




ژیهوار

Z H I V A R



**Where are we standing in the expanse of contemplation?  
Why?**

With respect to the famous quote of "knowing is Half the Battle," with the richness of thoughts and the diversity of preferences, without any preparation or counseling, it seems unlikely that one can confront with all the challenges and difficulties altogether. The need for the presence of expert specialists is now felt more than ever. Training, guidance, and counseling have been around for a long period of time, but these days with the development of humanities and behavioral sciences, special attention has been paid to psychological services, counseling, psychiatry, technology based therapies, and neuroscience. In the past, the focus on training and counseling was on conducting training sessions and therapy for people and organizations. Such programs have been inaccessible to many individuals, notably in the field of psychology, where many are concerned about the lack of access to experienced teachers ...



and counselors and therapists (especially in impoverished cities and regions) in terms of the time and expense needed for access to school, medical and counselling facilities.

In addition to communication strategies, principles and techniques, education and counselling resources have often evolved with respect to the growth of information technology. Moreover, conventional approaches and face-to-face interactions have diminished. Meanwhile, as a constant companion and agile tool, the role of smartphones has become much more than the role of a messaging tool, and they are defined as an entry point to the globe.

It should be noticed that cyberspace has made "Data traffic management" the primary instrument of intelligent governance as the operating system of the contemporary human mind, so we conclude that intelligence is no longer part of management, yet management is the successful application of intelligence.

## **What are we talking about?**

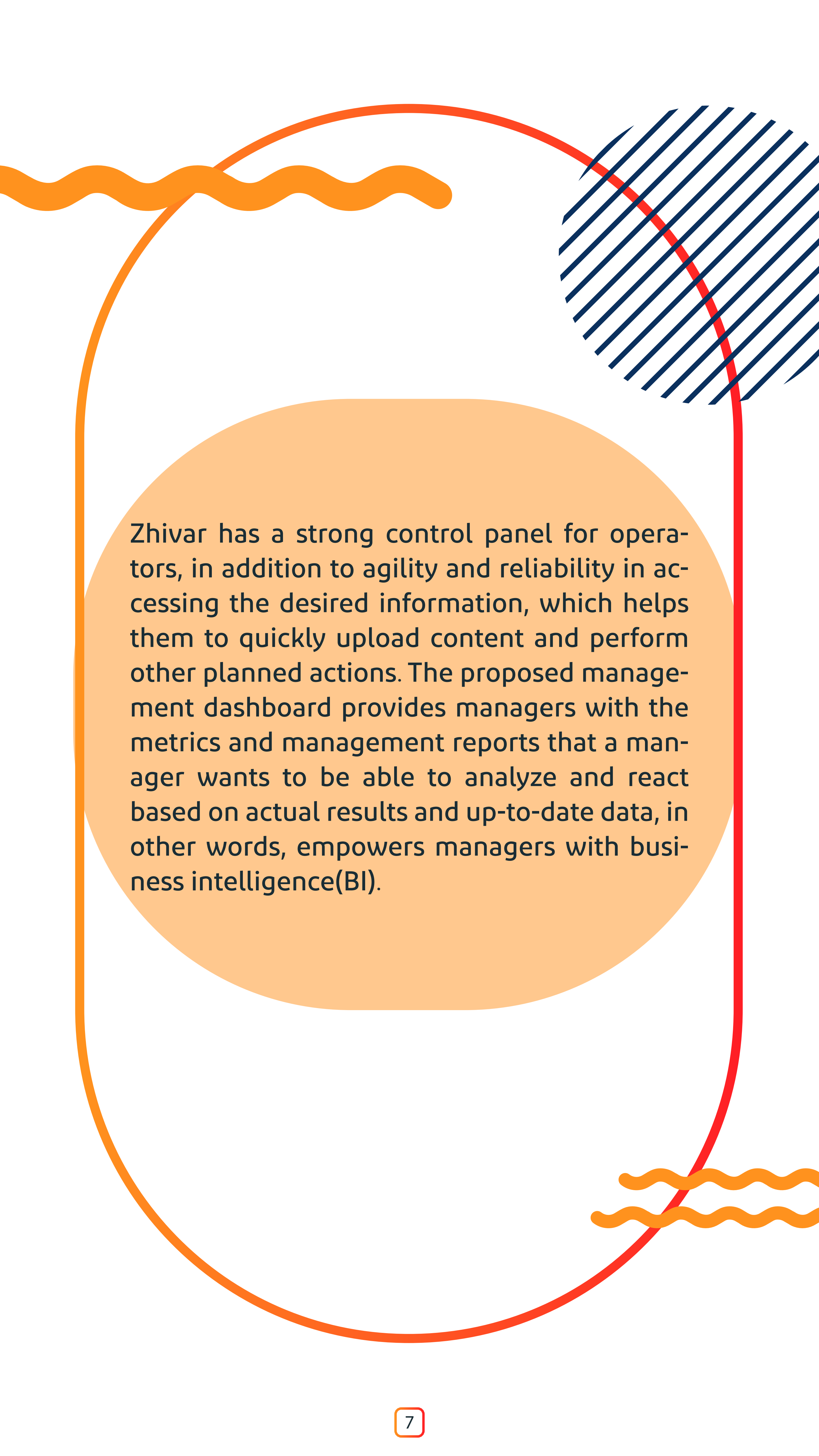
Zhivar is an application that offers advanced training and counseling services on a mobile platform, in a meantime is capable of serving the needs of a wide variety of audiences.

