Project: "Verify Influencers" Admin Panel

About me:

Congratulations on being invited to the challenge stage of the application process. We've had 300+ applications and are sending this challenge to the top 2.5% of candidates. I'm excited to find someone incredibly talented to work alongside me to bring many software projects to life. I'm a serial entrepreneur who loves building businesses and is excited to see what you make. About me here: https://maxhertan.com/

Why This Challenge?
We're building a revolutionary tool that helps people navigate the wild world of online health advice. With so many "experts" out there, it's hard to know who to trust. Our platform verifies health claims from popular influencers using credible scientific research. The end goal is simple: make it easier for people to find honest, evidence-based guidance.

What's In It for You?

- A chance to work on a meaningful project that helps bring clarity and credibility to online health information.
- An opportunity to apply your data integration, content parsing, and verification logic skills in a practical scenario.
- Showcase your ability to connect API's (perplexity/ChatGPT) in a cohesive, impactful dashboard.

Challenge Overview:
You'll create an admin panel that automatically:

1. **Finds and Analyzes Content** from health influencers (suggestion to use Perplexity API - open to other ideas).
2. **Identifies Health Claims** hidden in that content.
3. **Checks Those Claims** against trusted scientific journals. (Example: consensus.app, perplexity.ai or OpenAI)
4. **Displays the Results** in a clean, user-friendly interface — similar to our provided mockups.

High-Level Requirements:

- **Influencer Discovery:**
  - Pull recent health-related tweets and podcast transcripts for a given influencer.
  - Please build a workflow for taking a health influencers claims into a series of health claims
  - Find an ai logic to remove duplicate claims (e.g., the same fact stated in multiple posts).
- **Claim Verification:**
  - Spot health claims and categorise them (e.g., Nutrition, Medicine, Mental Health).

- ○ Cross-reference these claims against reliable journals.
- ○ Determine a verification status (Verified, Questionable, Debunked) and assign a trust score (just use AI to make up a scoring system).
- **Dashboard Display:**
  - ○ Create a leaderboard showing influencers, their trust scores, follower counts, and claim stats.
  - ○ Have an influencer detail page listing all claims, their verification status, and confidence scores.
  - ○ Include a research configuration page where you can pick date ranges, the number of claims to analyze, and which journals to use.

Time:

- This should take about 5-8 hours of focused development time.

Tools:

- As recommended we suggest Perplexity API. If your output you can allow for the user to input their own API keys to test the outputs.

What We Provide:

- Example screenshots of a front-end dashboard to guide your UI layout and data presentation.
- Freedom to use any tools and technologies you're comfortable with.

What We'd Love to See:

- A functional demo where we can input an influencer's name, run the "research," and see results.
- A well thought out logic flow on how to handle the AI logic to search for the right information.
- Reflections on best tools to use throughout this process.
- **Uploaded to Netlify/Vercel or any other platform ready to be tested (Please don't submit with GitHub links)**

