



StudioHub

Team 1B

Our Team



Sophia Dew
CS + PD '23
Engineer



Sophia Fay
CS + Biocomp '23
Designer



Sreya Halder
CS + Art '23, MSCS '24
Product Manager



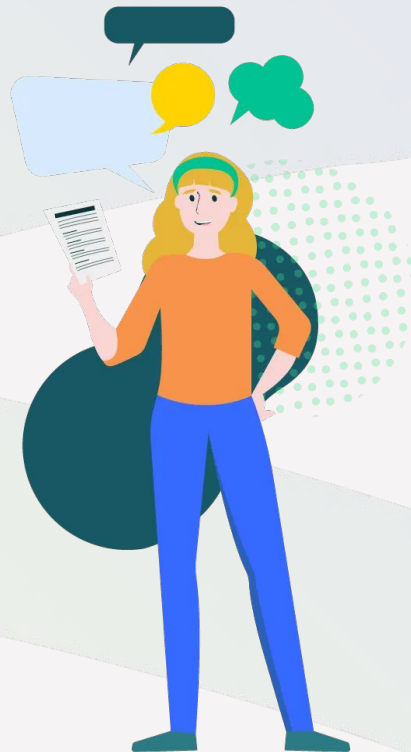
Jeff Hanson
Advisor

THE PROBLEM: Making a personal website is too difficult.

Meet Louka.

Louka is in her final year of college and is looking for a job. Like many others her age, she's worked on a lot of really cool things over the years that she can't really put on a resume.

A website would be a perfect way to represent her various experiences, but she never had the time to sit down and make one. She feels like she's missing out on an opportunity to understand herself and create a network of people like her.



67%

of 18-24 year olds surveyed said they want a personal website (if they don't have one)



72%

of those people said **it's too time consuming to make** or **they don't know what to put on it**



THE SOLUTION: A website builder that gets it done in 15 minutes.

StudioHub

Our platform provides a **quicker, easier way to make a personal website**. StudioHub puts together parses all your existing documents and media to create a clean portfolio that's just as easy to update.

StudioHub also provides a multitude of customization options and templates to make your website truly unique to you.

**It's as easy as
filling out a form.**

Let's Get Started.

Add the following information to help us create your portfolio.

*Required

Education *

UNIVERSITY ▼

MAJOR

GRADUATION YEAR ▼

List up to 3 Hobbies & Interests

Hobby/Interest #1 *

Hobby/Interest #2 *

Hobby/Interest #3

Upload Your Profile Picture*

 Add File

Upload Your Resume*

 Add File

LinkedIn Link:

GitHub Link:

Other Social Media Link:

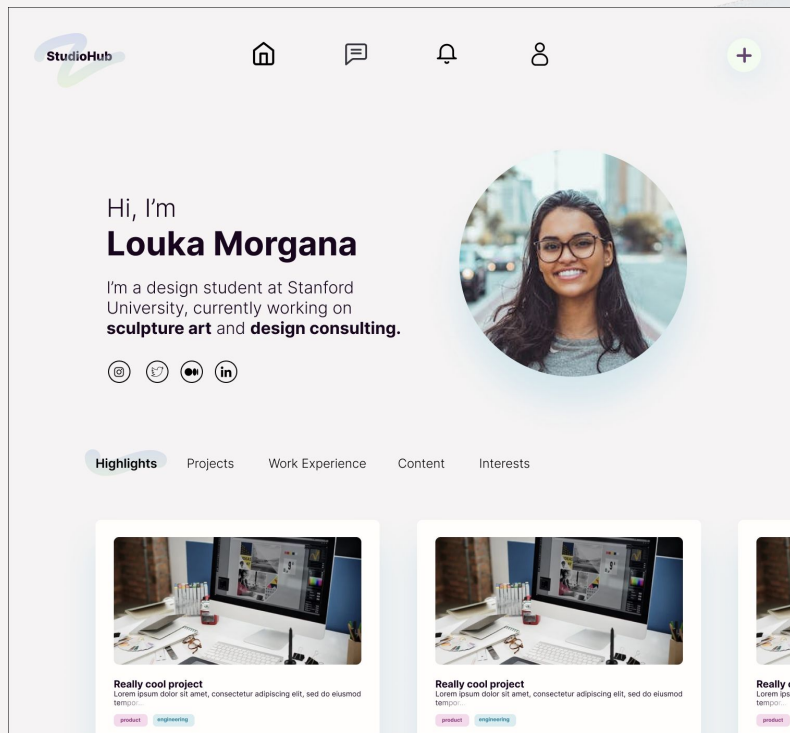
[Choose a Template](#) ►

THE SOLUTION: A website builder that gets it done in 15 minutes.



