

# Project Proposal: ConnectX

## **Overview:**

ConnectX is a cutting-edge automation software designed to enhance social media engagement for businesses. Leveraging advanced automation and AI-driven conversational capabilities, ConnectX surpasses traditional SaaS solutions, providing dynamic and personalized customer interactions. This is crucial for maintaining engagement as businesses scale.

## **Key Features:**

### *Base Plan:*

- Unlimited Messages: Automate responses to direct messages (DMs) or comments based on specific keywords.
- Single DM Automation: Respond with a single, pre-set DM without AI involvement.

### *SuperAI Plan:*

- All Base Plan Features.
- AI-Generated Responses: Engage customers in full conversations with AI-driven responses.
- Detailed Analytics Dashboard: Track customer interactions, engagement metrics, and automation performance.
- Priority Settings: Customize response priorities for different triggers.

## **Platform Integration:**

- Initial focus on Instagram Automation.
- Future expansion to other social media platforms with user-enabled integrations.

## **User Workflow:**

1. Integration Setup: Link social media handles via the Integration tab.

2. Automation Creation: Access the Automation tab and use the editor to:

- Set the automation file name.
- Define triggers based on DMs or post comments containing specific keywords.
- Assign a call-to-action (single DM or AI interactivity based on the plan).
- Attach the automation to specific posts.

### **Team Members:**

- Mann Patel (#7333941): Front-end Developer
- Romeen Nizar Wadsariya (#7363658): Scrum Master and Back-end Developer
- Nitish Bhardwaj (#7201791): Front-end Developer
- Basil Syed (#7348071): Product Owner & Back-end Developer
- Kashish Jitendrakumar Patel (#7338627): Front-end Developer
- Neel Pritesh Khambhata (#7167380): Back-end Developer

### **Development Tools and Technologies:**

- Authentication: Clerk / NextAuth.
- Forms Management: Hook-form / React-form.
- Database: Prisma.
- UI Libraries: Shadcn / Radix UI, Tailwind, Lucide-react.
- State Management: React-query.
- HTTP Requests: Axios.
- Frontend Framework: Next.js.
- APIs: OpenAI API, Instagram API.
- Data Visualization: Recharts.
- Notifications: Sonner.
- Payments: Stripe.

- Utilities: UUID, Vault, Zod.

### **Architecture:**

- Initial development in a monolithic architecture style for simplicity and efficiency.
- Flexibility to transition to microservices architecture in the future as the platform scales.

### **Team Workflow and Schedule:**

Our team will use the Scrum approach, an agile framework that prioritizes cooperation, adaptability, and iterative development, to guarantee the ConnectX platform is delivered successfully. The team will have distinct roles: the development team will be in charge of placing the features into place and developing the product; the Scrum Master will supervise the process and remove obstacles; and the Product Owner will be in charge of setting priorities and making sure stakeholder needs are satisfied. We will hold a sprint planning session at the beginning of every two-week sprint in order to determine the main deliverables and divide the work into achievable tasks. Team members will have an opportunity to discuss future assignments, present updates on their progress, and resolve any issues at daily stand-up meetings. We will have a sprint review at the conclusion of each sprint to show stakeholders the finished product and get their input. In order to prepare for the next sprint, the team will then have the opportunity to evaluate what went well and pinpoint areas that require work through a sprint retrospective.

- Team Meetings Platform: Microsoft Teams
- Weekly Schedule:
  - Monday: Agenda Planning.
  - Thursday: Intermediate Reporting and Conflict Resolution.
  - Saturday: Final Reporting.
  - Sunday: Code Review and PR Merging.

### **Tentative Timeline:**

- Week 1-2: Requirements gathering, design finalization, and API integration setup.
- Week 3-4: Development of Base Plan features (integration setup, keyword-based triggers, and single DM automation).
- Week 5-6: Implementation of SuperAI Plan features (AI-driven responses, analytics dashboard, and priority settings).
- Week 7-8: Testing, debugging, and performance optimization.
- Week 9-10: Deployment and user onboarding.

### **Value Proposition:**

ConnectX empowers businesses to maintain high customer engagement levels through:

1. Seamless automation for scaling interactions.
2. Personalized AI-driven conversations.
3. In-depth analytics for performance insights.

This innovative platform enhances customer retention and satisfaction, providing a significant competitive edge for growing businesses.

### **GitHub Repository:**

Access the project repository here: [https://github.com/Rwadsariya/ConnectX\\_4p02](https://github.com/Rwadsariya/ConnectX_4p02)