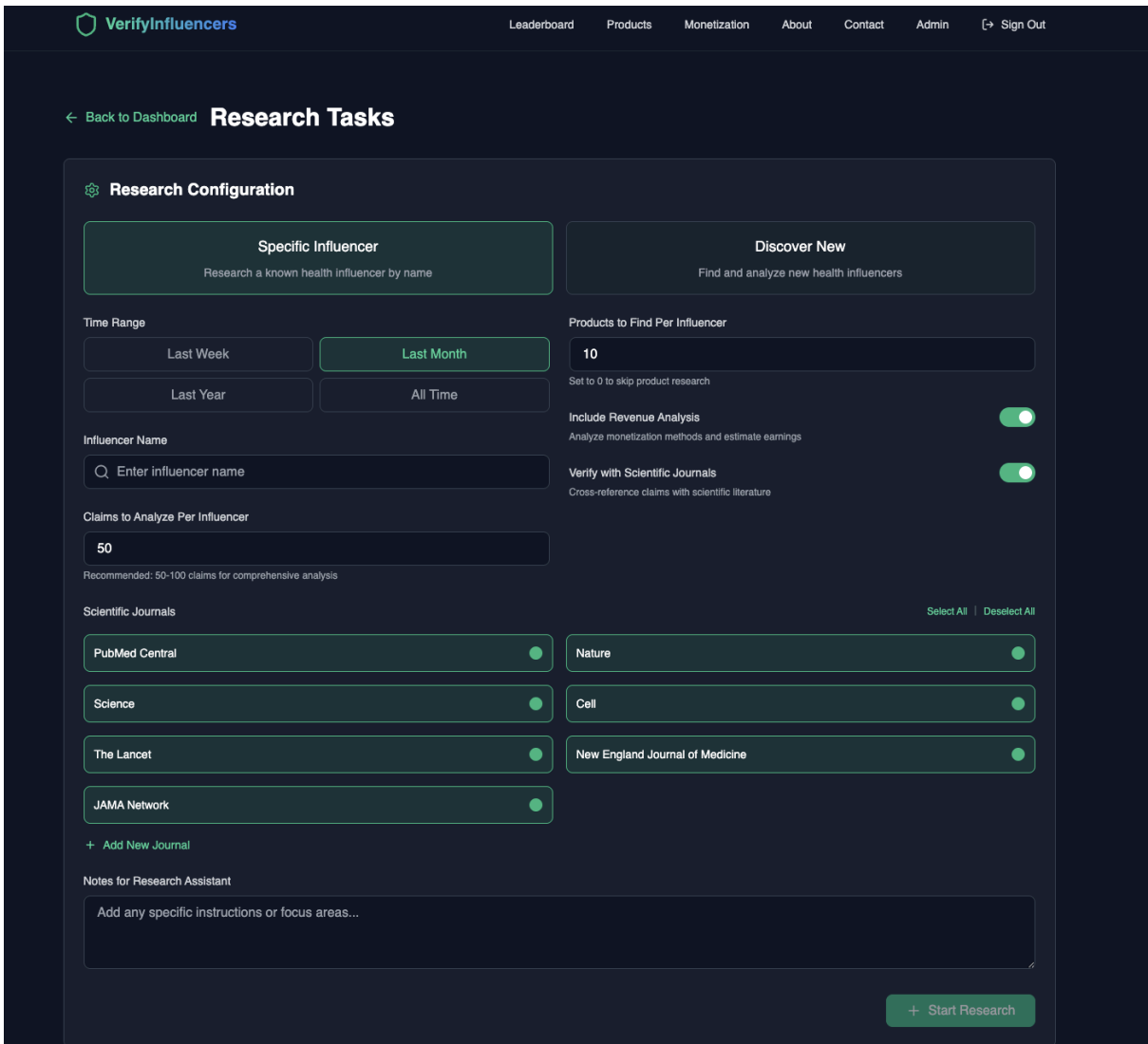**Ready to Bring Clarity to the World of Online Health Advice?**
This is your chance to tackle a real-world problem. You'll be instrumental in helping people find reliable information amidst the noise. If this sounds like a challenge you're excited to take on, we'd love to have your expertise. Let's make online health content more trustworthy together!

