

SHOPASSIST

An AI powered assistant for influencers that indexes all social content in a Q&A style chatbot.

Your followers can now quickly search through your posts and get to the products that you reviewed.

USING AI TO SOLVE SEARCH FOR SOCIAL MEDIA

Instagram (or any social platform) has bad search

Users have difficulty searching for products featured in posts or stories from influencers

- Social media companies restrict indexing (No Google search)
- In house search on Instagram (other platforms) is optimized for ad targeting (not product finding)
- No external product links apps to ensure that users stay on the platform

Try searching for the name of the moisturizer your favorite influencer shared a story about last week, you will not be able to find it on google (or even Instagram search).

USING AI TO SOLVE SEARCH FOR SOCIAL MEDIA

AI models (speech to text and video entity recognition) can index the content of social media posts from influencers. The content, once indexed can be easily searchable.

SO? WHY IS IT IMPORTANT?

This technology enables influencers to increase their sales revenue

fewer users dropping off because they cant find that post from last week

This technology reduces influencer time spent on Content Management

AI automatically creates a searchable entry and adds product links as soon as you create content

INFLUENCER INDUSTRY IS +\$21BN IN FY2023

a \$21.1 Billion Industry

Influencer Marketing is Now a \$21.1 Billion Industry

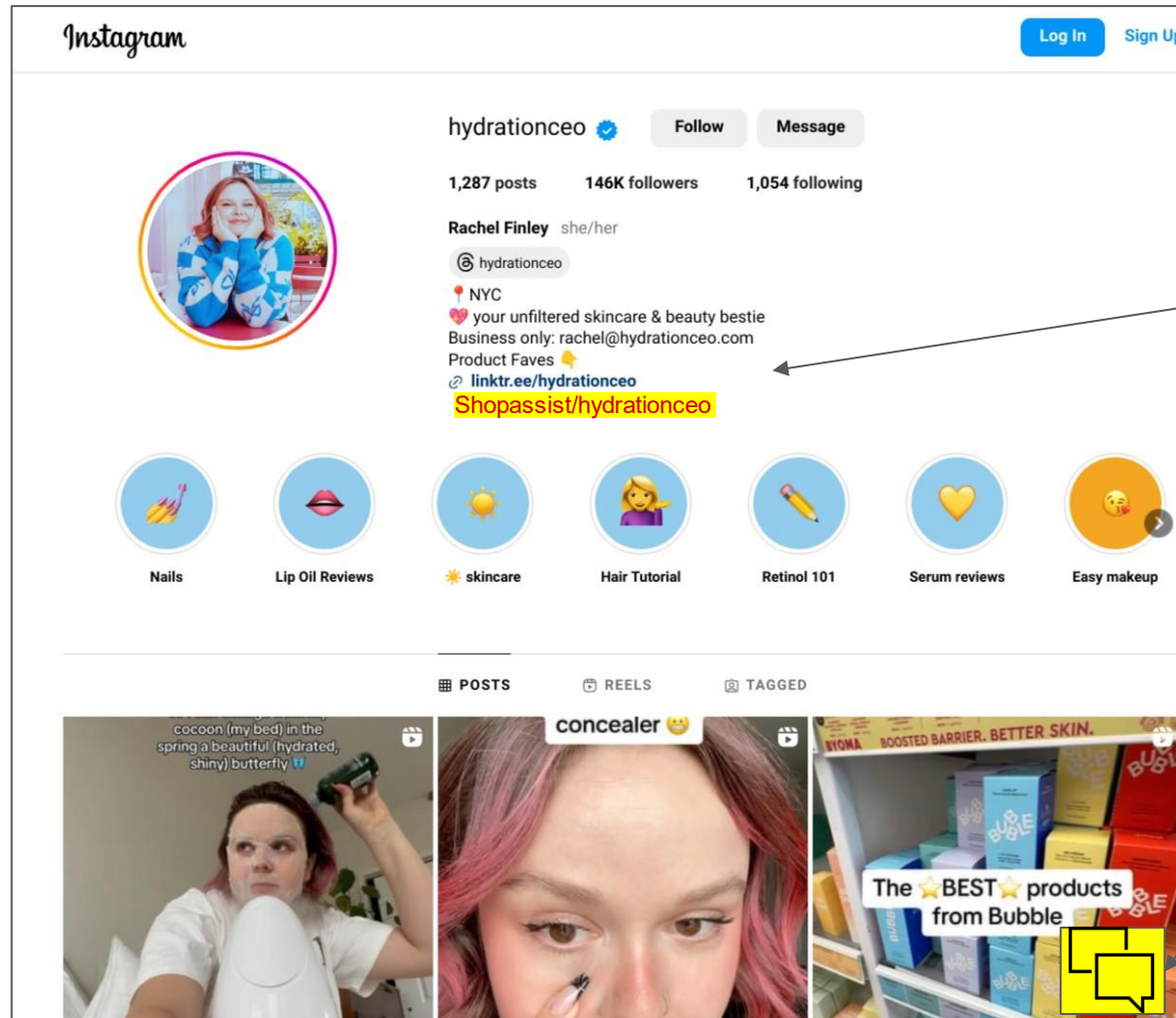
Despite people losing trust in influencers, the market size has continued to grow over the years. According to our State of Influencer Marketing 2023: Benchmark Report, influencer marketing has grown into a \$21.1 billion industry. Feb 6, 2024