This application is an agile platform to turn management policies and actions into processes and patterns for communicating information and audience engagement. Thus, it is handled with the least dependency on production and service technicians, and at the same time, modifications can be implemented easily and efficiently.

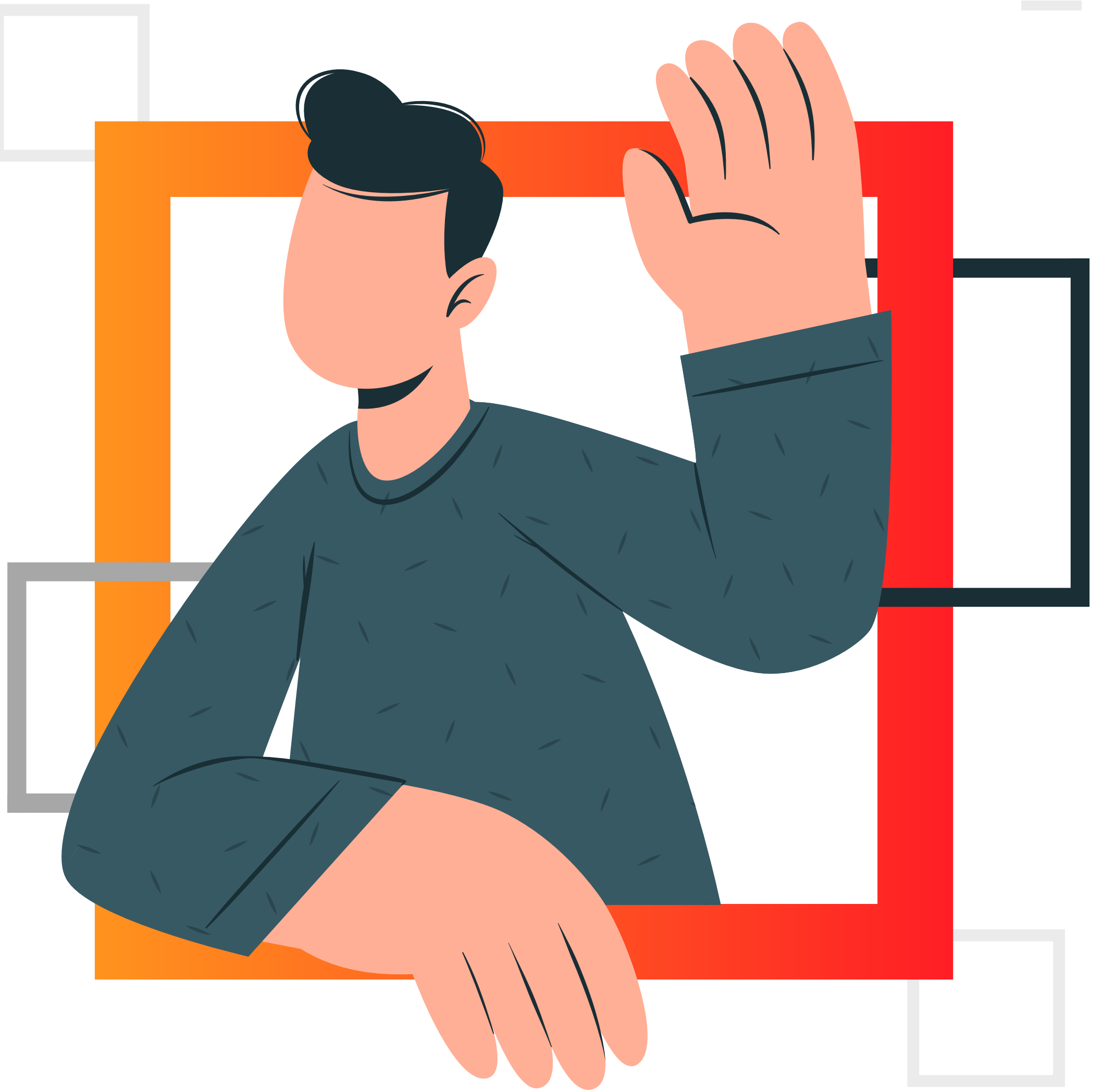
## **How are we going to achieve the objective?**

