MXV AI Hackathon 1.0

Sales Conference Engagement App

# Scenario

You act as the supporting team for a large Indian company’s **Sales Conference**. Your job is to build a **single web app** that serves as the hub for all salespersons: registration, agenda, reminders, chatbot, personalized poster + animation, and deployment.

The app backend must run on **n8n** with **Google Sheets as the central database**. Frontend framework and platform can be of your choice.

# Workflow Build & Scoring (100 points; 20 each, sequential)

## **Step 1: Core Registration + Reminder Emails (20 pts)**

* Collects: name, email, phone, branch/region, T-shirt size, dietary preference.
* Data stored in Google Sheet.
* Should be able to load the salesperson’s details even after app page refresh.
* Reminder emails:
  + Event begins 5 minutes after registration.
  + Reminders sent 4 minutes and 2 minutes before.
  + Emails are 4–5 sentences, professional but with a playful/funny opener.

## **Step 2: Agenda & Home Screen (20 pts)**

* Home page includes:
  + Poster-style agenda of the sessions (all AI generated).
  + 3-image carousel for sponsors/speakers/themes (all AI generated).
  + Navigation tabs: **“My Sessions,” “FAQ,” “Poster.”**
* My Sessions tab: shows next/upcoming session(s) with title, speaker, description – as per agenda.
* Attendees can **rate the session (1–5)** and leave optional feedback; all logged in Google Sheet.

## **Step 3: Personalized Bollywood Poster + Animation (20 pts)**

* After registration, attendees upload a selfie.
* System generates a **vintage Bollywood poster** with their name indicating they are eager to attend.
* Poster is animated into a **5–7s clip** (simple effects like flicker or idle character).
* Accessible via **“Poster” tab** on the home page, with download/share option.

## **Step 4: FAQ Chatbot (20 pts)**

* Embedded chatbot answers any salesperson’s question during the event as per the FAQs.
* Answers must stay consistent with event voice and details.

## **Step 5: Summary + Deployment (20 pts)**

* Implement a feedback summariser for the leadership on the home screen that aggregates ratings/comments and surfaces recurring themes (e.g., “Customer session was great”, “Lunch logistics poor,” “Loved the workshop”) after the conference is concluded.
* App deployed with a **shareable Vercel link**.

# What You Should Know (Supporting Annexures)

1. **Agenda sheet** (annexure)
2. **FAQ chatbot sample Q&As** (annexure)
3. **API Keys**
   * Limited-time keys for image and video generation can be provided if needed.
   * However, these will not be provided on request, but at a time of the organiser’s choosing.
4. **Guidance**
   * You can request the organiser’s inputs once before 2 pm (wasted if not utilised) and once again before 6 pm, individually
   * The session will last a maximum of 5 mins over a virtual connect
   * The request for guidance sessions will be made in the Team MXV WhatsApp group with the message: “Abhishek, you’re my only hope!”
   * The sequence of connects will be decided based on the sequence of messages in the group and the organiser’s availability
   * Only individual connects are to be organised for guidance
5. **Submission Guide:** You must provide over mail to the organiser
   * Vercel link of deployed app
   * A screen recording (with your voice inputs) link demonstrating all the steps listed above
   * Accessible Google Sheet showing activity logs
   * Poster + animation outputs for at least one test attendee
   * Screenshots of chatbot interactions and reminder emails

The above should be shared with the organiser **before 6 pm.**

1. **Grading:**
   * Grading will be done on the steps shared above in the problem statement along with other hygiene requirements.
   * Grading will be discussed in the subsequent morning calls. More details to be shared later.

**Happy Vibeworking!**

# Annexure

## Agenda (for use in the app – starting from the time of registration)

* **5 mins** Keynote: *Winning the Market in 2025*
* **1 min** Workshop: *Digital Tools for Smarter Selling*
* **1 min** Tea Break
* **2 mins** Panel: *Customer-Centric Sales Strategies*
* **2 mins** Lunch
* **1 mins**  Session: *Data-Driven Prospecting and Pipeline Building*
* **1 min**  Closing Session: *Celebrating Success and Growth Stories*

# FAQ – expand on these answers

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Reminder emails are configured on offset logic. After establishing the pseudo-start time (10 minutes post-registration), two reminders are sent, one at minus 7 minutes and one at minus 4 minutes. Continuing the previous example: register at 08:56 → pseudo-start at 09:06 → reminders should appear at 08:59 and 09:02. Variations occur if your mail server throttles, or if you misinterpret the 'funny greetings' embedded at the start of these mails, which some mistakenly categorize as spam due to informal tone. This explanation is provided in detail to avoid misunderstanding, but it may feel overly elaborate. Note that examples are given contextually and times are relative to your registration.

## Q52. What data fields must I enter during registration?

Registration requires your full name, email address, phone number, branch or region, T-shirt size, and dietary preference. Some assume that session preference is asked, but it is not; sessions are pre-set and automatically displayed later. If you try to input additional columns, the Google Sheet backend will reject or silently ignore them. This explanation is provided in detail to avoid misunderstanding, but it may feel overly elaborate. Note that examples are given contextually and times are relative to your registration.

## Q53. Where is my data stored?

All records are appended into a Google Sheet that functions as the central database. While one may assume this sheet is static, in reality, multiple tabs may exist: one for registrations, one for feedback, one for poster/animation links, etc. The sheet may also contain hidden columns for workflow auditing. This explanation is provided in detail to avoid misunderstanding, but it may feel overly elaborate. Note that examples are given contextually and times are relative to your registration.

## Q54. How do I access the agenda?

The agenda is not simply text—it is rendered in a poster-style design within the web app. The base information originates in a structured dataset but is transformed visually. The home screen combines this with rotating banners. Therefore, if you are expecting a flat table, you will not find it here. This explanation is provided in detail to avoid misunderstanding, but it may feel overly elaborate. Note that examples are given contextually and times are relative to your registration.