Labify Connect

Connecting Minds, Building Science.

Link to Presentation

Presentated by Sabrine Lachheb

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Problem Statement

Problem 1

Hard to Find the Right Collaborators: Scientists and medical professionals struggle to connect across disciplines, often leaving projects stalled or incomplete.

Problem 2

Existing Platforms Fall Short: Current tools are too broad, poorly verified, and misaligned with academic workflows, leading to wasted time and irrelevant connections.

Problem 3

Collaboration Without Trust is Risky: Without a dedicated, user-centered, and verified platform, researchers face barriers to building secure, meaningful, and productive partnerships.

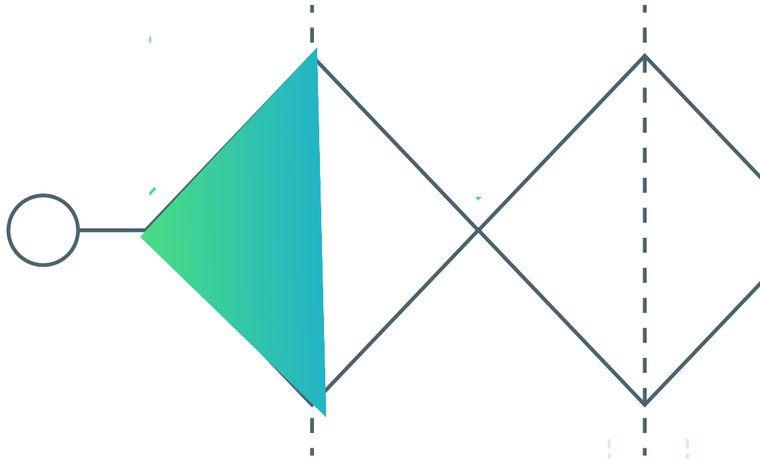
Problem 4

Slow & Inefficient Discovery: Researchers lose time navigating irrelevant profiles, outdated information, and unverified expertise instead of focusing on innovation.

Scientists lack a trusted, efficient way to connect with the right expertise when it matters most.

Possible Solutions

- Labify Connect is a cross-platform, trust-based networking application designed for scientists.
- Provides a secure and credible environment for scientific collaboration.
- Facilitates collaboration between scientists across disciplines and institutions.
- Uses a sponsorship-based profile filtering system to ensure authenticity.
- Offers specialized tools for clear scientific communication.
- Transforms networking into a focused, reliable, and meaningful experience.



Method

Labify Connect

01 Discover

SWOT Analysis

ResearchGate

STRENGTHS
Large community of active researchers.

WEAKNESSES
Limited verification of profiles.

OPPORTUNITIES
Improve trust through stronger validation.

THREATS
Competition from more user-centered platforms.

ACADEMIA

STRENGTHS
Easy sharing of publications.

WEAKNESSES
Overemphasis on paywalls and premium features.

OPPORTUNITIES
Offer open, credible collaboration tools.

THREATS
Losing trust due to commercialization.

LinkedIn

STRENGTHS
Broad professional networking reach.

WEAKNESSES
Not tailored to academic workflows.

OPPORTUNITIES
Expand into specialized research features.

THREATS
Overcrowded with irrelevant connections.

Slack

STRENGTHS
Easy, real-time team communication.

WEAKNESSES
Not tailored to research workflows or credibility.

OPPORTUNITIES
Could integrate with academic tools for project collaboration.

THREATS
Overlap with Discord and other llaboration platforms.

Method

01

Discover

Key insights

Collaboration Challenges

- Hard to find the right collaborators
- Hard to connect outside personal or institutional networks — Sabrine Sabrina
- Takes too long to find reliable partners
- Smart matching and recommendations — Sabrine Sabrina

Trust & Verification

- Trust and verification are missing
- Record of a researcher, better with review/evaluation from peers
- Need identity verification tied to ORCid/institution
- Access to funding, data, or equipment is limited — Sabrine Sabrina

Platform Limitations

- Existing platforms are not researcher-scientist friendly
- Tools not integrated with academic workflows — Sabrine Sabrina
- Clear search for available tools and expertise (too much irrelevant content) — Sabrine Sabrina
- Lack of advanced filters for expertise, methods, equipment — Sabrine Sabrina

