# Final Project Response Template: AI-Powered Agent for Social Media Campaign Planning

Use this template to complete and organize your final project submission. Each section corresponds to a required deliverable and is aligned with the project instructions and grading rubrics. Fill it out as you go to ensure your submission is complete.

## Step 1: Design the AI-powered agent

**Instructions:** Complete the workflow planning table below to outline your AI-powered agent. Clearly describe each step, the tools used, the input/output, the purpose, and how it supports campaign planning.

### Workflow Planning Template

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Step Name** | **Tools/Agents Used** | **Input** | **Output** | **Purpose** |
|  |  |  |  |  |
|  |  |  |  |  |
| *(Add rows as needed)* |  |  |  |  |

## Step 2: Build the automated workflow using Zapier Agents

**Instructions:** Paste a screenshot of your Zapier Agent’s instruction block (agent description) below. This must reflect your planned workflow from Step 1 and include the correct tools (e.g., Google Docs, Sheets, and Calendar).  
  
**Screenshot of Zapier Agent Instruction Block:**  
*(Paste or insert image here)*

## Step 3: Test the automated workflow using Zapier Agents

**Instructions:** Test your agent using a sample campaign brief. Include screenshots showing the agent running and completing each major step. Then, document any issues you encountered and how you resolved them.

### A. Testing screenshots

*(Paste screenshots of your Zapier task history or AI outputs here to show the agent running step-by-step)*

### B. Issues encountered and resolutions

Describe any problems and how you resolved or plan to resolve them.

* **Issue 1**
  + What happened:

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* + Where it occurred:

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* + Resolution or plan to fix:

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* **Issue 2**
  + What happened:

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* + Where it occurred:

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* + Resolution or plan to fix:

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*(Add more as needed)*

## Step 4: Evaluate workflow effectiveness and recommend optimizations

**Instructions:** Reflect on how well your agent performed and recommend at least two ways to improve it. Your evaluation should be based on your testing in Step 3 and should be grounded in the tools available in the project scenario.

### A. Evaluation summary

Write a short paragraph explaining how well the workflow worked, how much manual work was reduced, and how effectively the agent used generative AI.

*Example prompts to answer:*

* Did each step execute correctly?
* Were the AI-generated outputs usable and relevant?
* Did the tools integrate smoothly?
* Did the workflow reduce manual planning effort?

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### B. Recommendations for improvement

Provide two specific, actionable improvements to enhance your agent.

* **Recommendation 1:**
  + *What should be changed:*

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* + *Why this change would improve the workflow:*

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* + *Which part of the workflow does it apply to:*

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* **Recommendation 2:**
  + *What should be changed:*

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* + *Why this change would improve the workflow:*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* + *Which part of the workflow does it apply to:*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_