Louka now has a fully
fleshed out website
that took less than 15
minutes to make.

**She's glad she has
something to show
people other than
her LinkedIn!**



PRODUCT FEATURES



Automatic resume parser

To quickly use the information you already have



Tags that are unique to your interests

So you can highlight your breadth of skills



Create views to show to different people

Highlight specific interests & skills to show to recruiters



Build a valuable network beyond the workplace

Find other public profiles to meet people with similar interests



Easily connect your socials

Put all your important links in one place!

Market Size

Total Available Market (TAM):

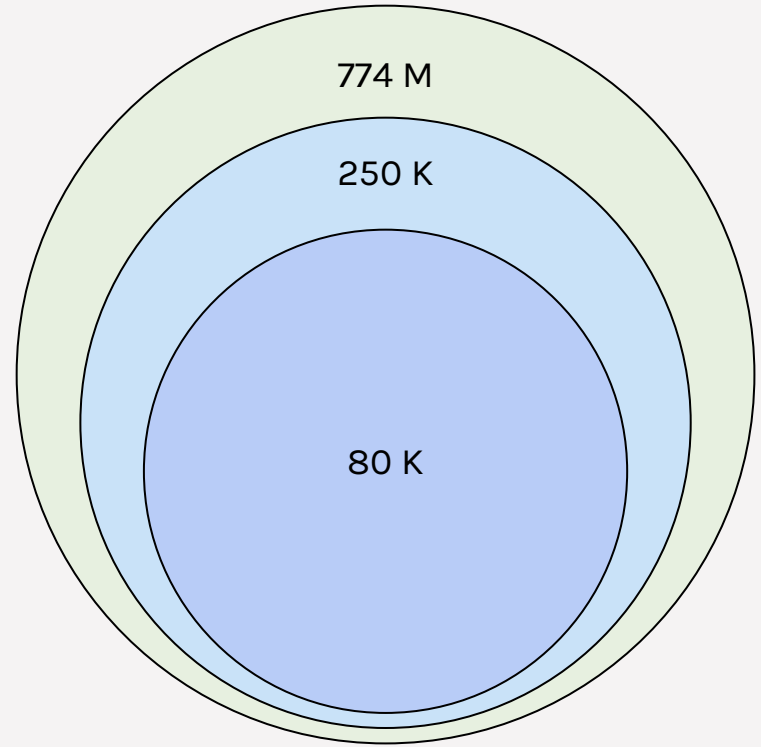
774 Million

Serviceable Available Market (SAM):

250,000

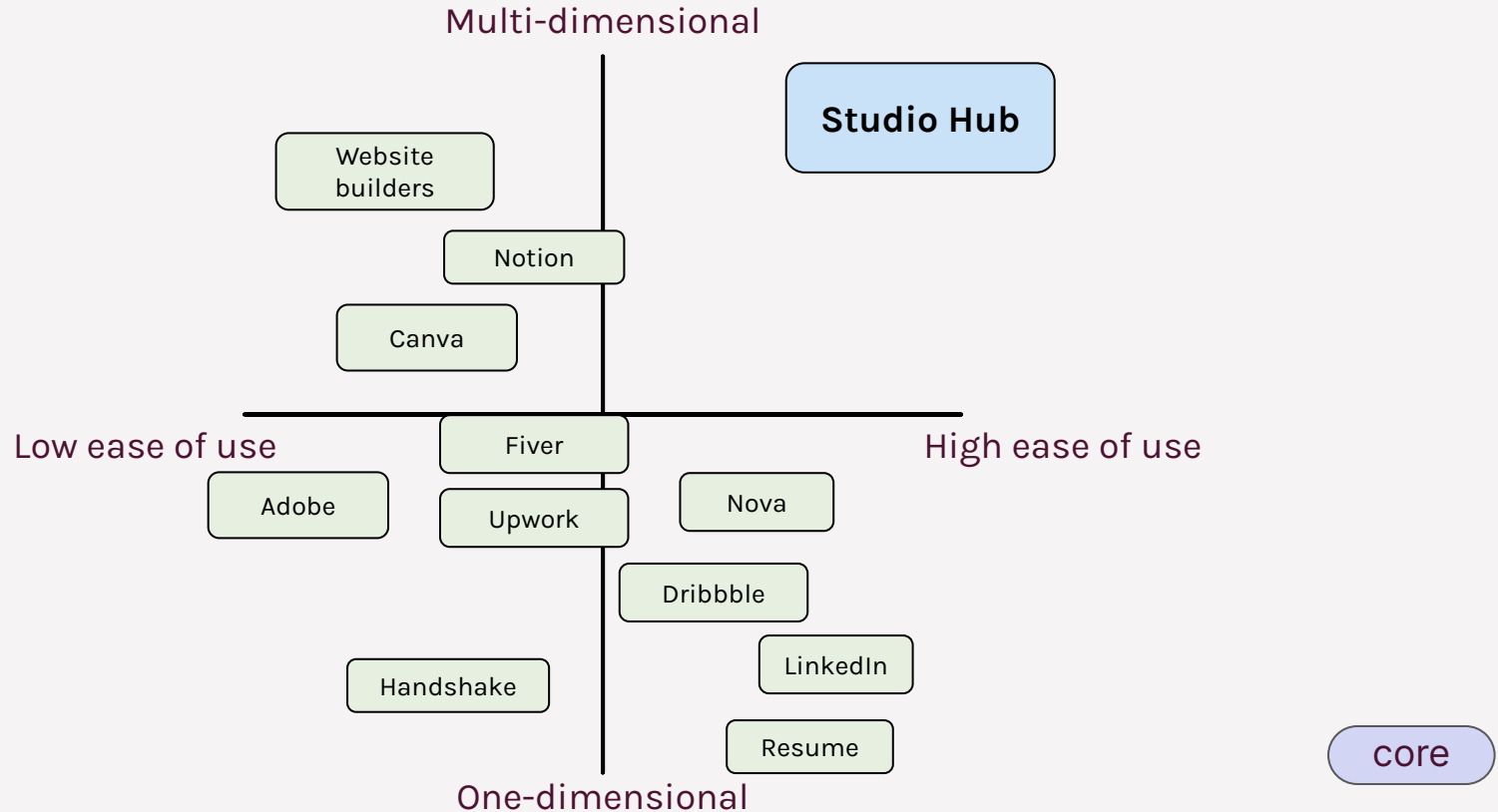
Serviceable Obtainable Market (SOM):