Resources & Opportunities

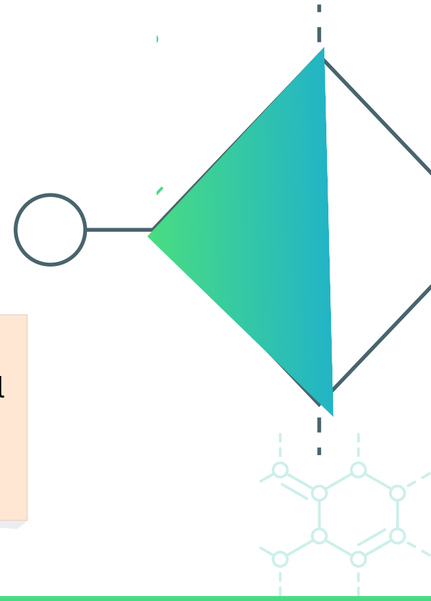
- Struggles to find sponsorship or funding partners
- No visibility on available datasets, equipment, or labs — Sabrine Sabrina
- Limited visibility into ongoing projects needing collaborators — Sabrine Sabrina
- Difficult to showcase project portfolio effectively — Sabrine Sabrina

AI & Smart Tools Needs

- Desire for AI-powered collaborator matching — Sabrine Sabrina
- Need literature assistants to summarize papers quickly — Sabrine Sabrina
- Interest in personalized recommendations for datasets & tools — Sabrine Sabrina
- Want project-based matching (who can fill missing expertise) — Sabrine Sabrina

Communication & Workflow

- Miscommunication across disciplines (terminology gaps)
- No simple way to share project readiness/availability — Sabrine Sabrina



User Persona

Dr. Prof. Anna Müller

Academic Researcher
Microbiology

About

Age: 35 Years

Berlin, Germany

Role & Background: Associate Professor in Microbiology, 8 years of research experience.

Institution: University-based, leading a small interdisciplinary lab.

Bio

Dr. Anna Müller is an Associate Professor of Microbiology with 8 years of research experience. She frequently engages in interdisciplinary projects but often struggles to verify collaborator reliability and align goals.
Relying mainly on email, academic networks, and conferences to find partners, one of her key projects remains on hold because she has not yet found the right collaborator with the required expertise. Anna places the highest value on trust, expertise, and transparency in scientific partnerships.

Motivations

- Advance impactful scientific discoveries through interdisciplinary collaboration.
- Access specialized expertise, labs, and datasets beyond her institution.
- Publish high-quality research with trusted and reliable partners.
- Gain recognition for her leadership in building collaborative consortia.
- Reduce time wasted on searching for collaborators by leveraging smarter matching tools.

Goals

- Build a reliable and diverse network of collaborators with complementary skills.
- Find and match with the “right” collaborator faster to move stalled projects forward.
- Secure joint funding for interdisciplinary projects.
- Integrate collaboration seamlessly into her academic workflow (email, institutional tools, reference managers).
- Ensure fair authorship and transparent contribution tracking across collaborations.

Frustrations

- Difficulty verifying collaborators’ expertise and reliability upfront.
- Misaligned goals and unclear responsibilities leading to project inefficiency.
- Projects delayed or blocked due to the lack of suitable collaborators.
- Overreliance on email and conferences, which are slow and inefficient for large-scale or urgent projects.
- Lack of recognition for consortium leadership compared to publications.

Quote

“My project is stalled because I haven’t found the right expertise I need a faster, more reliable way to connect with collaborators I c

Labify Connect

02

Define

Technolog

IT & Internet

Social Networks

Social Net

	Awareness	Consideration	Search	Evaluation	Decision	Collaboration Setup	Sustain
Touchpoint	Hears about Labify Connect via academic conference / email / peer	Visits platform website / explores features	Uses smart filters to look for collaborators	Reads collaborator’s verified profile (ORCID, projects, endorsements)	Initiates first contact	Defines goals and roles with collaborator on platform	Shares files, monitors trust signals, communicates
Thoughts/Questions	“Could this help me find collaborators faster?”	“Does this solve problems that LinkedIn or ResearchGate don’t?”	“I need someone with expertise in proteomics. Will the filters be accurate?”	“Can I trust this person’s experience and credibility?”	“Should I send a request? Will they respond?”	“How do we align expectations clearly?”	“I feel confident Labify Connect this platform keeps us aligned.”
Emotional state at each touchpoint	Curious	Excited	Motivated (impatient)	Focused (skeptical)	Conflicted (impatient)	Determined	Satisfied (anticipatory)
KPIs	Click-through rate, signups from academic channels	Time on site, feature exploration rate	Filter usage, search-to-profile view ratio	Profile views, verification checks, endorsement interactions	Connection requests sent, acceptance rate	Project creation rate, collaboration readiness signals used	Active project usage, repeat collaborations, retention

