

# [AI Marketer] Features v2

## [AI Marketer] Features v1 (12.Mar)

\* **Status** indicates the implementation progress of each feature for both frontend (FE) and backend (BE):

<input checked="" type="checkbox"/> <b>Fully Implemented</b>	Feature is fully functional, but may have minor bugs or room for improvement.
<input type="radio"/> <b>Partially Implemented</b>	Partially developed (e.g., UI done, but API missing; view exists, but functionality is not implemented).
<input checked="" type="checkbox"/> <b>Not Implemented</b>	Development has not started yet.








\*\* **Pricing** does not include frontend/backend server costs. (Estimated server cost: ~\$0 to \$10/month for small-scale use) Free services are marked in gray.

\*\*\* **Potential Assignee** Features are categorised into three main areas, each represented by a different color.

Core System & AI	Responsible for core functionalities, including traditional authentication, business/post/promotion management, and AI-powered post creation.
Social & Authentication	Handles social API integrations (social login, social media publishing, Discord, comments) and advanced authentication methods.
Data & Insights	Focuses on data-driven promotion suggestions and analytics.









📌 **Order of Features** Features are **listed in priority order** within each category. - **Higher**-priority features appear **first** and are considered essential. - **Lower**-priority or future enhancements appear **later** and may be implemented depending on available resources.

No	Category	Feature	Description	Status*	Pricing**	Potential Assignee***	Backend API Requires backend to be running
1.a.	User Authentication	Register, Login, Logout (Traditional)	Enables users to create an account, log in, and log out securely using HTTP-only cookies & JWT tokens.	FE	<input checked="" type="checkbox"/> -	Heeran	<a href="#">api/users/register/</a>
							<a href="#">api/users/login/</a>
							<a href="#">api/users/logout/</a> <a href="#">api/users/me/</a>
				BE	<input checked="" type="checkbox"/>		

No	Category	Feature	Description	Status*	Pricing**	Potential Assignee***	Backend API Requires backend to be running
1.b.	User Authentication	Forgot Password	Allow business owners to easily regain access to their account if they happen to forget password credentials. This allows the users to regain access without having to go through customer support by sending them an email to reset their password.	FE	 Email API (Free With Plans)	Drishti	<a href="#">api/users/password/forgot</a> <a href="#">api/users/password/reset</a>
				BE			
1.c.	User Authentication	Social Register & Login	Allows users to sign in using their social media accounts via OAuth2 (Google, Facebook, Apple). This enhances convenience and security compared to traditional logins.	FE	 -	Drishti	<a href="#">api/users/register/</a> <a href="#">api/users/login/</a>
				BE			
1.d.	User Authentication	Passkey Register & Login	Provides biometric authentication options (Face ID, Fingerprint) for a more secure and seamless login experience.	FE	 -	Daniel	<a href="#">api/users/register/</a> <a href="#">api/users/login/</a>
				BE			
1.e.	User Authentication	2FA	Allow business owners to enable 2FA for their account to further secure it from unwanted guests. This may be through an authenticator app, text message, etc.	FE	 -SMS Pricing (Pay-as-you-go Plans) - Email Pricing (Free With Plans)	Daniel	<a href="#">api/users/login/</a>

No	Category	Feature	Description	Status*	Pricing**	Potential Assignee***	Backend API Requires backend to be running
				BE	<input checked="" type="checkbox"/>		
1.f.	User Authentication	Account Settings	Allows users to manage their account, including updating their name, managing linked social accounts, and deleting their account. If all social logins are disconnected, the user must set an email and password to retain account access.	FE	<input type="radio"/> -	Drishti	TBD
				BE	<input checked="" type="checkbox"/>		
2.a.	Businesses Management	General Settings	Allows business owners to configure basic settings such as name, logo, business category, target customer, and business branding or vibe.	FE	<input checked="" type="checkbox"/> -	Heeran	<a href="#">api/businesses/me/</a>
				BE	<input checked="" type="checkbox"/>		
2.b.	Businesses Management	Social Media Integration	Enables businesses to link their social media accounts for automated post publishing and analytics tracking.	FE	<input checked="" type="checkbox"/> -Meta API Pricing (Free) -Twitter/X API Pricing (Not Free/TBD)	Daniel	<a href="#">api/social/accounts/</a> <a href="#">api/social/connect/[provider]/</a> <a href="#">api/social/disconnect/[provider]/</a>
				BE	<input type="radio"/>		
2.c.	Businesses Management	Sales Data	Allows businesses to upload bulk sales data for AI-powered post creation or AI-driven promotion suggestions	FE	<input checked="" type="checkbox"/> -	Heeran	
				BE	<input checked="" type="checkbox"/>		
2.d.	Businesses Management	Display Dashboard	Provides an overview of key business metrics.	FE	<input checked="" type="checkbox"/> -	Heeran	<a href="#">api/businesses/dashboard/</a>