The Zhivar application is developed using the App Generator technology known as the "AppOn" system, an innovation of the "DNA-Comm" team. The "AppOn" system is the result of more than ten years of computer programming creation and evolution, which involves ready-made modules, equipment, and capabilities that make it possible to generate any type of application with the least technological constraints, standard database architecture design, data protection, and configuration diversity and convenient user interface in short order.

Users are able to view instructional material within the program in multiple formats and techniques, including video, audio, text, and the like, free of charge or for a fee. In addition, psychologists and therapy centers can be accessed; the option of scheduling sessions and obtaining different forms of counseling has since been introduced.



Zhivar has a strong control panel for operators, in addition to agility and reliability in accessing the desired information, which helps them to quickly upload content and perform other planned actions. The proposed management dashboard provides managers with the metrics and management reports that a manager wants to be able to analyze and react based on actual results and up-to-date data, in other words, empowers managers with business intelligence(BI).



## **Who are we?**

We are a problem-solving team that works under the name of DNACOMM in the field of creative industries. Our team benefits from the experiences and insights of the old hand experts to direct and synergize the energy and creativity. We also achieved a suitable solution with the help of seasoned psychology and law professors to satisfy the growing demand for professional counseling and preparation.





## **Origin of Zhivar**

In 2018, Zhivar began its activities with the conceptualization and information development strategy, aimed at improving psychological knowledge and promoting the process of training, counseling, and psychological therapies. Our devoted and experienced psychology, behavioral sciences, and neuroscience experts have helped Zhivar to generate value for different audience groups.

## **Transformation of an idea to an inclusive mobile application**

While the original purpose of Zhivar was to provide counseling and training services in psychology and related sciences, its eventual growth led to significant coverage in various fields, such as medicine and legal issues. Zhivar is moving closer and closer to being the holistic provider of education and therapy that every family needs by recognizing the needs of the audience.

On the other hand, Zhivar has concentrated not only on the needs of the general public but is steadily fulfilling its mission to create a constructive partnership between experts (current counselors), students and graduates (future counselors), and the general audience (counseling applicants) in order to coordinate a healthy and stable environment in an efficient and open manner.

## **How are we living in the counseling atmosphere?**

### **A) Administration**

The theory of Zhivar is focused on presenting content using all cyberspace capacities, Thus the best approach for creating, selling, and receiving content is selected depending on the audience's needs. Consequently, the management and direction of Zhivar is focused on three axes;

1. specialized content management
2. art management
3. commercial management

A team of specialists comes together in one of these departments to direct each unit. The management team, which includes a group of psychology, psychiatry and law faculty members, are in charge of managing each department. Thus, the Mechanism for handling the value and originality of the production of specialized material in Zhivar and the sensitivity of the method of manufacturing and presentation of specialized content is guaranteed.

