First Thoughts: Nov 28, 2024

# Design Document for Social Dance Calendar App

## The Problem

Whenever you start looking for who is doing what in social dancing, you have to go to a large number of sites. The information is often outdated, incorrect, etc. People that are in that local area know the drill and where to go on the internet, but somebody coming in cold from the outside, does not.

## The Solution

I want to take a list of key words and urls, provide those to a LLM to judge if there is content that is helpful for building this calendar. The results of this judging process returns a JSON file that is then stored in a series of JSON tables. Then the app provides a report / calendar with the names, locations, times, description, and cost for the events.

This actually 2 different applications that work together. The first is the one that goes out and gets the information and populates the sql tables. Lets call that Get\_Info. The second one is a web app that queries the database based on a chat interface on the web. Lets call that Display\_Info.

## The Environment

It will be a web app and will use SQL to store the data.

## The Design

### Get\_Info

#### Input

1. List of urls in a db table. This is human generated. This needs a key. The key is going to be dance style and city including state / province and country. An example table is urls.csv.
2. List of keywords in a db table.
   1. First column should be location (city state country). Second column should be the dance style, the third column should be the search term. For example salsa would be ‘salsa social dance events’ or what ever makes sense based on what we are searching for. For example, running could be ‘running clubs’.

At least one of the 2 inputs are required and preferably both.

#### Link Depth

It is likely that there will be links to other pages that we will want to include in our urls that we give to Clean Up. Only go 3 levels deep.

#### Thoughts

OpenAI was not great in terms of generating the urls. It was quite stochastic. Sometimes good, sometimes terrible. With the same prompt, Google was not good either. I am pretty suspicious that what I need to do is create a series of keywords and then use Google NOT OpenAI to generate those urls.

We should also be picking up special events like SwingCouver or local workshops. This may require us to go beyond the first page. I think we should take the top 20 hits for each line of keywords.

#### Facebook and Instagram

You will need to sign up for the groups to get access to the pages.

### Clean Up

#### The Judge

LLMs will decide if the content is helpful. From Input comes a list urls.

#### Dates

We only want pertinent dates. We do not want stuff from the past. We should default to today and one week from today. The user could put their own date range in if they want. We would use a LLM to parse that.

### Extract

Then the application will extract the information in the necessary format (JSON). Then write it to the SQL tables.

### Display\_Info

#### Output

A function will be written that creates the output report. This queries the above tables. It has the chat interface from which it generates the sql query.

# Requirements

## Project Context

### Target Audience

My audience is anybody in the world that is frustrated by the amount of time that they need to spend finding activities on the internet that they want to do, especially when they visit a new location. This person is also frustrated that they are not informed of events that would be of interest to them. I want to start with social dancing. That is West Coast Swing, Salsa, Bachata, Kizomba, and Zouk in the city of Victoria, British Columbia, Canada

### Level of Detail

I need implementation details. I am capable of programming in Python.

### Key Stakeholders

I, Lindsay Moir, a 69 year old male is the primary stakeholder. If this application is sufficiently accurate, comprehensive, and easy to use I will provide it to people initially in the Victoria, BC, Canada dance community to use. I will require it to make money at some point. There will be costs for hosting the application. I also need to generate some income and am getting fairly pessimistic that I will be able to find work in the data science area due to my age and preferences. I do not want to work a full time job.

## Functional Requirements:

Get\_Info

* As a system administrator, I want to start a job that looks at the urls that I give it plus the other urls that it finds during a google search and populate the SQL database with the latest information. This can take as long as 5 minutes to run.

Display\_Info

* As a user, I want to be able to chat with a web interface.
* Initially the application (Display\_info) will assume that their location that they are interested in is, the IP address that they are at. They will be asked to confirm that.
* Eventually during this chat process of the user inputting text and the LLM prompting the user, I will have the name of the city, the province, and the country. I will have the activity that he /she is interested in (currently dance for the initial implementation), and the dates and times that they want to see.
* Once I have this information, then the appropriate information will be given to the program to generate a sql query that answers the question and displays the results in calendar format.

## Non-Functional Requirements:

* The backend must maintain 99.9% uptime and encrypt all API communications.