80,000



core

Competition & Competitive Advantage



Potential Risks



Risks: Employers don't care about a potential candidates portfolio.

StudioHub will:

- Target users with many projects who would benefit from StudioHub as an organizational tool



Risks: StudioHub is a "nice-to-have," not a "need to-have".

StudioHub will:

- Expand network to make StudioHub a place for finding opportunities



Risks: Customization is of utmost importance to users.

StudioHub will:

- Advanced customization features for premium users
- Integrate unique domain name

Initial Revenue Model

- Subscription-based revenue model: free plan and premium plan
- \$20/year to maintain custom domain name (for either plan)

	Free Plan	Premium Plan (\$15/month)
Custom Domain	✓	✓
Access to StudioHub Templates	✓	✓
Storage	5GB	15GB
Integration with 3rd Party Apps (LinkedIn, GitHub, etc.)	3 integrations	Unlimited integrations
Full Customization of Portfolio	–	✓
Visitor Analytics	–	✓

Projections: Year-Long Roadmap



Fundraise

	Pre-Seed	Seed	Series A
Valuation	\$25,000	\$2,500,000	\$25,000,000
Amount Raised	\$6,000	\$250,000	\$5,000,000
Use of Proceeds	Create MVP and test on beta users	Hire another engineer, GTM strategy & launch on Stanford campus	Big marketing push & launch outside Bay Area
Timing	January 2023	June 2023	January 2024
Cap Table	Family & Friends	Angel Investor(s)	VC(s)

Appendix

Go to Market Plan

- Target 18-24 year olds who are college students or recent graduates.
- Release MVP containing core features:
 - Resume/document parser
 - Tagging items
 - View by specific tag
 - Connect existing social media accounts
 - Customize with existing templates & colors
- We will provide a premium version with more features enabled
 - More customization and templates (HTML & CSS customization)
 - Integration with Google Domains to create custom domain name
- Aim to expand to a market that will compete with LinkedIn.

Obtaining and retaining customers

- Hold portfolio and website-building workshops on college campuses to show users how to use the platform.
- Social media marketing on Instagram and TikTok to gain user interest and preliminary traction
- Inviting users to come back and update their website
- Tracking number of shares and people users connect with

BMC
Problem



Activities



Key Resources



Value Props



Get



Keep



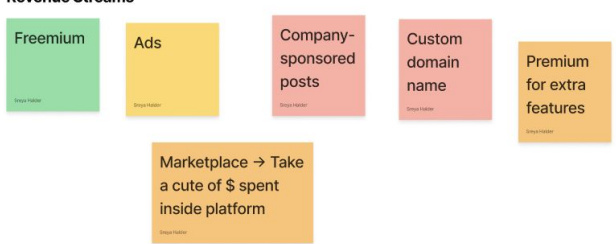
Customer Segments



Cost Structures



Revenue Streams



VPC (Value Proposition Canvas)