The most significant task of this group of experts is to plan educational subjects, introduce professors, and accept candidates for cooperation in a scientific manner. Trusted professors and instructors would also be invited to the team after planning and determining a list of topics. Professors and educators will now plan the curriculum and the overall scheme of content creation and presentation and refer it to the production steering committee. After expert analysis and compliance with the required science criteria, the general content plan will be submitted for content creation. Content will be created and distributed in different forms, including video, podcast, animation, virtual reality, or other available formats, through the agency and the oversight of the creative steering committee.

Overseeing the Zhivar clinic is another duty attributed to the specialized content creation team. To be more detailed, Supervising the scientific and practical resume and background of counselors, lawyers and therapists who are engaged in virtual and in-person counseling, monitoring the quality and standard of services in the affiliated centers, supervising the design and results of psychological tests, Supporting the audience that uses the services of the clinic and handling complaints and ensuring the quality of the provided services are among the tasks handled by the specialized management team.

In policy and business leadership, the professional administration team plays an important role in ensuring that the model of delivering resources and income models is compliant with psychological, medical, and legal ethics, which is an inviolable concept in the Zhivar team.

## **B) Revenue Capacities**

The cornerstone of every business's survival is financial security, so Zhivar is no different. While financial trends and revenue models can be described and applied in various cases and circumstances, Zhivar revenue capacities can generally be divided into five axes;

### **1. Training**

It is possible to offer courses and educational material to the general public and scholarly audiences in Zhivar, in addition to offering free content.

### **2. Counseling**

In Zhivar, the possibility of arranging counseling programs made it possible for psychologists, counseling centers, and application managers to make a profit.

### **3. Selling products**

As a guide for counselling and preparation, Zhivar can be viewed in all formats of hard copy and e-books as a medium to sell similar items such as specialized books and magazines.

#### 4. Advertisement

Customer awareness services and advertising to Zhivar's audience will be the Zhivar's revenue-generating potential in the near future.

#### 5. Data traffic

Ultimately, as traffic hits a certain level, traffic revenue would be a major source of revenue that, considering Zhivar's capacity, is readily available.

### **Audiences' story**

The Zhivar application is structured to respond to needs and create value for various audience groups, and will also pay attention to the particular needs and values of each audience group, in addition to the concepts and guidelines that are often taken into account in the direction of Zhivar.

## **Students and graduates**

The second group consists of students and graduates of various fields of psychology, psychiatry, and cognitive sciences who need to receive professional training, attend workshops, conferences and webinars, get acquainted with medical centers and professional workspace related to their specialty through safe, secure, comprehensive and extensive communication environment.

Receiving specialized and practical knowledge will be one of the goals for this group, requiring counseling while preserving anonymity and non-interference in the care process, and eventually accessing a wide variety of collaboration and participation opportunities.



### **Natural and legal consultants and experts**

Last but not the least is the third group of specialists, including natural personalities such as counselors, consultants, therapists, psychiatrists and lawyers, along with legal personalities such as psychology clinics and law firms who can provide services in Zhivar.

The principles taken into consideration by these groups are primarily focused on the formation and advancement of a personal or corporate brand through the extension of the geographical scope of services, Moreover, the flexibility and multiplicity of services rendered, considering the normal limitations, the likelihood of collaboration and synergy with other consultants and experts, transparency and a stable financial transaction process can also be mentioned alongside to previous factors.

**Actions speak louder than words**

**Some educational titles and produced and presented contents in Zhivar**



## Features and capabilities

### A) Dashboard

A graphical view of the status of the program and business in the dashboard can be observed by the system administrator. The metrics and graphs are arranged in five distinct groups for smoother access and simpler running.

- **Overview**

In this section, the app's life rhythm graph is located by default, and the system administrator will be able to transfer useful and important graphs for his business to this section.