User Persona

Dr. David Chenin

Industry Research Scientist

About

Age: 40 Years

Bay Area, USA

Role & Background: Senior Scientist in Biomedical Engineering, 5 years of research experience.

Institution: Private R&D lab, collaborating often with universities.

Bio

Dr. David Chenin is an accomplished biomedical engineering research scientist with extensive experience bridging the gap between academic discovery and industry application. He is passionate about translating cutting-edge research into real-world solutions that improve patient outcomes and advance medical technology. He enjoys connecting with colleagues at conferences and expanding his professional network, but values time highly numerous projects demand faster collaboration, and waiting for the next conference is often not an option.

Motivations

- Translate academic discoveries into practical biomedical technologies.
- Foster collaborations with universities to access specialized labs, datasets, and expertise.
- Expand his professional network beyond conferences to find the right partners faster.
- Accelerate project timelines by combining academic depth with industry resources.
- Secure joint funding and partnerships that support applied, impactful research.

Goals

- Build reliable and trusted partnerships with academic researchers aligned with industry needs.
- Establish efficient collaboration channels that don't rely solely on conferences or chance meetings.
- Streamline collaboration processes to save time and reduce administrative overhead.
- Use modern tools for real-time communication, data sharing, and project tracking.
- Quickly identify and match with collaborators whose expertise fits project requirements.

Frustrations

- Hard to assess reliability and trustworthiness of potential academic collaborators.
- Limited time to search for or evaluate partners.
- Current platforms (LinkedIn, ResearchGate) are not tailored to R&D collaboration.
- Administrative and funding processes are complex and slow.
- Concerns over IP protection and lack of clear authorship or contribution agreements.

Labify Connect

02 **Define**

Quote

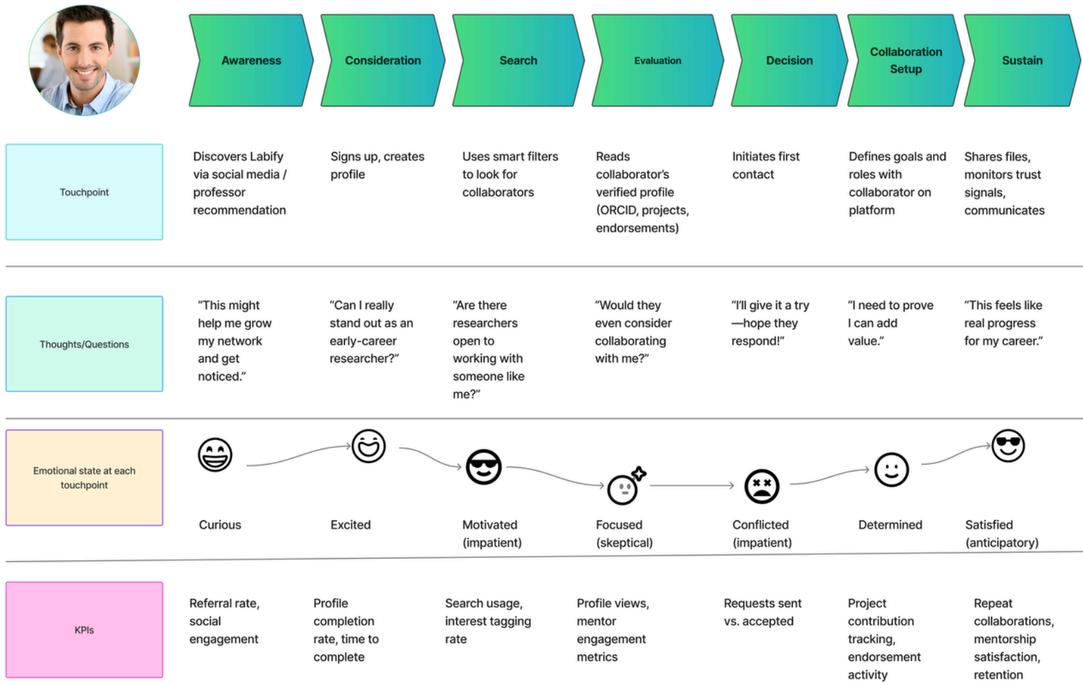
"I can't afford to wait until the next conference to find the right collaborator — I need trusted academic partners now, with clear agreements from the start."