Past	Gains	Features	Products + Services
<p>Competitors:</p> <ul style="list-style-type: none">- LinkedIn- Wix- Other personal website builders- Canva- Adobe/Figma- Upwork- Handshake- Dribble <p>Home-grown:</p> <ul style="list-style-type: none">- Resume- Notion- Google Docs	<ul style="list-style-type: none">- Holistic portrayal of self- Visual, centralized portrayal of self- Easy + quick to make, “put up,” and edit/update <p>Pains</p> <ul style="list-style-type: none">- Hard to use + time-consuming- Very work/professional-focused- Not dynamic – very linear	<ul style="list-style-type: none">- Templates to choose from- Can input docs/files/images + embed links easily- Organizes layout for you- Option to include non-work-related sections (interests for example)- Ability to tag different parts of your page (“design” or “engineering”, for example)	<ul style="list-style-type: none">- Personal website builder = product- Can purchase own domain name (through partnership with GoDaddy?) = service

Look And Feel Prototype

Style Tile

Go to page titled “WIREFRAMES & STYLE TILE” at this Figma link to see style tile:

<https://www.figma.com/file/NblXYMmma598aPwWEhUXAO/CS-177-Milestone-1-prototype?node-id=185%3A351&t=qFI1ouSOgWlqgzPG-1>

StudioHub

more than a resume.

Style Tile

Version 1

This is a Header

h1: Inter Extra Bold, 60px

This is a Sub-Header

h2: Inter SemiBold, 36px

One morning, as Gregor Samsa was waking up from anxious dreams, he discovered that in bed he had been changed into a monstrous verminous bug. He lay on his armour-hard back and saw, as he lifted his head up a little, his brown, arched abdomen divided up into rigid bow-like sections.

p: Inter Regular, 16px

[This is an example of a Text link »](#)

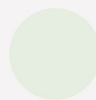
Button

2nd Button

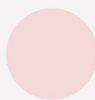
Project Colors



#D7DCF0



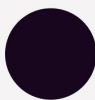
#E5EEE0



#F3D9D9



#F4DDA1



#18061F

Photos & Textures



Adjectives

Holistic

Fun

Visual

Unique

Easy

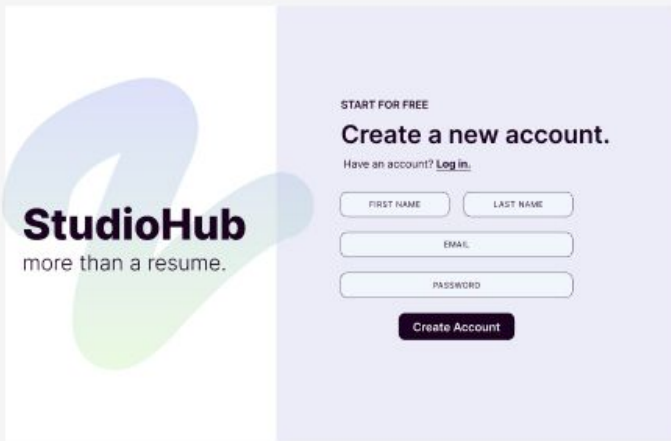
Creative

Happy Path Figma Wireframes

Go to page titled “WIREFRAMES & STYLE TILE” at this Figma link to see full happy path:

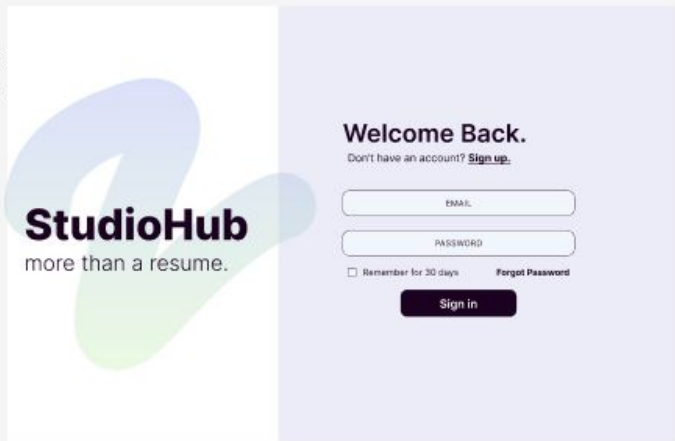
<https://www.figma.com/file/NbIXYMmma598aPwWEhUXAO/CS-177-Milestone-1-prototype?node-id=185%3A351&t=qFI1ouSOgWlggzPG-1>

1A. Create a new account on StudioHub!



