

Post Pioneer

COSC 4P02 Project Proposal

Karan Arora	6226120 ka16az@brocku.ca	Developer
Charmvir Grewal	7026057 cg20gl@brocku.ca	Developer
Ritika Chaudhary	7392459 rc21mj@brocku.ca	Developer
Nadine Hoda	7597545 nh22dt@brocku.ca	Developer
Will Yochim	7630924 wy22pe@brocku.ca	Product Owner
Mohammed Shihab Khateeb	6867691 mk19as@brocku.ca	Scrum Master

Introduction

Problem:

Businesses often find it difficult to create high-quality personalized content. Social media content creation is labor-intensive and requires lots of research, writing, editing, etc. Individuals have to go sift through a variety of sources online to deliver accurate content while ensuring it is still relevant. Furthermore, they also have to make sure they are delivering content frequently, over multiple platforms. This makes content creation slow-paced with a high barrier of entry.

Objective:

The goal of this project is to develop a web application that simplifies the process of content creation for businesses and individuals. By integrating web scraping and LLMs, the application will enable users to generate personalized content effortlessly, for various social media channels.

Significance:

This application streamlines social media management for businesses and content creators by automating time-consuming tasks like research, content generation, and scheduling. It enables users to maintain a consistent online presence across multiple platforms. By providing up to date insights, the platform helps users save time on customer interaction and focus on creativity, giving them a competitive edge in the fast-paced world of digital marketing.

Project Description

The project is a SaaS web application, utilizing JavaScript/HTML/CSS and Python, that allows users to create personalized social media posts. The software enables users to streamline content generation by leveraging AI to aggregate relevant content and generate summarized scripts, audio, and videos. The user can customize content for a variety of different channels—for instance, Twitter, LinkedIn, Instagram, TikTok, etc. Users will be able to set the frequency of post generation bot, choosing between daily, weekly, monthly, or a custom schedule. The application will provide a centralized dashboard that provides analytical insights.

Software engineering process and technical tools

We will be using the Scrum methodology with 2 week sprints. Daily standup meetings will happen in the form of daily text updates by each member, as scheduling conflicts make daily meetings impractical. Each daily update will go over what progress we have made, what we are working on and any potential blockers we have. We will also hold two meetings per week, one online, one in person. We will have sprint retrospectives after each sprint.

Technical tools:

Backend: Python

Frontend: Javascript/HTML/CSS

Database: Firebase/MySQL

Github page: <https://github.com/rc21mj/COSC4P02>

Meeting Schedule

Weekly meetings scheduled for Wednesday from 5:30pm to 6:30pm (in person) and Saturday from 9am to 10am (virtual).

- Daily scrum meetings in the form of Discord calls/standups.

Week	Goals
Jan 6th	<ul style="list-style-type: none">● Create Project Proposal● Define team roles (Product Owner, Scrum Master, Developers)● Create and Setup GitHub page● Submit project proposal.
Jan 13th	<ul style="list-style-type: none">● Create user stories and product backlog.● Determine first sprint backlog.● Release planning document due Jan 19th.
Jan 20th	<ul style="list-style-type: none">● Release planning review with TA.● Sprint 1 planning meeting on Jan 26th.● Sprint 1 development begins on Jan 26th.
Jan 27th	<ul style="list-style-type: none">● Scrum meetings on Jan 29th, Feb 2nd.
Feb 3rd	<ul style="list-style-type: none">● Scrum meeting on Feb 5th.● Sprint 1 review and retrospective on Feb 9th.● Sprint 2 planning meeting on Feb 9th.

	<ul style="list-style-type: none"> ● Sprint 2 development begins Feb 9th.
Feb 10th	<ul style="list-style-type: none"> ● Scrum meetings on Feb 12th, Feb 16th.
Feb 17th (Reading Week)	<ul style="list-style-type: none"> ● Scrum meeting on Feb 19th. ● Sprint 2 review and retrospective on Feb 26th. ● Sprint 3 planning meeting on Feb 26th. ● Sprint 3 development begins on Feb 26th. ● Progress Report 1 due Feb 23rd.
Feb 24th	<ul style="list-style-type: none"> ● Scrum meetings on Feb 26th, Mar 2nd.
Mar 3rd	<ul style="list-style-type: none"> ● Scrum meeting on Mar 6th. ● Sprint 3 review and retrospective on Mar 9th. ● Sprint 4 planning meeting on Mar 9th. ● Sprint 4 development begins on Mar 9th.
Mar 10th	<ul style="list-style-type: none"> ● Scrum meetings on Mar 12th, Mar 16th.
Mar 17th	<ul style="list-style-type: none"> ● Scrum meeting on Mar 19th. ● Sprint review and retrospective on Mar 23rd. ● Sprint planning meeting on Mar 23rd. ● Sprint 5 development begins on Mar 23rd. ● Progress Report 2 due Mar 22nd.
Mar 24th	<ul style="list-style-type: none"> ● Scrum meetings on Mar 26th, Mar 30th.
Mar 31st	<ul style="list-style-type: none"> ● Scrum meeting on Apr 2nd. ● Sprint 5 review and retrospective on Apr 6th. ● Sprint 6 planning meeting on Apr 6th. ● Sprint 6 development begins on Apr 6th.
April 7th	<ul style="list-style-type: none"> ● Scrum meetings on Apr 9th, Apr 13th.
April 14th-25th	<ul style="list-style-type: none"> ● Final report, Presentation, Demo.