NOVA IMS

PROJECT CAPSTONE

First Delivery

Group 1:
Dinis Fernandes 20221848
Dinis Gaspar 20221869
Inês Santos 20221916
Luis Davila 20221949
Sara Ferrer 20221947

Index

Abstract

The activity-searching sector currently lacks personalized recommendation systems. By leveraging LLMs and GenAI technology, we will attempt to create this solution. Activity organizers will be able to push their activities to this platform. Activities may range from purely recreational to volunteering. A user looking for an activity will then interact with a chatbot giving a description of their desired activity. The chatbot will couple this description with any contextual information it may have on that specific user (preferences, previous activities, age group etc.) and even their mood on that day if it can infer that. The chatbot will then return one or more activities and their relevant information (a description, location, usual age range, for example) which may be submitted by the organizers, and after finalizing an activity users and activity organizers can also leave and receive reviews/ratings.

Problem Statement

Activity-finder websites like [meetup](#), [worldpackers](#) or [eventbrite](#), lacks AI assistants that can provide personalized activity recommendations, forcing users to search through numerous listings to find suitable options. This translates into a frustrating and tedious process, lower user engagement and missed opportunities to connect people to meaningful leisure or social experiences, which means that people will opt instead for routine choices due to time constraints, leading to a feeling of monotony and reduced satisfaction with their leisure time, abandoning the platform. By leveraging LLMs/Gen AI to create an intelligent assistant that personalizes recommendations based on interests, location and personality to discover enriched experiences; our solution aims to solve this by streamlining the activity search, improving user satisfaction, application rates and platform retention.

Concept and Value Proposition

Company Name: BeAlive.

Summary Statement: BeAlive revolutionizes activity-finder platforms by providing intelligent and personalized activity recommendations that resonate with user´s unique preferences and current context, enhancing how they find activities to do in their free time with our intuitive, real-time conversational AI assistant, **Alventure**. By leveraging advanced LLM/Gen AI technology **Alventure** analyzes user profiles and current activities and dynamically adjusts suggestions, helping people discover relevant, enriched and fulfilling activities to do, in no time. This leads to increased engagement, improved activity-person matches, higher application rates and higher user retention rates, creating a win-win situation for the creators of activities and people that want to experience new things.

Company Mission

Our mission is to revolutionize the activity search sector, transforming how people experience their free time by offering seamless, fast and personalized AI-driven assistant suggestions that curates meaningful activities that fit perfectly into their lifestyle.

Company Vision

To become the leading AI-driven experience platform that empowers people globally to find and engage in activities that truly resonate with them quickly and effortlessly.

Company Values

- **Collaboration:** Maintain a culture of teamwork and open communication, both internally and with our partners, to drive collective success and deliver exceptional results.
- **Customer-Centricity**: Focus on delivering tailored solutions that genuinely meet user needs, ensuring that every interaction on our platform is seamless, intuitive, personalized and valuable.
- **Friendship and Empathy**: Support a community-driven approach that encourages meaningful connections.
- **Innovation**: Continuously innovate to stay at the forefront of AI personalization and user experience.
- **Transparency and Security**: Ensure clear, secure, and respectful handling of user data.