## Technical Specifications:

* Must connect to a PostgreSQL database for writing, updating, and reading.

https://chatgpt.com/share/674e1151-ee00-8011-8faa-357171e897e0

**Finalized Requirements Update for Get\_Info**

**Expanded Functional Requirements**

1. **Initial URL Table Processing**:
   * For each URL in the **Initial URL Table**:
     + Evaluate its content for relevance using the LLM.
     + If relevant, extract event information and store it in the SQL database.
     + Log the results of evaluation, including metadata like timestamps, referring pages, and ranking of relevance (True, False, NaN).
2. **Keyword Search Integration**:
   * Perform a **Google search** using keywords from the **Keywords Table** in the SQL database.
   * Retrieve results from the **first two pages** of Google search results.
   * Check whether each resulting URL exists in the **URLs Table**:
     + **If it exists and is relevant**: Process as usual, extracting data and updating logs.
     + **If it does not exist**: Add the new URL to the URLs Table for further evaluation and crawling.
3. **Dynamic Crawling from Search Results**:
   * For newly discovered URLs from the Google search:
     + Evaluate the page for relevance using the LLM.
     + If relevant, extract event information, store it in the database, and crawl hyperlinks on the page to evaluate connected pages.
     + Log all evaluations, including relevance ranking and errors (if any).
4. **Relevance Criteria**:
   * The LLM evaluates each page using a prompt designed to detect event details specific to dance events (e.g., event name, location, time, cost).
   * URLs will be ranked as:
     + **True (Useful)**: Contains relevant event details.
     + **False (Not Useful)**: Contains no relevant data.
     + **NaN (Nonexistent)**: Invalid or broken links.
5. **Database Updates**:
   * Newly relevant URLs from Google search and crawled pages are appended to the **URLs Table** for inclusion in future runs.

**Updated Scheduling and Automation**

* The system will continue to run daily at **12:01 AM**, performing the following tasks:
  1. Process existing URLs in the **Initial URL Table**.
  2. Perform Google searches using keywords from the **Keywords Table**.
  3. Evaluate and update all results (existing and new) in the SQL database.

**Technical Specifications**

1. **Database Design Updates**:
   * **Tables**:
     + **Event Data Table**: Stores extracted event details (e.g., name, location, date, time, description, cost, source URL).
     + **URL Metadata Table**: Logs details about each URL (e.g., address, status, relevance score, last visited date, referring URL, visit count, errors).
     + **Keywords Table**: Stores keywords for Google searches (e.g., "West Coast Swing Victoria," "Bachata events BC").
2. **Frameworks and Tools**:
   * **Google Search Integration**: Use tools like SerpAPI or Google Programmable Search Engine to automate keyword searches and retrieve result URLs.
   * **Web Scraping and Crawling**: Continue to use **Scrapy** for crawling and evaluating linked pages.
   * **LLM Evaluation**: Use OpenAI or similar LLMs to determine the relevance of page content dynamically.
3. **Error Handling and Resilience**:
   * Record all failed attempts (e.g., broken links, invalid pages) and retry if transient errors occur.
   * Log search and crawling performance metrics to evaluate system coverage and accuracy over time.

**New Logging Requirements**

1. **Search Logging**:
   * Log each Google search with details such as:
     + Keywords used.
     + URLs returned by the search.
     + URLs processed (new or existing).
     + Timestamp of the search.
2. **Resilience Logging**:
   * Track and log how the system adapts to changes in website structures or invalid pages.

**Non-Functional Requirements**

* Maintain modularity to support switching search engines or LLM providers as needed.
* Use redundancy in the crawling process to account for the stochastic nature of LLM evaluations.
* Prioritize user privacy and encrypt sensitive communications.

**Future Considerations**

* **Scalability**: Adapt to handle thousands of new URLs and keywords as the application expands to new regions or activity types.
* **Enhanced Ranking Metrics**: Introduce machine learning models to rank relevance scores more effectively based on historical performance.
* **Customization**: Allow users to input additional keywords or URLs directly to enhance search coverage.

This update ensures the **Get\_Info** system dynamically discovers and adapts to new content while maintaining a robust logging and evaluation mechanism. Let me know if additional refinements are required!

# Dec 2, 2024

I have started coding the scrapy.py script. It works but it needs the following improvements.

Retrieving only URLS and Has a Poor Relevance Algorithm

It is just looking for keywords in the urls. I want the following process.

1. I do want all of the urls on the page. Scrapy is doing that now. So, this is good.
2. For each url, Scrapy needs to get ALL of the source.
3. Have the LLM figure out whether or not this is a page that is applicable to people that want to “dance”. Eventually we will want this to loop thru all of the keyword search terms but for now, lets just hard code what we are looking for. We should be using salsa.
4. If it is a page that is applicable, see if there are any events on the page. If there are return those events in JSON format (data, time, location, description, cost, url)

## Need to Fix

1. I mark an url as relevant based on keywords. However, 99% of the time, if there is no event there the first time you look at a relevant url, on subsequent visits it is likely that there will not be any events. So, it does not make a lot of sense to burden the application with constantly going back to these urls.
   1. Perhaps once every 3 months depending on how much processing we have to do. This update cycle should probably be adjustable in the config file.
   2. Anyways, I need to figure out how to do this. It is not difficult. Probably just need to put the code in for when it successfully finds an event to put the timestamp in a column for that. Probably best to do that on urls.
      1. The issue is that the urls table may be growing quite quickly now. I guess I could simply alter the table using pgadmin to add the column and adjust the code from there?