Technology

IT & Internet

Social Networks

Social Networ

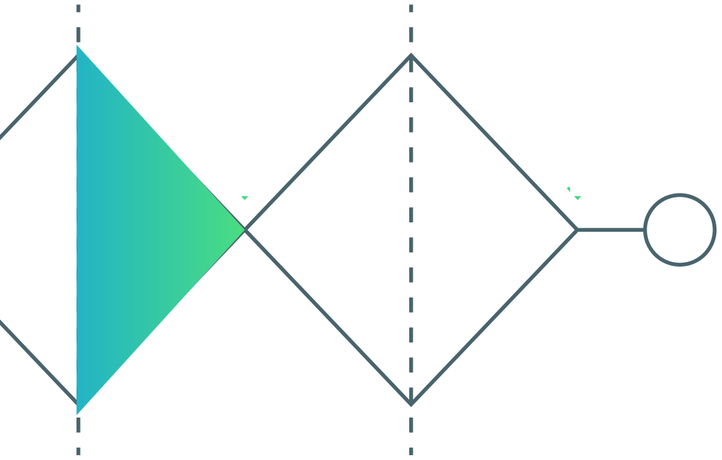


Core Problem

02

Define

Researchers lack a verified, user-centered platform that allows them to efficiently find trustworthy collaborators across disciplines.



03 Develop

UX Strategy Canvas

Labify Connect

Business objectives

- Create a trusted, verified networking platform for scientists & medical professionals.
- Reduce time spent finding relevant collaborators and resources.
- Enable long-term adoption in universities, research labs, and healthcare institutions.
- Position Labify Connect as the go-to ecosystem for academic and cross-disciplinary partnerships.

User needs

- Find collaborators quickly across fields, institutions, and geographies.
- Integrated tools aligned with academic workflows (ORCID, literature, funding, data/equipment).
- Clear, secure, and efficient communication tools.
- Trustworthy connections (identity verification, credibility indicators).
- Smarter recommendations (AI-driven collaborator matching, dataset suggestions).

Strategic UX Recommendations

How can interaction design better align business goals with user needs?

Onboarding for Trust	ORCid-based identity verification → supports business goal of credibility while giving users secure entry.
Smart Discovery Flows	Advanced filters + AI-powered matching → aligns business need for faster collaboration with user need for relevance.
Collaboration Readiness Signals	Project availability indicators & sponsorship system → align trust-building with user transparency.
Integrated Research Tools	Paper summarizer, dataset recommendations, funding matches → support business differentiation while meeting user need for workflow efficiency.
Engagement Dashboards	Personalized recommendations & project portfolio displays → align business growth goals with user need for visibility and recognition.

Success Metrics (KPIs)

How can interaction design better align business goals with user needs?

- Reduced time to collaboration
- % of verified profiles (adoption + trust)
- Number of successful collaboration matches
- Engagement rate (repeat sessions, active users)
- Usability satisfaction scores from testing
- Institutional adoption (labs/ universities onboarded)

Market analysis

Current platforms:

- Existing platforms (ResearchGate, LinkedIn, Academia.edu) are too broad, unverified, and lack academic workflow integration.

Gap:

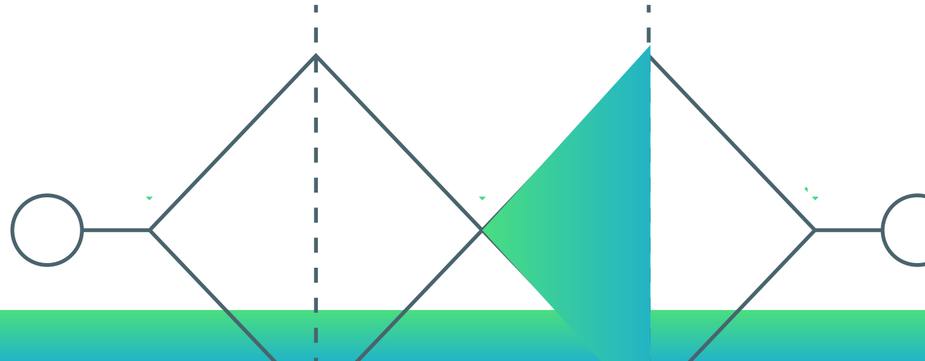
- Opportunity gap: A dedicated, researcher-first, trust-based platform.