We also want to know you better, so please send us a short 1 to 3 minute Loom video talking about the following:
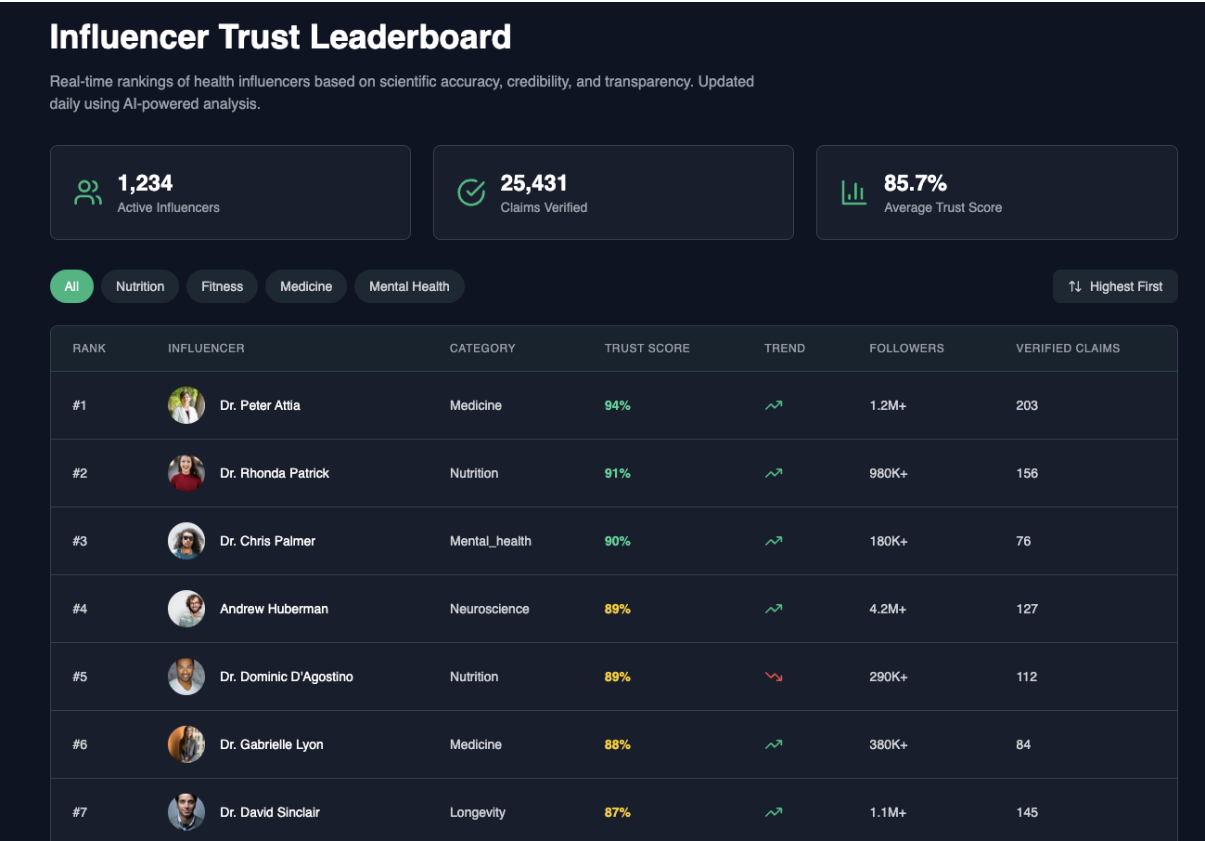- A quick overview of your favorite product you've built.
- What excites you most about this opportunity.
- Your favorite AI tools for development and how you use them.

Example screenshots:

Admin panel:

Leaderboard:

Influencer Trust Leaderboard

Real-time rankings of health influencers based on scientific accuracy, credibility, and transparency. Updated daily using AI-powered analysis.

	1,234		25,431		85.7%
	Active Influencers		Claims Verified		Average Trust Score

All · Nutrition · Fitness · Medicine · Mental Health   ↑↓ Highest First

RANK	INFLUENCER	CATEGORY	TRUST SCORE	TREND	FOLLOWERS	VERIFIED CLAIMS
#1	Dr. Peter Attia	Medicine	94%	↗	1.2M+	203
#2	Dr. Rhonda Patrick	Nutrition	91%	↗	980K+	156
#3	Dr. Chris Palmer	Mental_health	90%	↗	180K+	76
#4	Andrew Huberman	Neuroscience	89%	↗	4.2M+	127
#5	Dr. Dominic D'Agostino	Nutrition	89%	↘	290K+	112
#6	Dr. Gabrielle Lyon	Medicine	88%	↗	380K+	84
#7	Dr. David Sinclair	Longevity	87%	↗	1.1M+	145

Example of influencer page:

Andrew Huberman

Neuroscience • Sleep • Performance • Hormones • Stress Management • Exercise Science • Light Exposure • Circadian Biology

Stanford Professor of Neurobiology and Ophthalmology, focusing on neural development, brain plasticity, and neural regeneration. Host of the Huberman Lab Podcast, translating neuroscience into practical tools for everyday life. Known for evidence-based approaches to performance, sleep, stress management, and brain optimization.

Trust Score 📈	Yearly Revenue 💲	Products 🗓	Followers 📈
89%	**$5.0M**	**1**	**4.2M+**
Based on 127 verified claims	Estimated earnings	Recommended products	Total following

Claims Analysis Recommended Products Monetization

🔍 Search claims...

Categories
All Categories • Sleep • Performance • Hormones • Nutrition • Exercise • Stress • Cognition • Motivation • Recovery • Mental Health

Verification Status
All Statuses | Verified | Questionable | Debunked

Sort By
Date ▾ ⇅

▽ Active Filters:

Showing 10 claims

• verified 📅 14/01/2024   **92%**
Trust Score

Viewing sunlight within 30-60 minutes of waking enhances cortisol release

View Source ⬈

🔬 AI Analysis

Multiple studies confirm morning light exposure affects cortisol rhythms. Timing window supported by research.

View Research ⬈

• verified 📅 09/12/2023   **88%**
Trust Score

Non-sleep deep rest (NSDR) protocols can accelerate learning and recovery

View Source ⬈