Project Description: *AI Powered Email Writer*

Impekable is a software product design consulting firm whose mission is to be the undisputed thought leader in product development. Working with clients worldwide, the team serves as trusted partner, delivering exceptional ROI. Impekable designs and builds impactful, elegant digital products for companies of all shapes and sizes – "turning the possible into reality".

This project is about helping Impekable design and prototype an AI-driven software capability that helps business owners and employees manage email-based communication and relationship development with their customers, suppliers, employees, and other stakeholders. The goal is to build a system that will write appropriate and useful emails based on simple prompts provided by the user, for instance:

*   "Charles says he can meet in two weeks. Send him an email to set that up."
*   "Send Rick an email to schedule an appointment for mid-January."
*   "Schedule an appointment with Jon Li."
*   "Get snail mail addresses from our clients (Jimmy, Sarah, Sachin, Matt from Margeta, Matt from EZ Aero, Rod, Katie, Kurt, Patrick, Joe, and Smita)

The technical challenges in the project will include handling gmail integration, interpreting existing information in past emails (and other data sources) correctly and in context, designing and testing dialogs and protocols that best support users who are using the system to send email, and potentially looking at embedding that dialog in a tool such as Slack or Discord as a bot.

The project will be framed as a buy vs. hybrid vs. build analysis followed by prototype development.

The project lead will be Pek Pongpaet, founder CEO of Impekable.

Deliverables	Type of work	Activities	Resources	Tech Skills	Priority
"Big picture" requirements document for long term solution	Customer discovery and requirements analysis, documentation	Understand the client's big vision for the full blown software capability. Understand the "phase one" email-sending capability as a subset of this. Document the requirements as understood and get client sign-off.	Client interviews and research into publicly available information on related topics.	Research, client interviewing, writing	High
Prioritized list of user stories for the email-writing subset of the "big picture" requirements – what are the user stories we want to cover this semester (vs. in the big picture)?	Customer discovery, writing user stories	Determine the most important capabilities and examples to cover in this first phase of the work; define the minimum amount of acceptable functionality	Software tools for sharing user stories, time with client, coach, and SMEs	User story documentation	High
Mock-ups (co-developed under the leadership of the client)of the user interface and user experience described in the email-writing user stories, iterated-upon with real users for feedback to the extent possible; supported by initial data integration plan	UI Design and supporting data integration planning	Following the leadership and creative guidance of the client, provide support for development (or configuration) efforts; ensure the user stories represent the best possible user experience and business impact; carefully consider gmail and other data integration issues when developing and planning for support of user stories	Wireframing or other mockup tools as provided by client; access to gmail and other data sources and testing environments to ground the design process in reality	Collaborative design, user experience, design, data integration, communication of UI designs and data integration plans	High
Analysis of available products or product components on the market available for "buy"; Gap analysis (if needed) that describes any elements that would need to be "built" to create the desired capability	Existing product/tool analysis, Design of components in any gaps found	What software products or components are available open source or commercially for either overall delivery of the "bought" solution or as components to be included in a "hybrid" or "built" solution? What are the data and other integration issues that the proposed approach must address? How would you piece together the "buy" components to deliver a solution?	Publicly available information about open source and/or commercial software products or components which could be used to create the desired solution	Software analysis, software architecture planning, technical gap analysis,data and systems integration planning	High
A working prototype that demonstrates the functionality covered in the email-writing user stories	Development/ Configuration	Software and data integration and testing, (possibly) software development	Depends on approach taken, but very likely will be primarily resources drawn from open source or commercial components selected for use	Software integration, software testing, software development, gmail integration, possibly Slack or Discord integration	Medium
Internal technical documentation	Documentation	Develop internal documentation describing how the system was developed/integrated and how it should be supported, maintained, and possibly extended	Access to Confluence for documentation	Documentation	Medium
Handover presentation and artifact delivery	Presentation and digital delivery	Final handover meeting wth client and delivery of project atifacts	Client	Documentation and delivery	High