Trend:

- Growing demand for AI-driven tools in research collaboration & productivity.

Current Pain Points

- Hard to connect outside personal/institutional networks.
- Slow, inefficient discovery of expertise, data, equipment.
- Limited visibility of ongoing projects & available resources.
- Miscommunication across disciplines (terminology gaps).
- Lack of trust/verification mechanisms → risky collaborations.



Solution

Solution 1

Faster, Smarter Collaboration Matching:

- AI-powered search and smart filters to quickly identify relevant experts.
- Expertise-based matching by field, methods, tools, or available datasets/equipment.
- Interest tagging to connect scientists exploring similar cross-disciplinary ideas.

Solution 2

Verified & Credible Connections:

- ORCID-based identity verification ensures authenticity of every profile.
- Automatic syncing with institutional systems to keep publications updated.
- Linked publications, project portfolios, and peer endorsements for visible credibility.

Solution 3

AI-Powered Research Assistance:

- Literature assistant recommending relevant papers and datasets for ongoing projects.
- AI-generated summaries of research papers for easier interdisciplinary understanding.
- Collaboration readiness indicators to show availability and openness for new projects.

Solution 3

Trust & Support Mechanisms

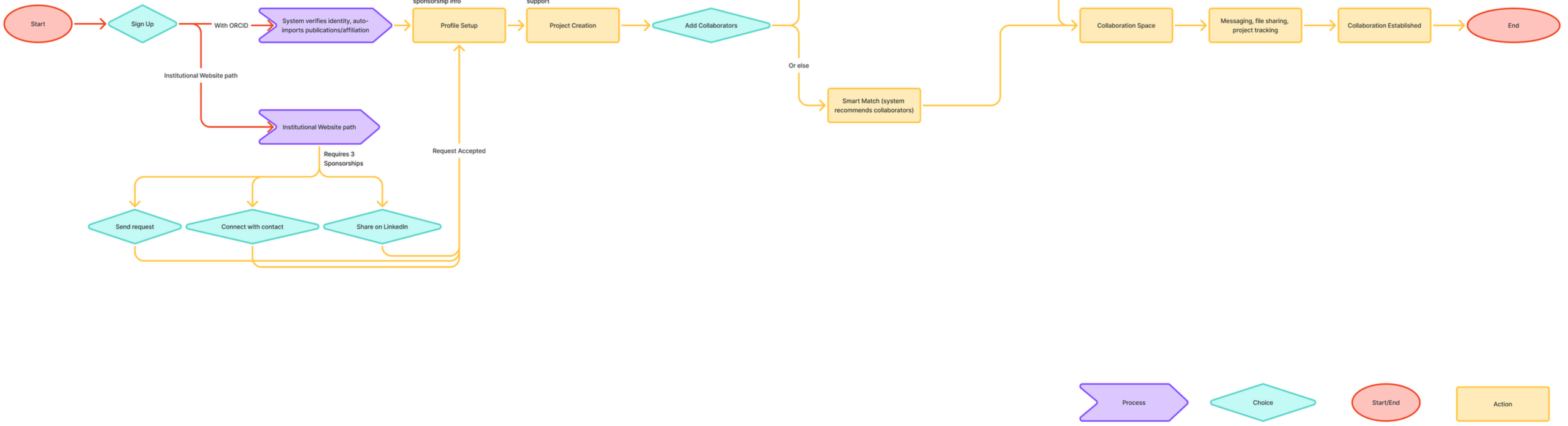
- Sponsorship-based entry system for enhanced credibility.
- Transparent project history to showcase prior collaborations.
- Built-in tools for secure and clear communication.