The wireframe for creating a new account on StudioHub features a light purple background. On the left, there is a white box containing the StudioHub logo and the tagline "more than a resume.". To the right of this box, the text "START FOR FREE" is displayed above the heading "Create a new account.". Below the heading, there is a link "Have an account? Log in.". The form consists of three input fields: "FIRST NAME", "LAST NAME", and "EMAIL", followed by a "PASSWORD" field. A dark purple "Create Account" button is positioned at the bottom of the form.

1B. If you are an existing StudioHub user, then sign into your account.




The wireframe for signing into an existing StudioHub account features a light purple background. On the left, there is a white box containing the StudioHub logo and the tagline "more than a resume.". To the right of this box, the text "Welcome Back." is displayed above the link "Don't have an account? Sign up.". The form consists of two input fields: "EMAIL" and "PASSWORD". Below the "PASSWORD" field, there is a checkbox labeled "Remember for 30 days" and a link "Forgot Password?". A dark purple "Sign in" button is positioned at the bottom of the form.

Role Prototype

& Test Results




Test 1: Personal Website Need

Test Card 

Personal website need	
Sreya Halder	







STEP 1: HYPOTHESIS

We believe that

our users (namely college students and new graduates) want to have their own personal website. Critical:   




STEP 2: TEST

To verify that, we will

run a public Instagram poll across an audience of 108 people between the ages of 18 and 24 who go to Stanford. Data Reliability:      

STEP 3: METRIC

And measure

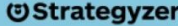
what percentage of people actually want a personal website, and also why they may not have one — what is a pain point for them? Time Required:   

STEP 4: CRITERIA

We are right if

the majority of people surveyed wanted a personal website.

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Learning Card 

Personal Website Need	
Sreya Halder	




STEP 1: HYPOTHESIS

We believed that

our users (namely college students and new graduates) want to have their own personal website.




STEP 2: OBSERVATION

We observed

out of the people who did not have personal websites, 57% said they wanted one. Out of this group, 35% said it is too time consuming to make a website, 37% said they don't know what to put on it, 11% said they don't need it for their career, and 17% said other for the reason why they don't have one. Data Reliability:   

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

the majority of people aged 18-24 at Stanford want a personal website. Most people don't have one because they don't know what to put on it and it's too time consuming to make a website, so we want to tackle those two pain points by making a product that's easy to use and easy to organize. Time Required:   


STEP 4: DECISIONS AND ACTIONS

Therefore, we will



focus on the two main pain points discovered by the poll.

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Test 2: Dashboard creator

Test Card	
Dashboard creator	
Sreya Halder	
STEP 1: HYPOTHESIS	
We believe that	
more people would have personal websites if it was easier and less time consuming to make.	
Critical: 	
STEP 2: TEST	
To verify that, we will	
create a Google Form for testers to fill out, and this form will auto-populate a Figma prototype of a StudioHub dashboard to show how easy it is to create a good-looking page.	
STEP 3: METRIC	
And measure	
how positively testers reacted to the finished dashboard and how many say they would use the product.	
STEP 4: CRITERIA	
We are right if	
the majority of people we test want to use our product based on this prototype.	

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Learning Card	
Dashboard creator	
Sreya Halder	
STEP 1: HYPOTHESIS	
We believed that	
more people would have personal websites if it was easier and less time consuming to make.	
STEP 2: OBSERVATION	
We observed	
every tester had a positive reaction to their personal dashboard, and the process of filling out the form averaged at around 4 minutes without the profile picture step. 90% of our testers said they would use the product, and that it was easy to use.	
	
STEP 3: LEARNINGS AND INSIGHTS	
From that we learned that	
the majority of testers reacted positively to the process and were impressed with their resulting dashboard, and also wanted to use the product in the future to make their own website due to its ease of use.	
Action Required: 	
STEP 4: DECISIONS AND ACTIONS	
Therefore, we will	
Focus on the process of creating a website and making sure it is as auto-generated as possible.	

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Test 3: Resume Description Maker

Test Card

Resume description maker	
Sreya Halder	

STEP 1: HYPOTHESIS

We believe that

more people would have personal websites if they spent less time thinking about descriptions for their work. Critical:   

STEP 2: TEST

To verify that, we will

interview people about their interests and ask them for a few high-level details about a project that they've done. We will put all these keywords into OpenAI Playground to generate a short description for them, and present the interviewee with the description.

STEP 3: METRIC

And measure


how likely, on a scale of 1-10, the interviewee would use this description for their project and if the description made it easier to write about the project itself.

STEP 4: CRITERIA

We are right if

the interviewee is very likely (above 7) to use the description for their project, or if they believe the description made it easier to write about the project.

