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| Capstone Project Proposal |  |

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**Business Goals**

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| **Project Overview and Goal**  What is the industry problem you are trying to solve? Why use ML/AI in solving this task? Be as specific as you can when describing how ML/AI can provide value. For example, if you’re labeling images, how will this help the business? | **Designers Gig** (*LinkedIn for Designers*)  In this gig economy, the freelancing market is extremely saturated, where neither the client nor the designer get the right project, price. Designers Gig is the AI powered platform that utilizes responsive AI to match the right fit for clients & freelancers based on their previous projects, portfolios, reviews etc.  This will save the time for both ends & automate the time all have to spend to find their right fit. |
| **Business Case**  Why is this an important problem to solve? Make a case for building this product in terms of its impact on recurring revenue, market share, customer happiness and/or other drivers of business success. | **Business Case**  As freelancing is becoming more of integral part of any work-force because of the hybrid work model, especially in the post-covid era, it’s very crucial for business’s to get the project done at the least time spend on finding the freelancers. Designers Gig will help to bridge the gap between clients & freelancers, as AI will took the work to find the project, so that freelancers can only focus on the work, saving the time searching for clients.  It’ll impact the whole gig economy by making it more efficient. |
| **Application of ML/AI**  What precise task will you use ML/AI to accomplish? What business outcome or objective will you achieve? | Here AI will suggest or match clients with freelancers & vice-versa based on their budget, project-type, time-line and their previous works, ratings & feedbacks.  The objective to achieve is - *Automate client/freelancer searching for your gig.* |

**Success Metrics**

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| **Success Metrics**  What business metrics will you apply to determine the success of your product? Good metrics are clearly defined and easily measurable. Specify how you will establish a baseline value to provide a point of comparison. | **Success Metrics for Designers Gig**:   * Increase in conversion rate. * No. of downloads & websites visits. * [Product Hunt](http://www.producthunt.com/) Up-votes.   These metrics are easily measurable and will help us define any future changes upon user feedbacks. |

**Data**

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| **Data Acquisition**  Where will you source your data from? What is the cost to acquire these data? Are there any personally identifying information (PII) or data sensitivity issues you will need to overcome? Will data become available on an ongoing basis, or will you acquire a large batch of data that will need to be refreshed? | The data source is mainly generated from user input, but for the starting phase we’ll refer to the state of art freelancing reports like –   * [State of Independence Report](https://contra.com/freelance-industry-report-2021/). * [Freelancing & Economy](https://www.upwork.com/press/releases/freelancing-and-the-economy-in-2019) by Upwork.   There are no personal identifying information as it will lead to un-responsiveness of AI which we don’t want.  The data will become available ongoing basis as their will be more & more users of the product. |
| **Data Source**  Consider the size and source of your data; what biases are built into the data and how might the data be improved? | There are two types of bias in this data source:   1. The data source isn’t diverse enough, it’s biased towards U.S. market. 2. Only focused towards few areas like design, app development, website building etc.   We need more diverse set of data in order to get most out of it. |
| **Choice of Data Labels**  What labels did you decide to add to your data? And why did you decide on these labels versus any other option? | Data Labels:   * Gig Type. * Skills * Rating * Price * Availability |

**Model**

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| **Model Building**  How will you resource building the model that you need? Will you outsource model training and/or hosting to an external platform, or will you build the model using an in-house team, and why? | I’ll use Google’s Auto ML to make the prototype version of the project, then I’ll take the help of Data Scientists, ML Engineers for making the model on our own without any third-party involvement.  The in-house team will then be responsible from data cleaning to model building. |
| **Evaluating Results**  Which model performance metrics are appropriate to measure the success of your model? What level of performance is required? | While both precision & recall are important to measure the success, we’ll consider the F1 score for the success of our model.  The performance is based on the increase conversion rate among freelancers, so the performance score can’t be determined upfront. |

**Minimum Viable Product (MVP)**

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| **Design**  What does your minimum viable product look like? Include sketches of your product. | I’ve designed few screens of the mobile app for Designers Gig which is attached with this proposal doc. |
| **Use Cases**  What persona are you designing for? Can you describe the major epic-level use cases your product addresses? How will users access this product? | The ideal persona I’m designing for would be –   1. Designers looking for personalized & appropriate freelance gig. 2. Businesses looking for freelancers. |
| **Roll-out**  How will this be adopted? What does the go-to-market plan look like? | The go-to-market plan will be:   * First, for beta-testing the platform (Web/app) will be invite-only for freelancers who are already user of Fiverr & Upwork, and small businesses looking for design services (primarily). |

**Post-MVP-Deployment**

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| **Designing for Longevity**  How might you improve your product in the long-term? How might real-world data be different from the training data? How will your product learn from new data? How might you employ A/B testing to improve your product? | In the long-term the data source would be more diverse with the increase set of users, so that we can re-iterate the product based on those activity & user feedback.  We’ll introduce the model to incremental improvements based on above mentioned points, then do A/B testing on 60 percent to old data & 40 percent new data. |
| **Monitor Bias**  How do you plan to monitor or mitigate unwanted bias in your model? | As mentioned earlier, the data source will be more diverse based on user acquisition, which will impact the unwanted bias in our proto-typed model. |