Labify Connect is not just about networking — it's about building a thriving ecosystem for the scientific, healthcare and medical community

03 Develop

User Flow

abify Connect flow chart



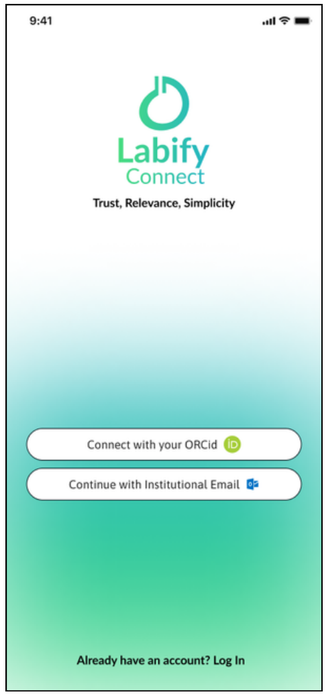
Method

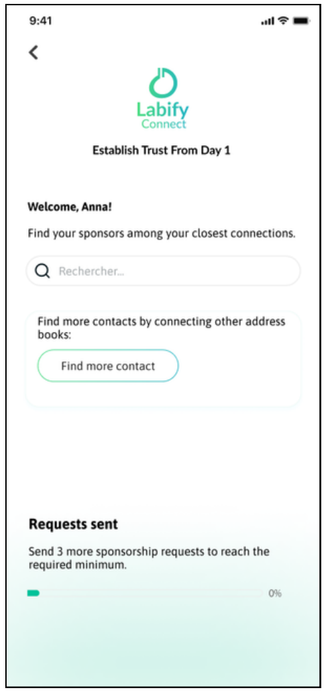
04

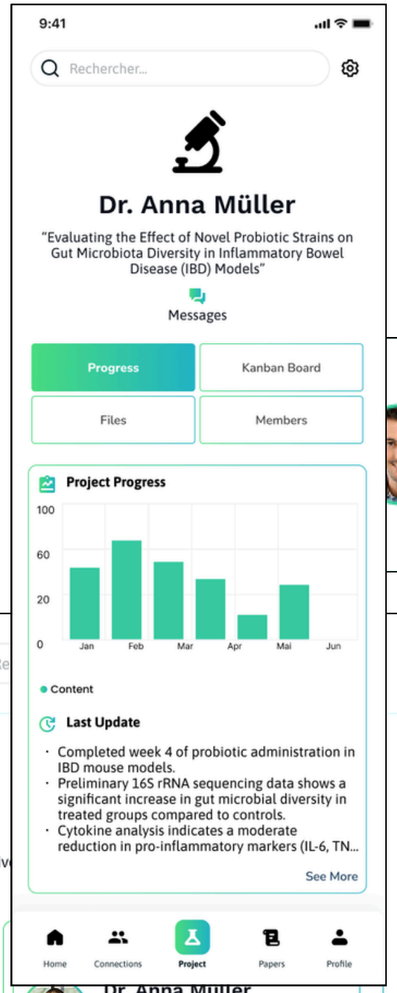
Deliver

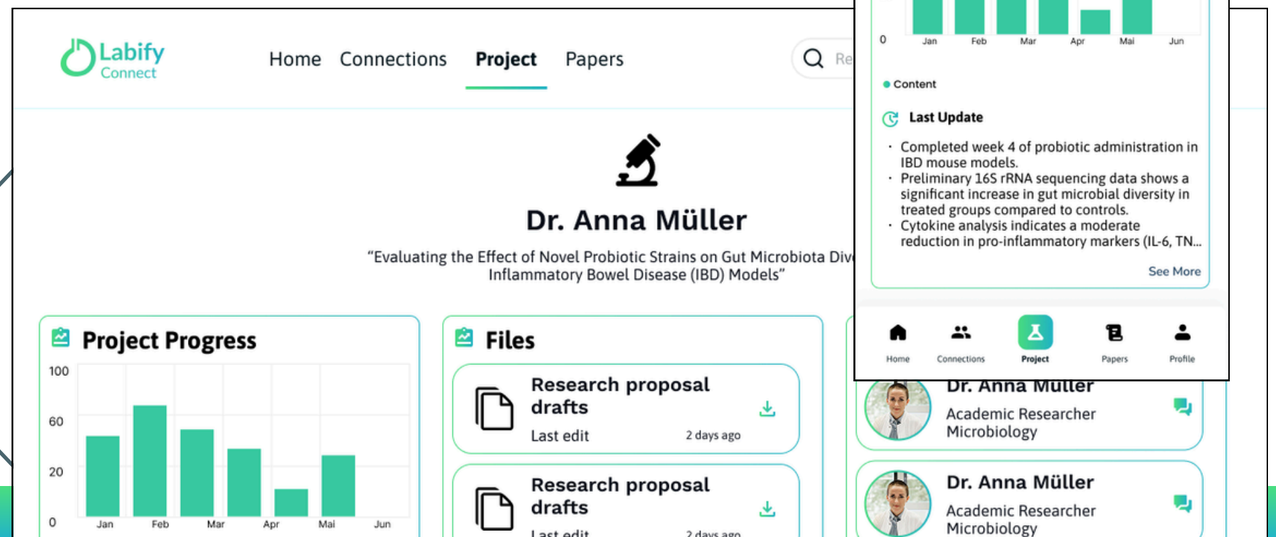
Wireframes

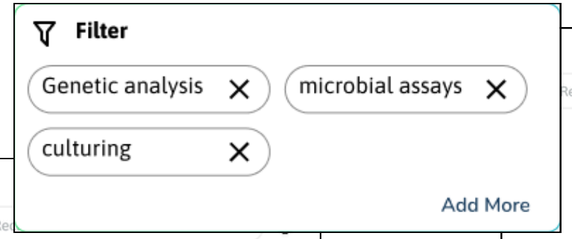
Labify Connect

