**AI Skunkworks Project**

**Social Butterfly**

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**Expected Start Date:** 19th March 2019

**Expected Project Duration:** TBD (For Spring 2019 students who need to submit a project, the deadline for tasks will be course project deadline)

**Abstract**

Social Butterfly is social engagement software using NEU AI Skunkworks(or you can choose something else) as a model. In this you will develop models that enhance one of the five aspects of the software.

- Listen To A Social Circle

Gather relevant articles from the internet and links to NEU AI Skunkworks and post them on a newsfeed.

- **Engage A Community**

Bots that respond to social posts, manage your community, and provide customer support. Eg: Customer Service (Chat Bot): There's a lot of experimentation and interesting things happening in the chatbot space where it's either a machine replacing or augmenting what a human is doing. For businesses, customer service chatbots offer a way to reduce costs and satisfy customers by providing fast and convenient service.

- Profile Community Members

Create statistical profiles of the NEU AI Skunkworks community.

- Predict Engagement

Predict which posts followers of NEU AI Skunkworks will like and people like are likely to follow or should be followed.

- Publish On Social Media

Create and approve content for multiple social networks and accounts. Create models that will optimize the timing and customization of content to different social media cultures.

*Note: The projects which are marked in bold have tasks and timelines decided. However, you are free to choose other projects as well. Tasks and deadlines for the same will be finalized once you are onboard.

**Deliverables**

1) A functioning chatbot with easy plug and play customization options
2) Integrate the chatbot with one social media channel – Instagram, Facebook, Twitter, LinkedIn etc.

**Prerequisites**

Please contact Project Manager

**Milestones**

Engage a Community

| No | Tasks | Due Date |
|----|-------|----------|
| 1 | Setup all necessary accounts. GCP, Trello, Slack etc. | 03-22-2019 |
| 2 | Evaluate existing chatbot products which are open source:<br>a) Find 5 chatbot products and create POC (Proof of Concept) with 1 or more of them<br>b) Finalize which chatbot to use or build it from scratch ourselves | 04-05-2019 |
| 3 | Determine and implement logic to identify keywords entered by user<br>Run the chatbot application on GCP. Just the basic version | 04-05-2019 |
| 3 | Integrate NLP functionality to identify context, tone etc. in the text entered by user | 04-19-2019 |
| 4 | Write a research paper and a portfolio of the work you have accomplished | 04-26-2019 |
| 5 | Demo the chatbot to Project managers and Professor | Final Week of Semester |