MODULE 1: USER INPUT HANDLING

1. **Free-form text prompts** (e.g., "I want to promote a luxury shoe sale in Pakistan.")

   Use NLP to process Free-Text Inputs by extracting **keywords** like:
   - Industry (e.g., fashion, SaaS, food, finance)
   - Marketing Intent (e.g., sales, awareness, engagement)
   - Tone (e.g., sarcastic, self-deprecating, professional)
   - Emotions (e.g., FOMO, regret, excitement)

2. **Structured inputs:**
   - Audience Type: (e.g., Gen Z, Millennials, Professionals)
   - Location: (e.g., Pakistan, Global, U.S.)
   - Humor Type: (e.g., Relatable, Dark, Sarcastic, Corporate-friendly)
   - Industry: (e.g., Fashion, Food, Tech, Healthcare)
   - Product/Service: (e.g., Shoes, Software, Fitness Training)
   - Social Media Platform: (e.g., Instagram, LinkedIn, TikTok)

MODULE 2: CREATE A TEMPLATES DATABASE

Meme Template	Humor Style	Best for Industry	Works for Sales?	Emotion Evoked	Best Platforms
Drakeposting	Comparison	All	Yes	Rational Choice	Instagram, Twitter
Surprised Pikachu	Reaction	All	No	Regret	Instagram, Facebook
Two Buttons Dilemma	Decision-Making	All	Yes	Hesitation	Instagram, Twitter
Trade Offer	Simple, Business	B2B, eCommerce	Yes	Mutual Benefit	Instagram, Facebook
The Office (Same Picture)	Comparison	Fashion, Tech	Yes	Exposing Fake Choices	Instagram, Facebook

MODULE 3: CREATE A SCORING ALGORITHM

Define Matching Criteria & Weighting.

Weighting **Example**
- Industry Match (e.g., eCommerce for fashion) → 30% weight
- Sales Relevance (if the goal is to market a sale) → 20% weight
- Audience Fit (Gen Z vs. professionals) → 20% weight
- Humor Style Match (e.g., corporate-friendly humor for LinkedIn) → 20% weight
- Social Media Suitability (if the meme is popular on that platform) % weight

Steps:
1. For structured data (industry, platform, humor style, etc.), assign scores based on pre-defined mappings.
2. For text prompts, use keyword extraction to match relevant meme themes.
3. Each template gets a **final summed score** based on how well it fits the input.
4. Return the highest-ranking meme templates.