

Recruitment Form:

Impact Statement:

Team Keepify is excited to recruit a new undergraduate member of our team to help support development of LightningLab Solutions' product - SubscriptionsFlowAI. This additional member will be responsible specifically for helping the team implement features on our product backlog. We expect to cover AI features from the MVP and the bonus (nice to have) features that the core team has not had time to work on. An enumeration of the potential items our recruit may work on is as follows:

1. Win-back feature
 - a. When subscribers commit to canceling their subscriptions, it is possible to continue communication with them to distribute special offers for coming back.
2. Migrations
 - a. There currently are a few other apps that handle subscription management, supporting data migration from such apps to ours increases the potential for gaining new customers.
3. AI
 - a. AI is a core feature of the product's marketing and as such needs to be tightly integrated with the app. Below are some areas where AI can be integrated.
 - i. Recommending sample selling plans
 - ii. Determining optimal discount offers / subscription frequencies to offer prior to cancellation
 - iii. Predicting churn risk / explaining churn risk to admins
4. MVP maintenance
 - a. The MVP of our product is slated to fully support subscription management. That said, there is potential for new and changing needs of the sponsor to affect the post-release product. Maintaining the app may include testing, bug fixing, and feature corrections.

If Keepify recruits an undergraduate student, we expect to be able to dedicate more time overall to implementing a complete product.

Process Plan:

Team Keepify will mentor an undergraduate recruit in the following ways:

1. Product knowledge
 - a. It is imperative that our recruit is well versed in React/HTML/CSS and general web development practices. However, our app is tightly coupled to Shopify's development process and standards. Therefore, we plan to spend time guiding the recruit through documentation of these processes to catch them up to speed with where we are at.
 - b. Team Keepify has had the privilege of open communication with our sponsor to learn more about our product's domain and place in the Shopify environment. We plan on debriefing this knowledge to our recruit.
2. Development practices / methodology
 - a. The team is developing using agile scrum - if our recruit is not familiar with this methodology, we will teach them about it and show them what we do to follow it.
 - b. The team has a few documents defining coding standards and development processes that we will debrief the recruit on.
3. General mentoring
 - a. The team recognizes that this experience will replace a potential co-op for the recruit. As such, we will make ourselves available for general mentoring of the recruit as their manager would have on co-op. We will also commit to actively improving our recruit's work via thorough code reviews and sprint retrospectives.

The team will onboard the recruit with adherence to the following steps:

1. Introduce to sponsor
2. Debrief product / project domain
3. Explain process methodology
4. Introduce our code base and show some examples of an end-to-end feature / how it was implemented
5. Add them to our document and communication channels
 - a. Discord
 - b. Google Drive
 - c. Github

Supervision of a potential recruit will ultimately fall on all members of the team; however, we plan to assign at least one person to the role of their direct supervisor. This person will be in charge of daily communication with the recruit to check in on their progress and what they plan on doing for the day. The supervisor will be responsible for ensuring that the recruit is an active member of the team and has their needs met to contribute productively.

SubscriptionsFlowAI Open Position

- **Position Title:** Junior full stack developer for senior project
- **Project Overview and Existing Team:**
 - **Sponsor Info**
 - Organization: LightningLab Solutions LLC
 - Primary Contact: John Wurzbacher
 - **Project Summary**
 - Subscriptions Flow AI is a Shopify application that tackles subscription churn - the constant loss of subscribers due to cancellation or expiration. This is an issue that reduces merchants' predictable revenue, and in turn can make or break any of the 5.6 million active Shopify businesses. Subscriptions Flow AI supports merchants by allowing them to intervene whenever a customer is attempting to cancel. Before a customer has the chance to cancel, the ChurnGuard AI model will evaluate the churn risk for all customers. Based on this analysis, merchants will have the ability to initiate upsell methods to attempt to retain customers, such as offering them a discount. Store owners can also create custom discount offers based on delivery and subscription intervals. Depending on merchant needs, the application can be extended to support increased automation - streamlining their experience by suggesting personalized strategies for customer retention.