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Learning Card

Resume description maker	
Sreya Halder	




STEP 1: HYPOTHESIS

We believed that

more people would have personal websites if they spent less time thinking about descriptions for their work.




STEP 2: OBSERVATION

We observed

Most testers were not incredibly impressed with the capabilities of the OpenAI playground to generate a detailed description. Responses averaged around 5.6 when asked whether the user would use the generated description. When asked why, most said that the descriptions were not specific enough or just reworded what they said.   

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

users did not respond positively or negatively to the description generator and cared more about describing their projects from their own perspectives. Some used previous descriptions on resumes and some came up with one liners during the testing process. Most people did not strongly favor the AI generated response.   


STEP 4: DECISIONS AND ACTIONS



Therefore, we will

not include this feature in our MVP


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Test 4: Length of Inquiry




Test Card		Strategyzer
Length of inquiry		
Sreya Halder		
STEP 1: HYPOTHESIS		
We believe that		
more people would have personal websites if they were faster to make.		
Critical: 		
STEP 2: TEST		
To verify that, we will		
create two different Google forms, one short and one long, to input necessary information for making a StudioHub account and a blank dashboard.		
STEP 3: METRIC		
And measure		
which Google form testers preferred.		
STEP 4: CRITERIA		
We are right if		
the majority of testers preferred the shorter form.		
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The makers of Business Model Generation and Strategyzer		

Learning Card		Strategyzer
Length of inquiry		
Sreya Halder		
STEP 1: HYPOTHESIS		
We believed that		
more people would have personal websites if they were faster to make.		
STEP 2: OBSERVATION		
We observed		
Across our responses, users answered with an average rating of 6.1 when asked "How likely are you to use this product to make a personal website/visual resume?" The median of the survey was a rating of 7. 67% of users felt like the process was just long enough, and 33% felt like it was very short. When asked if the process helped the user think about their own experiences, 67% said yes and 33% said no. All of the people who answered "very short" also answered "yes" and gave an average rating of 7.5.		
Reliability: 		
STEP 3: LEARNINGS AND INSIGHTS		
From that we learned that		
most users appreciated the process of walking through building a personal website, and most users felt like it helped them think about themselves and what they might want to include on the full website. However, an average rating of 6.1 is not ideal, and one user rating of 2 brought the average down. We would consider interviewing this user to find out what they did not like about the process.		
Reliability: 		
STEP 4: DECISIONS AND ACTIONS		
Therefore, we will		
interview more users about this process and target the people who rated highly.		
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Test 5: Value of design/customization of site

Test Card 

Value of design/customization of site	
Sreya Halder	

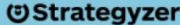
STEP 1: HYPOTHESIS
We believe that
people value some structure over complete customization when creating a personal website.
Critical:
  

STEP 2: TEST
To verify that, we will
compile a list of 4-5 different StudioHub website designs portraying the same information, with varying degrees of customization and unique design, compared to the baseline, blank template.

STEP 3: METRIC
And measure
what degree of customization testers prefer for their personal website.




STEP 4: CRITERIA
We are right if
the majority of testers preferred the options on the lower end of customization.




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Learning Card 

Value of design/customization of site	
Sreya Halder	

STEP 1: HYPOTHESIS
We believed that
more people would have personal websites if they were faster to make.

STEP 2: OBSERVATION
We observed
The majority of users favored higher degrees of customization, but liked the overall format of the platform. They tended to favor example websites with similar structure but unique fonts, graphics, and colors.
Data Reliability:
  

STEP 3: LEARNINGS AND INSIGHTS
From that we learned that
From that we learned that users actually prefer some degree of customizability, as long as there is a place to start. One user compared it to Canva, where you can drag and drop and select from templates to easily create appealing designs. Another user would like to see more freedom with using CSS and HTML to customize the page. We learned that people value a large range of customizability.
  

STEP 4: DECISIONS AND ACTIONS
Therefore, we will
Prioritize features for customizability by providing different levels of customization (templates, themes, and custom code).

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Role Prototype Insights

1. Most people who do not have a personal website, want a personal website. The main reasons for why they don't have one are because they don't know what to put on it and it's too time consuming.
2. Most people like the automated nature of StudioHub where it walks the user through the process of adding an item and formats it properly.
3. Most people did not really care for description generators and wanted to use their own words, but thought it would be a good place to start.
4. People value a large range of creativity, depending on their field and interests.