- **Traffic**

Indicators and indexes related to application traffic are located in this section.

- **Application**

Technical indicators and profiles related to the operation of the app are displayed in this section.

- **Users**

Indicators of users' behavior are located in this section.

- **Content**

Indexes that indicate the status of the content published in the application are located in this section.

- **Campaign**

This special section is a review of indicators that show the status and success rate of the implemented campaigns.

- **Bilateral analysis**

Statistical analysis of the indicators is bilaterally predicted. For instance, the favorability of a certain group of users toward a certain type of content. In this section, depending on the needs and management method, it is possible to add the desired comparisons by the system administrator.

### **Data mining**

Anticipated dashboard planning resources help system administrators to identify and enforce the appropriate metrics and statistical reports in a desirable way in order to provide a more practical view of their business. These reports can be presented and obtained in the form of different tables, charts, and graphs in real-time or can be generated for certain intervals of time.

The system administrator will be able to apply groups, determine access levels, add, delete, and edit user information, in addition to full access to user data and specifications.

In this section, a general profile or a special profile is created for each user, depending on the case. In the general profile, all the useful details and records of the user's activity for interacting and providing appropriate services are summarized and displayed to the administrator. These data include username and login logs, visit statistics, wallet balance, overall received ratings, favorite pages and content, system user route, user-administrator messages exchanged, feedback response records from the system administrator, and user push notifications.

Specialized records and indicators related to the user will also be collected according to the function of the system in the special profile. For instance, results of psychological tests and examinations (if not confidential), the most active counselors, and the time intervals in which most of the counseling demands have been received will be available in the special profile.

## **Access level**

The access level of panel users (operators) can be managed by the system administrator by specifying the menus and submenus that are available to them. In this way, sufficient access levels can be calculated for counseling centers as device operators to handle and direct the related affairs without the need to appeal to the Zhivar support department.

The admin also can define different access levels and determine the content that will be displayed for each group of users.

## **Setting**

In this section, the initial pre-production settings of the app are offered. Color theme, logo, unique slogan, intro video (Splash screen), and menu content can be created and handled. The material can be changed and modified exclusively for each community of users without disrupting the general operation of the app.

## **B) Presenting contents and counseling services**


### **I'm in need of counseling**

This segment is intended to offer thematic guidance to the audience in such a manner that the customer first chooses the desired clinic according to his/her counseling demand and desired service.

The following are the current specialized clinics:

- a) Child and Adolescent counseling clinic
- b) family therapy clinic
- c) marriage counseling clinic
- d) educational and career counseling clinic
- e) individual counseling clinic
- f) legal advice
- g) religious counseling clinic
- h) women's counseling clinic
- i) medical advice clinic
- j) COVID-19 counseling clinic

\*The structure of existing clinics can be quickly altered and new clinics can also be added.



Users are able to access a list of counselors when choosing a clinic. Then, after choosing a particular psychologist, more information and documents are shown to the customer, such as available appointment hours to book.

Various consulting services in Zhivar, is as follows:

- a) Online counseling; based on Zhivar's exclusive messaging platform
- b) Telephone counseling; according to the anticipated terms and conditions
- c) text therapy; based on Zhivar's exclusive messaging platform
- d) audio therapy; using Zhivar's exclusive voice messaging platform
- e) video counseling; using Zhivar's exclusive video calling platform
- f) In-person counseling; according to the anticipated terms and conditions

Finally, depending on his satisfaction with the programs, the customer will submit a score after obtaining a counselling service.



## **Academy and gifts**

In Zhivar Academy, short and long-term specialized or general courses can be described. These courses can be considered for the general public or a particular category of users of this infrastructure; they can also be free of charge or for a fee. Free courses or 'Gift Packages' are currently available to the general public of Zhivar, which has played a positive role in attracting users' interest and trust and raising awareness among them of the status and value of counseling.