No	Category	Feature	Description	Status*	Pricing**	Potential Assignee***	Backend API Requires backend to be running
				BE	<input checked="" type="checkbox"/>		
2.e.	Businesses Management	Google Maps Integration	Automatically retrieves business details (name, logo, category) from Google Maps API when a Place ID is provided, reducing manual input. * <i>In the future, other data may also be used for AI-powered post creation, business insights, or AI-driven promotion suggestions.</i>	FE	<input type="checkbox"/> Google Maps API	Drishiti	TBD
				BE	<input checked="" type="checkbox"/>		
3.a.	Post Management	Fetch/Delete Published Posts	Retrieves stored posts from the database and displays them on the frontend. Future updates will integrate with social media APIs for live post fetching. Delete published posts from both the database and social media.	FE	<input checked="" type="checkbox"/> -Meta API Pricing (Free) -Twitter/X API Pricing (Not Free/TBD)	Daniel	<a href="#">api/posts/</a>
				BE	<input type="checkbox"/>		
3.b.	Post Management	Fetch Scheduled Posts	Allows users to create posts in advance and schedule them for automatic publishing at a later time. Posts are stored in the database and displayed via the backend.	FE	<input checked="" type="checkbox"/> -	Heeran	<a href="#">api/posts/</a>
				BE	<input checked="" type="checkbox"/>		

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3.c.	Post Management	Republish/Delete Failed Post	Provides a retry/delete mechanism for posts that failed to publish due to API errors or platform restrictions.	FE		-Meta API Pricing (Free) -Twitter/X API Pricing (Not Free/TBD)	Daniel	TBD
				BE				
3.d.	Post Management	Publish Scheduled Post	Enables scheduled posts to be automatically published on linked social media platforms using APIs.	BE		-Meta API Pricing (Free) -Twitter/X API Pricing (Not Free/TBD)	Daniel	-
3.e.	Post Management	Edit/Delete Scheduled Post	Allows users to modify scheduled posts, including images, captions, and publishing times, before they go live.	FE		-	Heeran	api/posts/{id}/edit/ api/posts/{id}/delete/
				BE				
3.f.	Post Management	Comment Interaction	Allow users to directly view and interact with comments from the website itself to avoid having to load up all the different social media sites	FE		-Meta API Pricing (Free) -Twitter/X API Pricing (Not Free/TBD)	Daniel	TBD
				BE				
3.g.	Post Management	Discord Webhook	Allow users to have a discord server that sends post notifications when a post goes live, when comments are made, etc.	FE	-	-Discord Webhook Pricing (Free)	Daniel	TBD
				BE				