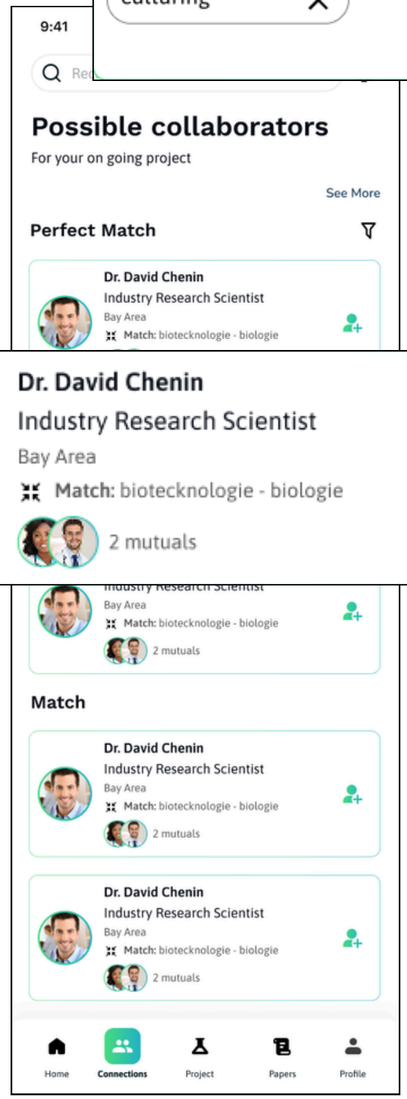


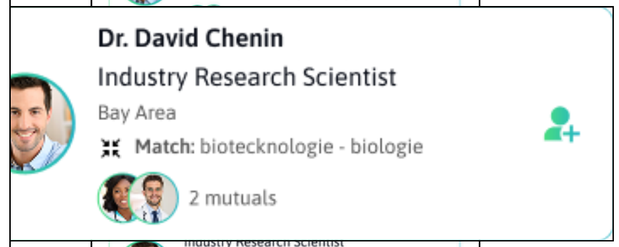


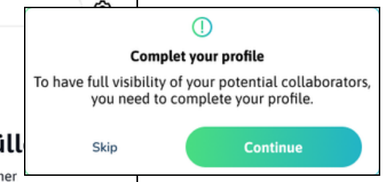


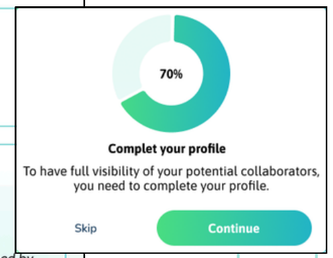












Thank you

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Link to Presentation

Next Step

- **User Testing:** Conduct usability tests with target audiance.
- **Iterative Improvements:** Refine features: AI-matching, verification, communication tools based on feedback.