Synthesized findings

StudioHub is a platform to provide an easy-to-use and quick way to create a personal website. At a high level, users can quickly create an account and input items that represent who they are, such as past projects, media, and experiences. Once they are done providing their information, our platform will automatically generate a clean dashboard showcasing the qualities and interests of the user, which they can easily update by adding or editing items and can share with others. We were envisioning using an AI plugin, such as OpenAI, to generate descriptions for items based on a few key words or sentences the user puts in, in order to give them a starting point when describing something that they've worked on. We also want to include templates for some degree of customizability and layout, so the website can capture the personality of the user.

After running experiments, we were able to gauge interest in our product's primary features. We discovered that most people (57% from a pool of 18-24 year olds who do not currently have personal websites) wanted their own personal website, but the reasons why they did not have one were because they don't know what to put on it and it was too time consuming to make one. We wanted to tackle those problems with our product. We let users walk through a form that would resemble the process of creating an account and adding an item to their website. Our testers gave it an average rating of 6.1, with 83% of testers giving an average rating of 7. This is a strong indicator for our product, but for the outlier who rated below a 5, we would like to explore why they did not enjoy the process.

We also found that users did not respond heavily to our AI description generator, and actually opted for their own descriptions (either existing from their resume or from the top of their head). Most of these users felt like the AI-generated descriptions were good enough starters, but not good enough to represent the project.

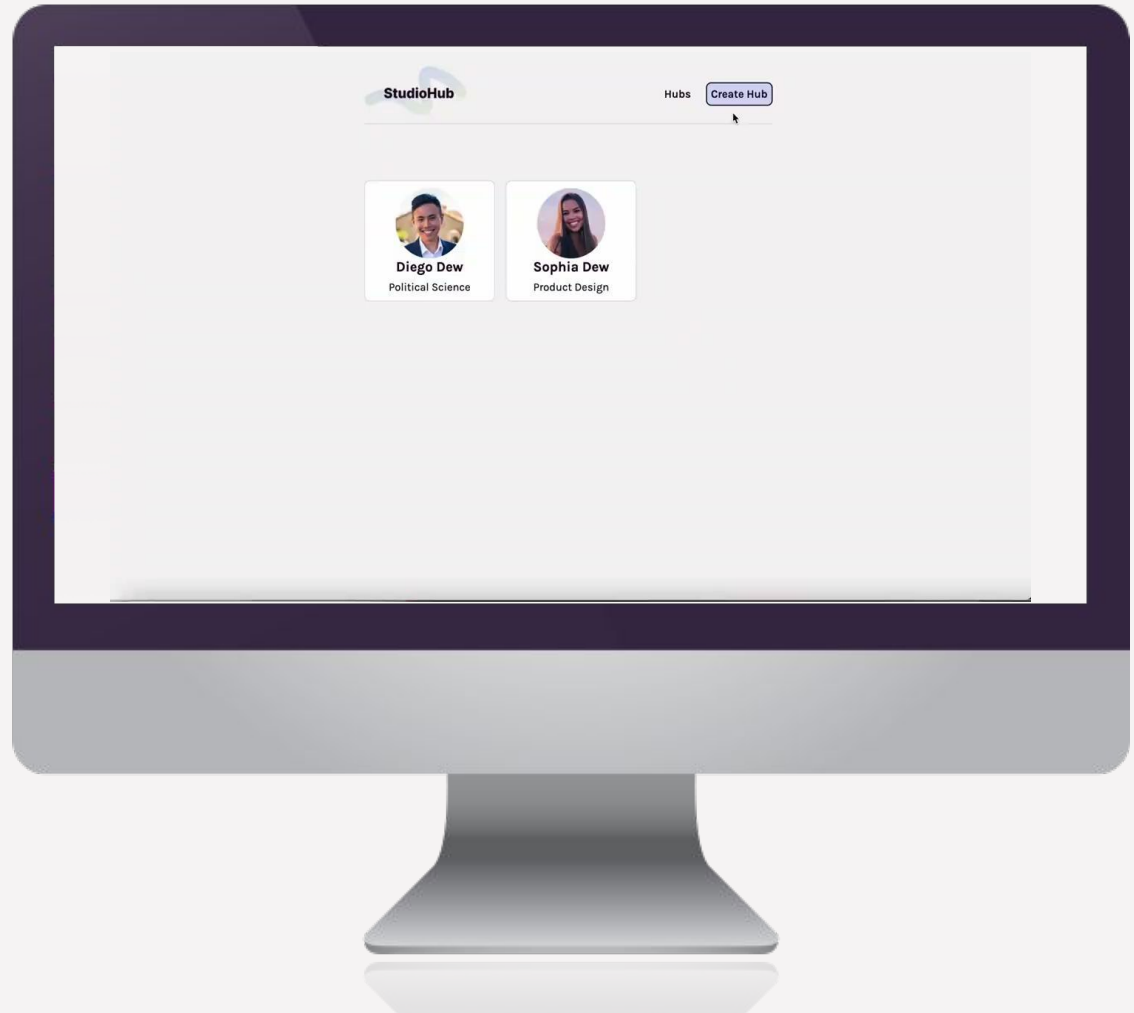
In terms of customizability, users favor a broad range. While we wanted to keep our format standardized for the purposes of the network, some users preferred a high degree of customization (HTML and CSS), and some preferred simply having templates or some drag-and-drop options.

