SaaS Application Requirement Document – University FAQ AI Agent

Project Overview

This SaaS application is designed for universities to deploy an **AI-powered FAQ Agent** that assists students and parents with **admission-related queries**. The agent will be accessible via web widget, shareable link, or integration on university websites. The core flow and logic will be similar to e-commerce FAQ/chatbot agents, but customized for **education and admissions** use cases.

Core Features

1. AI FAQ Agent for Universities

- Provides **instant answers** to student and parent queries regarding admissions, courses, fees, deadlines, scholarships, and campus facilities.
- Supports **multilingual queries** (English, Hindi, and regional languages).
- Customizable persona (university can set greeting, tone, and responses).

2. Data Input for FAQs

- Universities can **upload FAQ data** via:
  - **CSV File Upload** (structured Q&A pairs: Question, Answer, Category).
  - **Document Upload** (PDF, DOCX for policy handbooks, admission brochures).
  - **Manual Entry** via admin dashboard.
- AI processes the data to build a **knowledge base** for responses.

3. University Admin Dashboard

- University admins can:
  - Upload & manage FAQ content (CSV, Docs, or manual entries).
  - Train the agent with **custom instructions**.
  - Customize **greeting media** (logo, banner, welcome video).
  - Define **conversation starters/prompts** for students.
  - Monitor analytics on queries, engagement, and satisfaction.

4. Conversation Design

- Universities can create **conversation starters** (buttons or prompts like "Admission Process", "Fee Structure", "Scholarships").
- Agents support **free-text questions** from students/parents.
- Agent follows **branching dialogue logic** to refine answers.

5. AI Training & Role Definition

- Universities define the **domain expertise** (e.g., Admissions, Scholarships, Campus Life).
- Admins set the **response style** (formal, friendly, student-focused).
- Ability to add **custom rules** (e.g., always start admission-related responses with deadline reminders).

6. Preview & Testing

- Universities can **test the agent** before deploying.
- Live preview to simulate user interaction.
- Debugging panel to refine incorrect or missing answers.

7. Deployment & Sharing

- Multiple deployment options:
  - **Embed as Widget** on university site.
  - **Unique Shareable Link** for students.
  - **iFrame Integration** for portals.
- Widget customization:
  - Color branding to match university theme.

8. Analytics & Insights

- Track **number of chats, clicks, impressions, and CTR (click-through rate)**.
- Engagement metrics (daily, weekly, monthly trends).
- Breakdown of queries by category (e.g., "Fees", "Courses", "Eligibility").
- Traffic source insights (where students are coming from: India, international, direct link, etc.).

9. Subscription & Token Model

- SaaS-based subscription for universities:
  - Plans: Basic, Growth, Enterprise.
  - Limits based on **chat sessions, tokens, or data uploads**.

- Token usage for query responses (like API calls).
- Admin panel shows **live status, subscription status, and token balance**.

User Roles

University Admin

- Upload/manage FAQ data.
- Customize AI agent's persona.
- Monitor analytics & engagement.
- Manage subscription and billing.

Students & Parents

- Interact with AI FAQ agent.
- Ask admission-related questions.
- Access structured responses instantly.

Future Enhancements (Phase 2)

- Integration with **University CRM/ERP** for real-time admission status queries.
- Support for **voice-based queries**.
- Advanced **analytics dashboards** with sentiment analysis.
- **Multi-agent setup** (different agents for admissions, hostel, academics).
- Payment gateway integration for application fee queries.

Conclusion

This SaaS University FAQ AI Agent will streamline **admission-related communication**, reduce university staff workload, and provide **24/7 instant answers** to students and parents. It adapts proven **chatbot/AI agent workflows** from e-commerce but reimagines them for the higher education ecosystem.