The current envisaged courses consist of two hundred educational topics including major stages of the life cycle, from childhood to the senior years. The educational formats of each topic include animation, film, podcast, text, and image. By using the technical and artistic infrastructure provided in our complex, we can assure the permanent production of educational content in Zhivar moreover, all interested parties can use these facilities to produce and publish content in Zhivar.

### **Digital content protection**

Online security of content is a critical concern in the online distribution of advanced education and training. It is easy to allow or disable downloading material by using the "AppOn" infrastructure, in other words, there will be no worry for content owners over piracy and exposure of their content, and it is impossible to use uploaded content outside the application environment. In addition, screenshots can also be disabled to preserve textual content and images.

### **internet data usage and offline mode**

Iranian users are most often dealing with the fluctuations in Internet connection quality and the cost of the internet. The downloaded material on the application can be accessed more than once, including offline, throughout our technological infrastructure. This way, without any kind of hassle, consumers will access their paid or free educational material over and over again.

## **Observance of prerequisites and logical sequence of content access**

Our technical infrastructure has made it possible to make certain content accessible to the user who has viewed the prerequisite content and keep it out of reach for other users. Access to such material can also be subject to passing some other contents, at the same time, it is possible to schedule and deliver classes for all participants, regardless of the beginning time of the course.

## **Webinars and workshops**

We believe that the audience of conferences and workshops is much larger than their attendees, and many interested people are excluded from attending only due to distance or space constraints. In addition, there are numerous psychology, neuroscience, and cognitive sciences experts worldwide, so our framework will include both online seminars and conferences to keep up with the current scientific events. Upcoming seminars and conferences will be notified and users will be able to follow and register. Users can also view previous conferences and workshops.

Access and participation in these events can be for free or for a fee.

## **Magazine**

With the collaboration of interested students and therapists, Zhivar Magazine is also managed by a specialized content management team and aims to be entertaining, insightful, and at the same time intelligible in a manner that offers the new and most useful content in an eloquent and technical way.

## **Influential Psychologists**

**When you wish that your name in the world  
may endure,  
The renown of your ancestors do not obscure!**  
(Saadi Shirazi)

With respect to all the great, trusted, and respected psychologists, this section introduces and presents excerpts of the teachings of these great men so that while paying tribute to these forerunners, the public can get acquainted with them. From the viewpoint of the public user, a sense of confidence and commitment to Zhivar would be evoked by the prospect of comparing the content provided in Zhivar with the material provided by influential and well-known figures.




## **Counseling centers**

This section is intended to create counseling centers as a hub for the provision of counseling services, specifically in the field of psychology and cognitive sciences, so that the client can locate active centers in the appropriate fields, get to know the licenses & certifications of the centers and their counselors. Finally, the possibility of booking appointments and other offered services, even in-person therapies are anticipated in our platform. One of our competitive advantages is the opportunity to find local centers in case the client wants an in-person service, no limits are placed due to distance or out-of-work hours of the facilities, which will contribute to the audience's appeal of this section. After the services are accessed, customers can rate the center or advisor.

Counseling centers can collaborate with Zhivar in different models if they have the necessary conditions.


- First model: secure payment system

The secure payment system is developed based on building mutual trust between the client, counselor (therapist), and the service provider center. Payment is made through a bank portal or Zhivar's in-App wallet on a secure infrastructure according to the pre-agreed terms and conditions. Settlement and payment of therapist fees, Franchise shares, and commissions, and even refunds to dissatisfied clients have been envisaged to be made automatically. This model reassures clients over our supremacy and dominance in this business. In this model counselors will be ensured to receive their fee on time, and also centers will benefit from transparent access to online financial performance reports. Zhivar will also receive fees for providing these services.

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- Second model: renting a virtual office  
Zhivar won't go through the details of the financial difficulties between the counselor and the counseling center in this model. Centers will be able to offer counseling facilities for a certain period of time in Zhivar after paying the accepted sums. In this situation, the counseling centers will generally have access to performance records.

