Team Members: Eric Johnson (efj2106) and Lu Yang (Advanced Big Data Class)

Team Name: Proficio

Project Title: Curated Flash / Microsales – Event Prediction

Technical Details: AWS, AWS Cognito, AWS Machine Learning

Project Description:

I will be partnering with a student in from another class (Advanced Big Data Analytics) to develop the end-to-end workflow of a mobile iOS application. The application will use AWS services to manage user authentication and data synchronization between the iOS device and the cloud. The device will monitor and push various aspects of the user's phone usage (current location, location history, usage times/ usage patterns) to cluster and pair users to interact in an competitive game. (The interactive game is the novel aspect of the app and has not yet been determined. Imagine something along the lines of **Words with Friends** but you are rewarded for being online and completing/winning games against other users).

Ultimately the goal of the app (other than being an online game) is to create new connections. The strength of these connections is gauged by the number of times you play the game together. Using your interaction in the game the app will serve push notifications / recommendations with suggested interactions to the users. This may be in the form of a suggested event like a new Lady Gaga concert since you both like her or a coupon to a local nail salon in the Columbia area. User preferences and interests will be derived from users through a survey completed when signing up for the app as well as from importing their known preferences / interests from Facebook.

This is a fluid concept for a our final project but I wanted to include it here for preliminary feedback.

Thank you
Eric