U-Corp @ ErroRight

Nurturing Engagement: Strategies for Active User Retention in Global Markets

U-Corp Lab

The U-Corp Lab (U-Corp) is a co-innovation platform that connects innovative organizations/companies with the vibrant DKU research and entrepreneurial community. The goal is to provide DKU students the opportunity to master industry-proven innovation research methodologies through productive practice and co-creation projects with companies. These co-innovation projects will provide students with exposure to real-world innovation practices, businesses, cultures, and mindsets; a chance to deep dive into an industry and develop domain knowledge in specific sectors; experience using a variety of industry-proven research methodologies and tools; practical innovation project experience working in teams on real business challenges.

ErroRight AI

ErroRightAI, founded in July 2024 in Shenzhen, China, was incubated by renowned entrepreneurial mentor Prof. Zexiang Li. The company focuses on Artificial Intelligence and Robotics, aiming to enhance interpersonal interactions and build a tight social network through AI. ErroRightAI has a global vision, with a target market covering Europe, the US, Japan and Korea, and is actively engaged in exchanges with domestic and international partners. Since its establishment, ErroRightAI has won awards in several innovation competitions and received authoritative media coverage. The company is developing innovative AI+ hardware products, focusing on rapid iteration and user feedback, and is committed to providing the best experience. In the future, ErroRightAI will continue to promote technological innovation and product development, and plans to release its first heavyweight product in the first half of 2025, bringing more innovative value to the global market.

For more information, please visit: https://erroright.cn/

Product Introduction

The company's upcoming product is a multiplayer interactive desktop robot MiBai, which uses a wireless charging cell phone dock as a carrier. When you put your phone on it and open the APP, it will transform into your electronic partner, interacting with you in games, communication and dialog, adding fun to your life. At the same time, when you and your friends have a MiBai, you can carry out remote equipment connection interaction, become each other's embodiment of advent, either party can be operated remotely to project themselves onto the robot, the robot will be twinned with each other's characteristics, even if thousands of miles apart, you can also be through the MiBai embodied experience of "close" distance interaction. Even if you are thousands of miles apart, you can still interact with each other through the MiBai experience at a "close" distance.

For more information, please visit: https://erroright.cn/support

Project Introduction

This project aims to establish an overseas market-focused community and its maintenance mechanisms through systematic planning and execution. By enhancing user engagement and retention, the project seeks to lay a solid foundation for the product's long-term development. It will progress through four key phases: research and analysis, strategy development, activity execution, and performance evaluation. The ultimate goal is to build a foundational community with over 1,000 active members, increase user awareness and satisfaction, foster a positive reputation, and explore innovative approaches to sustainable community management and engagement strategies for overseas platforms.

The project also provides participants with valuable practical opportunities to gain in-depth insights into the market characteristics and user behaviors of desktop companion interaction products. Students will learn and apply advanced community management and engagement strategies, enhancing their innovative thinking and social practice skills. This experience not only strengthens their foundation for future career development but also offers critical support for boosting user engagement and retention on overseas community platforms, contributing to the product's sustainable growth.

Final Result: Action Report

Study methods: Case Studies, Qualitative Research, Quantitative Research

Student Team Composition

Number of students: 4-5

Students with relevant research experience will be given priority.

Working Plan

1. 4-5 students will form a working group, which will work together to complete the project under the guidance of the tutor.
2. In addition to meeting with the company for the first time, students will have biweekly meetings with the U-Corp team to report on their work progress and receive mentoring feedback. (See below for details.)
3. Project arrangement: Students need to work about 6-10 hours per week, and the project duration is 20 weeks. See the following table for the specific schedule

Timetable

Date	Week	Working Content	Delivery Results
2.24-3.9 *(3.3-3.6 Final Week will be skipped.)	**WK 1-2**	Conduct a project kick-off meeting to communicate with ErroRight representatives to clarify project goals, scope, timeline, and team member roles.	Arrangement of division of responsibilities among team members and determined dates/times for internal meetings
3.10-3.23	**WK 3-4**	**Research and Analysis Phase:** 1. Conduct user persona analysis for the target market, including cultural, behavioral, and needs-based insights; study community-building models and successful cases of similar products.; 2. Research and analyze the operational models and user interaction mechanisms of established communities; evaluate maintenance strategies tailored to product features (e.g., point systems, themed activities).	User Persona Report Analysis of Community Building in Similar Products Report on Mature Community Operation Models Evaluation of Maintenance Strategies for Product Feature Adaptation
3.24-4.6	**WK 5-6**	**Program Development Phase:** 1. Define community-building objectives, innovative recruitment strategies, and maintenance plans tailored to the project. This includes establishing community rules, user tiers, and reward mechanisms; designing monthly and quarterly activity plans (e.g., live-streams, user feedback collection); and creating a user management system to monitor community health metrics (e.g., activity levels, and turnover rates); 2. Submit the initial draft of the community recruitment and maintenance plan for internal team review and feedback; 3. Revise the draft based on feedback, refine details, and finalize the plan.	Draft Plan for Community Recruitment and Engagement Draft Monthly/Quarterly Activity Plan Final Plan for Community Recruitment and Engagement Final Monthly/Quarterly Activity Plan
4.7-4.20	**WK 7-8**		

4.21-5.4	WK 9-10	**Activity Execution Phase:** 1. Execute a community-building plan targeting potential users, guiding new members to understand the product, community rules, and activities; 2. Execute monthly events for existing community participants, including execution, monitoring, and feedback collection. 3. Report weekly on activity preparations and implementation, adjusting maintenance strategies to address community feedback and evolving needs; 4. Engage in interviews and discussions with community members to gather feedback and iteratively refine existing activity designs; 5. Compile promotional materials documenting the entire activity process, such as drafts for platforms like RED, providing content support for community outreach and brand development.	Summary and Reflection on Periodic Member Recruitment; Monthly Activity Execution Report; User Management Mechanism Establishment Report; Community Health Metrics Monitoring Report; Maintenance Plan Adjustment Records; Activity Feedback Collection Report and Iterative Adjustment Plan; Promotional Materials Package (e.g., RED Copywriting)
5.5-5.18 * (5.5-5.8 Final Week will be skipped.)	WK 11-12		
5.19-6.1	WK 13-14		
6.2-6.15	WK 15-16		
6.16-6.29	WK 17-18	**Effectiveness Evaluation Phase:** Collect and analyze key data to assess the effectiveness of community building; recommend next steps for optimization; Write a summary report and optimize its content.	Community Building Effectiveness Evaluation Report Next Steps Optimization Recommendations Report
6.30-7.13	WK 19-20		

Important Date:

Orientation meeting: 2.22

Regular meetings with the U-Corp: Biweekly meeting

ErroRightAI team participation guidance Date: Biweekly meeting

Final Presentation: TBD