Current Roles		
Role	Member	Desc
Recruit	YOU!	Supports the team in delivering the product
Scrum Lead	Namsang	Leads scrum activities and keeps track of metrics pertaining to project management
Sponsor Liaison	Jonathan	Maintains communication with the sponsor, takes a lead role during sponsor meetings
Project Manager	Joe	Maintains requirements and scheduling
Git Czar	Joe	Maintains the git repo, semantic code standards and git workflows
AI Tech Lead	Isaac	Researches and is the main implementer of AI
Cloud Tech Lead	Liang	Researches and is the main implementer of cloud technology
Full-Stack Tech Lead	Jonathan	Researches and shares information on full stack development
API Researcher	Isaac	Researches and shares information on relevant APIs
Design Architect	Liang	Creates and maintains system designs
Subscriptions / Pricing Manager	Liang	Determine pricing and features for various tiers of the app

What Has Been Accomplished:

At the time of hire, it is expected that the team will have already delivered an MVP that is able to manage Shopify subscriptions. This app allows merchants to assign their products as subscriptions and sell them to shoppers. Shoppers can cancel, pause and skip deliveries on their subscriptions. Supporting documentation has been completed but it may require updates.

Second Semester Plan:

- By the second semester, the team plans to heavily focus on implementing AI features and bonus features outlined in our additional requirements. The following features are candidates for items that the recruit will be able to work on
- Win back feature
 - When subscribers commit to canceling their subscriptions it is possible to continue communication with them to distribute special offers for coming back.
- Migrations
 - There currently are a few other apps that handle subscription management, supporting data migration from such apps to ours increases the potential for gaining new customers
- AI
 - AI is a core feature of the product's marketing and as such needs to be tightly integrated with the app. Below are some areas where AI can be integrated
 - Recommending sample selling plans
 - Determining optimal discount offers / subscription frequencies to offer prior to cancellation
 - Predicting churn risk / explaining churn risk to admins
- MVP maintenance
 - The MVP of our product is slated to fully support subscription management. That said, there is potential for new and changing needs of the sponsor to affect the post release product. Maintaining the app may include testing, bug fixing, and feature corrections
- **Technical Description:**
 - The tech stack is as follows
 - UI - Polaris web framework in a React app
 - Languages - Typescript, HTML, CSS
 - Cloud - AWS
 - Database - SQL and GraphQL
 - Challenges
 - The team is working on a plan to implement AI into some of our current features. However, we will need to dedicate a lot of time to get them fully working.

- We have committed to deploying a complete product at the end of each semester. This will require a great amount of attention to detail and time management.

Technical Skills

- Proficiency in React, TypeScript, HTML, and CSS
 - Familiarity with Shopify app development, Polaris UI, or embedded app frameworks (*nice to have*)
 - Experience with AWS (Lambda, API Gateway, RDS, S3)
 - Understanding of SQL and basic GraphQL queries/mutations
 - Experience with Git/GitHub and collaborative workflows
 - Exposure to AI/ML concepts
 - Ability to write clean, maintainable, well-documented code
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Soft Skills

- Strong communication skills in remote/async environments
 - Proactive in asking questions and seeking clarification
 - Receptive to feedback; participates constructively in code reviews
 - Effective time management and consistent with sprint deadlines
 - Collaborative mindset; works closely with supervisors and teammates
 - Adaptable to evolving requirements and shifting priorities
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Coursework & Professional Experience

Required Courses Taken:

- SWEN-344: Engineering of Web-Based Software Systems
- SWEN-261: Introduction to Software Engineering
- SWEN-256: Software Process and Project Management

Optional/Relevant Courses (if taken):

- SWEN-514: Engineering Cloud Software Systems
- GCIS-505: AI for Programmers
- CSCI-331: Introduction to Artificial Intelligence
- CSCI-335: Machine Learning

Prior Experience (any of the following):

- AI (supervised learning/probabilistic inference)
- Front-end development
- Full-stack development
- Cloud infrastructure
- API integration