### **Questionnaires and tests**

One of the most appealing parts to the general audience is the psychological tests. Especially if this experience is accompanied by immediate response and receiving results, and along with it, users can refer to the relevant scientific principles and have a conversation with counselors about them. This section includes frequently used psychological tests. In designing these tests, an attempt has been made to pay attention to the user experience and the quality of the graphical interface, while carefully implementing the algorithms and simulating the standard test conditions. Some of these tests are necessary for some counseling services and are recommended to clients by therapists and counselors; conversely, some of these tests are free for the general public or some specific users.



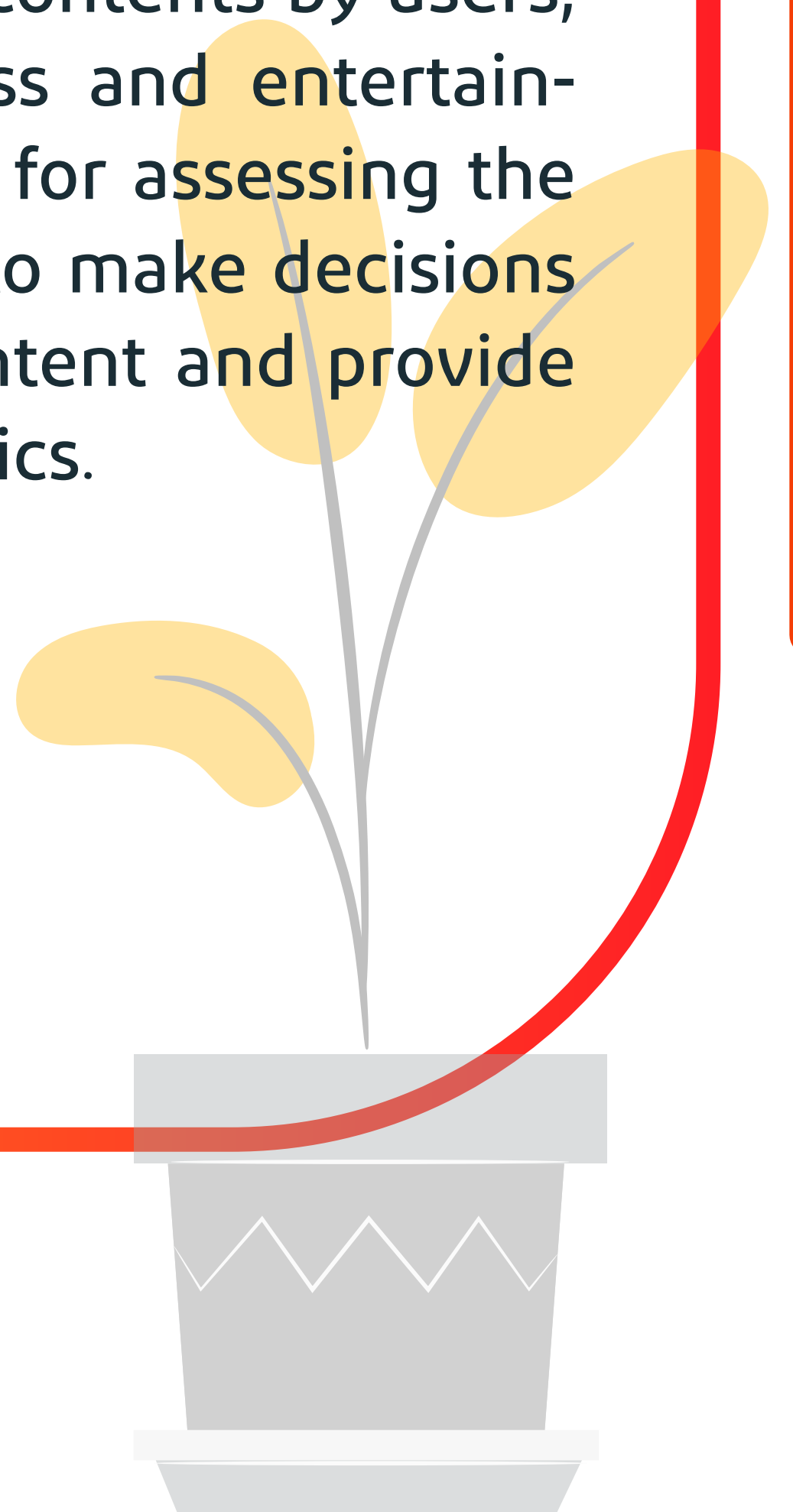
## **Keep calm**

This section introduces music therapy to the audience. Users can access soothing music to overcome daily stresses and vibe up. The implemented infrastructure allows the user to enter other pages and even open other applications while listening to music, and take advantage of this section while doing their work.