Based on our findings, we will be moving forward with the following features: our streamlined, easy-to-use way of adding items to the website using a form format, and providing a broad range of customizability from default options to templates and color/font options (integrating Google fonts for greater freedom). We will not be focusing on the AI description maker as a central feature of StudioHub, and will instead consider keeping it as an option for those who want a place to get started, as well as adding a resume parser to obtain existing information.

Implementation Prototype

Implementation Prototype

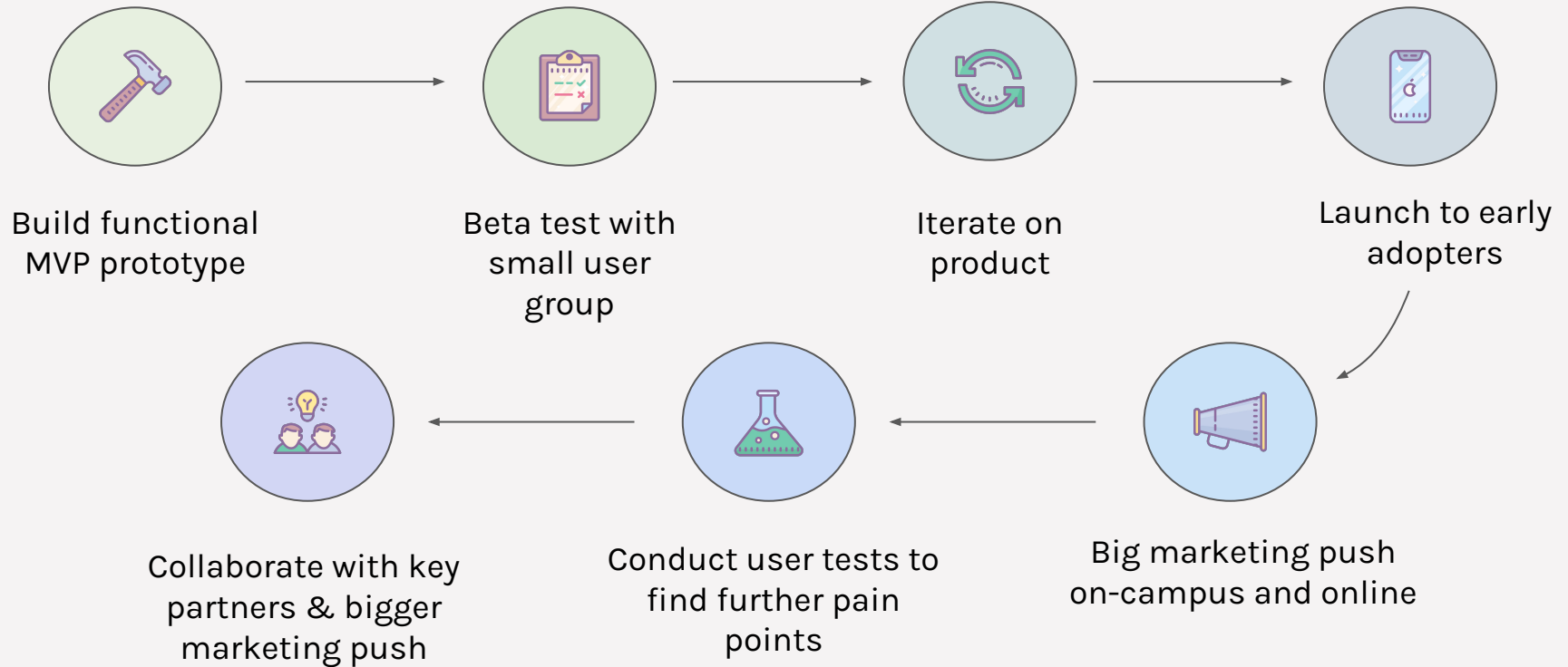
[Github](#)



ETHICAL CONSIDERATIONS

- Bad actors making websites pretending to be other people
- Social media platforms can be addictive and cause unhealthy thoughts and behaviors that lead to poor mental health (more of a consideration for the later stage of StudioHub that will be more similar to LinkedIn)
- Our platform benefits those who are most privileged and already have many job opportunities, which may further income inequality

Roadmap



Questions?