que

Pending Assignments

-  **Unit-1 Assignment**
Due date - 15/09/2025

Announcements Dashboard


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credentials that matter




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Announcements

 Mr. Dog Wants to send you a message


Participants Online ↓

-  **Aditya P**
Assignment done?
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hey?
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Yes!

Shared Files & Links

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Community Dashboard

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credentials that matter

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- Settings

Community Circle

Mentor Name- Mr. Yash Shah
Mentor email- yashshah@gmail.com

Student Name

Student Name

Student Name

Student Name

Student Name

Student Name

Student Name

Student Name

Student Name

Student Name

Participants Online ↓

Aditya P
Assignment done?

Tina S.
hey?

Mr. Cat
Yes!

Shared Files & Links

- Chemistry Notes
- PYQ
- Assignment Que

Pending Assignments

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Calendar Dashboard

accredian

credentials that matter

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Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
				2	3	4
7	5	6	7	8 <i>15th</i>	11 <i>Project Deadline</i>	18
10	12	13	14	16	16	18
17	18	20	21	22	23	26
22	25	26	28	29	<i>Team Offsite</i>	
31						

Participants Online ↓

Aditya P
Assignment done?

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Risk & Mitigations for potential drawbacks

- **Risk:** *Low student adoption due to habit or feature unfamiliarity.*
 - *Mitigation: Onboarding tutorials; familiar UI; incentives for first-time use.*
- **Risk:** *Technical bugs undermine trust.*
 - *Mitigation: Rigorous QA and responsive updates.*
- **Risk:** *App fatigue reduces participation.*
 - *Mitigation: Exclusive academic tools to drive engagement.*
- **Risk:** *Privacy concerns.*
 - *Mitigation: Consent-based chat, encrypted communications, and transparent privacy settings.*

Appendix: Research

- <https://educationaltechnologyjournal.springeropen.com/articles/10.1186/s41239-021-00253-2>
- <https://www.linkedin.com/pulse/case-study-slack-revolutionizing-communication/>
- [WhatsApp for Education: Fueling Growth with WhatsApp Education](#)