## **D) Interactive features for users**

### **Manvid**

The content of this section consists of a selection of Zhivar's continuous challenge called "Manvid" (my video), which invites users to share what they want with the world in just one minute. The submitted contents by users, in addition to attractiveness and entertainment, are a good reference for assessing the audiences' mood and help to make decisions and policies to produce content and provide specialized material and topics.





### **Nagging time**

Users who do not find the one-minute challenge(Manvid) attractive can share whatever they want in this section and make sure that they will not be identified if they do not wish, and the sender's identity will be kept protected and concealed. The submitted videos will be published to the public only if not offensive, annoying, or violating the privacy of individuals and terms and conditions. Interested parties, including experts, counselors, or other audiences, will comment on them.

### **Your questions**

Users will directly interact with Zhivar management in this segment and are able to ask all their questions about Zhivar and its content and services. There are no limitations on sending questions in different formats such as text, audio, video, etc. These questions will be classified and assigned to the management committee and will be duly answered.



### **Contact us**

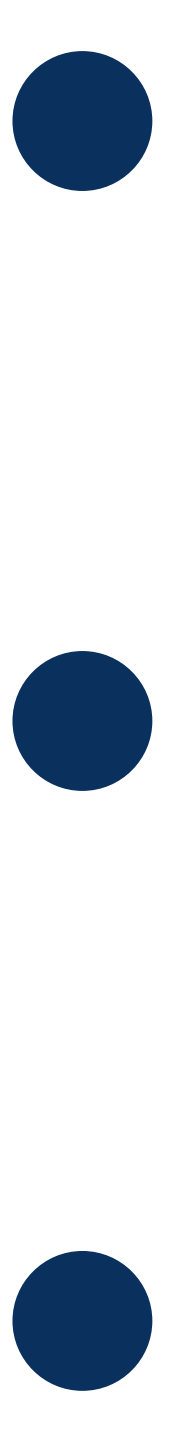
It is possible to contact the Zhivar support unit in the "Contact Us" section to report complaints to the support team and follow up if necessary.

### **Store**

Zhivar is on track to become a guide for educational goods in the sectors of basic and advanced psychology, psychiatry, and cognitive sciences. Zhivar will be a source for any student, specialist, or general populace in the near future to find any textbooks or digital educational materials in the aforementioned fields. One of the possibilities is the opportunity to offer related products on the Zhivar application throughout the form of physical delivery or online purchases and payment via a bank portal or an electronic in-app wallet.

### **Profile**

Interested users would be able to complete their profile. By completing the specifications, the data analysis team will be provided with the possibility of more precise data collection, making smart recommendations on the basis of specifications such as geographical area of residence, age, gender, etc. In addition, gamification is on the agenda to enable users to complete the profile in return for completing the profile, with acts such as awarding points.



### **Video call**

Video call is an online therapy service. By accessing this section, users will see their booked online counseling program and will be able to connect and receive online counseling in a form of a video call at the right time.

### **Appointments scheduling**

The comprehensive appointment scheduling system of Zhivar has allowed all counselors to submit working hours to the system to provide different forms of counseling (video, audio, telephone, etc.). If part of this period is offered to a specific therapy facility, that institution's director is allowed to schedule an appointment; otherwise, counseling clients will directly access and book vacant hours.

### **Counselors cooperation offer**

Counselors who have recently become acquainted with Zhivar and are interested in cooperation should apply resume and CV documents. The material requested will be reviewed by the Specialized Content Review Team and, if the criteria are satisfied, it will be possible for counselors to complete the required specifications and all regulatory and contractual services in order to join the counseling service delivery scheme.