No	Category	Feature	Description	Status*	Pricing**	Potential Assignee***	Backend API Requires backend to be running
4.a.	AI-Powered Post Creation	Image Analysis	Uses AI to analyse uploaded images and identify their content. This information can then be used to generate relevant hashtags, captions, and keywords for social media optimization.	FE	<input checked="" type="checkbox"/> ChatGPT API (TBD)	Heeran	<a href="#">api/ai/images/analyse/</a>
				BE	<input checked="" type="checkbox"/>		
4.b.	AI-Powered Post Creation	Caption Generation	Same as above	FE	<input checked="" type="checkbox"/> ChatGPT API (TBD)	Heeran	<a href="#">api/ai/captions/generate/</a>
				BE	<input checked="" type="checkbox"/>		
4.c.	AI-Powered Post Creation	Tag Generation	Same as above	FE	<input checked="" type="checkbox"/> ChatGPT API (TBD)	Heeran	TBD
				BE	<input checked="" type="checkbox"/>		
4.d.	AI-Powered Post Creation	Multi-Platform Publishing	Allow users to be able to publish their finalised content multiple accounts at once, for example Instagram, Facebook, Twitter/X.	FE	<input type="radio"/> -Meta API Pricing (Free) <input type="radio"/> -Twitter/X API Pricing (Not Free/TBD)	Daniel	TBD
				BE	<input checked="" type="checkbox"/>		
5.a.	Promotion Management	Fetch Promotions	Retrieve and view promotion details. If sales data is available, check the total number of items sold. Easily delete promotions along with their associated posts in one click, if needed. View linked posts related to the promotion.	FE	<input checked="" type="checkbox"/> -	Heeran	<a href="#">api/promotions/</a>
				BE	<input checked="" type="checkbox"/>		

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5.b.	Promotion Management	Create Posts	Redirect to the post creation page with pre-filled promotion details for a seamless workflow.	FE	<input checked="" type="checkbox"/>	-	Heeran	-
6.a.	AI-Driven Promotion Suggestions	Identify Low-Selling Products	Detects products with low sales performance and suggests pricing adjustments or promotions.	FE	<input checked="" type="checkbox"/>	Sales Dataset (TBD) ChatGPT API (TBD)	TBD	TBD
				BE	<input checked="" type="checkbox"/>			
6.b.	AI-Driven Promotion Suggestions	Promote Best-Selling Products	Identifies trending or high-performing products and suggests targeted marketing campaigns.	FE	<input checked="" type="checkbox"/>	Sales Dataset (TBD) ChatGPT API (TBD)	TBD	TBD
				BE	<input checked="" type="checkbox"/>			
6.c.	AI-Driven Promotion Suggestions	Make Deal or Combo	Analyses sales data to suggest personalised promotions, discounts, or combo deals based on past customer purchasing behavior.	FE	<input checked="" type="checkbox"/>	Sales Dataset (TBD) ChatGPT API (TBD)	TBD	TBD
				BE	<input checked="" type="checkbox"/>			
6.d.	AI-Driven Promotion Suggestions	Trend Prediction from Social Media Posts	Uses AI to analyze social media trends and recommend relevant marketing strategies.	FE	<input checked="" type="checkbox"/>	Social Media API (TBD) ChatGPT API (TBD)	TBD	TBD
				BE	<input checked="" type="checkbox"/>			
6.e.	AI-Driven Promotion Suggestions	Weather Data	Suggests marketing strategies based on weather patterns.	FE	<input checked="" type="checkbox"/>	OpenWeather API (TBD) ChatGPT API (TBD)	TBD	TBD
				BE	<input checked="" type="checkbox"/>			

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7.a.	Collaboration Features	Real-Time Collaboration	<div>Enables multiple users (e.g., chefs, managers) to collaboratively edit the menu in real-time, with changes automatically synced across all devices.</div> <div>Includes version control to track and restore previous versions of edits. A commenting and feedback system is also provided for effective team communication.</div>	FE	✖ -	Drishti	TBD
				BE	✖		



No	Category	Feature	Description	Status*	Pricing**	Potential Assignee***	Backend API Requires backend to be running
7.b.	Gamified Onboarding	User Experience	<div>Enhancements</div> <div>Implements a gamified approach for onboarding, guiding users through platform setup with interactive challenges. As users complete setup steps (e.g., adding a dish, customizing a layout), they earn points, badges, or progress to the next stage, making the process engaging and accessible.</div> <div>Gamification Libraries &amp; Frameworks: Gamification (Node.js): Open-source framework for managing points, badges, and leaderboards. OpenBadges: Open-source standard for creating and issuing digital badges.</div>	FE	<div>X</div> <div>Gamification Libraries &amp; Frameworks (Free)</div>	Drishti	TBD
				BE	<div>X</div>		