<https://influencermarketinghub.com/influencer-marketing-statistics/>

UI/UX

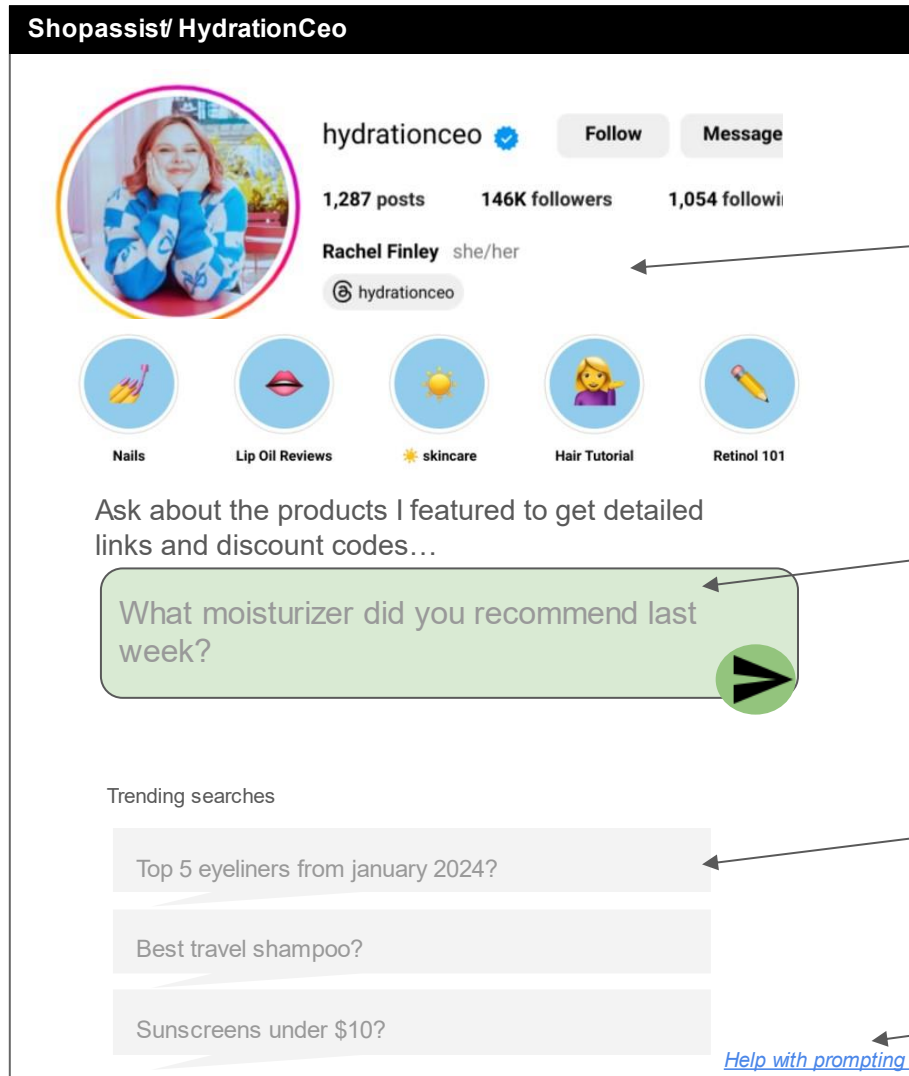
SAMPLE SCREEN 1: INFLUENCERS PAGE ON INSTAGRAM APP WITH SHOPASSISST LINK IN THE BIO



The link to the Shopassist product will be available in the bio of the influencer on Instagram

The user can also see a hover chatbot icon on the bottom right corner. This will also take you to the shopassist page

SAMPLE SCREEN 2: Mock of Shopassist main screen with Chatbot/ search interface Some features are yet to be built (ex: prompt suggestions)



Logo and header

Profile picture, recent stories and bio from IG to maintain consistency and build user trust

Descriptive prompt request and sample prompt already pre fed to help user ask good questions


Prompts from other that can be clicked and copied into users search window. Reduces actions needed from user


Help button available for users who have difficulty with prompting

[Help with prompting](#)

SAMPLE SCREEN 3: Mock of Shopassist app where user enters a query and product links are shared as response


Shopassist/ HydrationCeo




hydrationceo  Follow Message


1,287 posts 146K followers 1,054 followi

Rachel Finley she/her






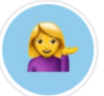
Nails




Lip Oil Reviews



skincare



Hair Tutorial



Retinol 101

Ask about the products I featured to get detailed links and discount codes...

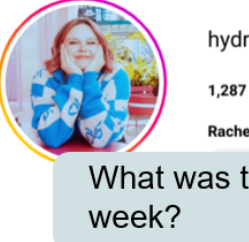
What was the lip gloss that you covered from maybeline last week?


Trending searches

- Top 5 eyeliners from january 2024?
- Best travel shampoo?
- Sunscreens under \$10?

[Help with prompting](#)

Shopassist/ HydrationCeo



hydrationceo  Follow Message


1,287 posts 146K followers 1,054 following

Rachel Finley she/her


What was the lip gloss that you covered last week?

Amina

There were two lip glosses that I covered last week



Product name: maybeline X1
Product link: www.productx1.com/maybeline
Post link: www.ig.com/hydceo1234
Description: The maybeline X1 is ...



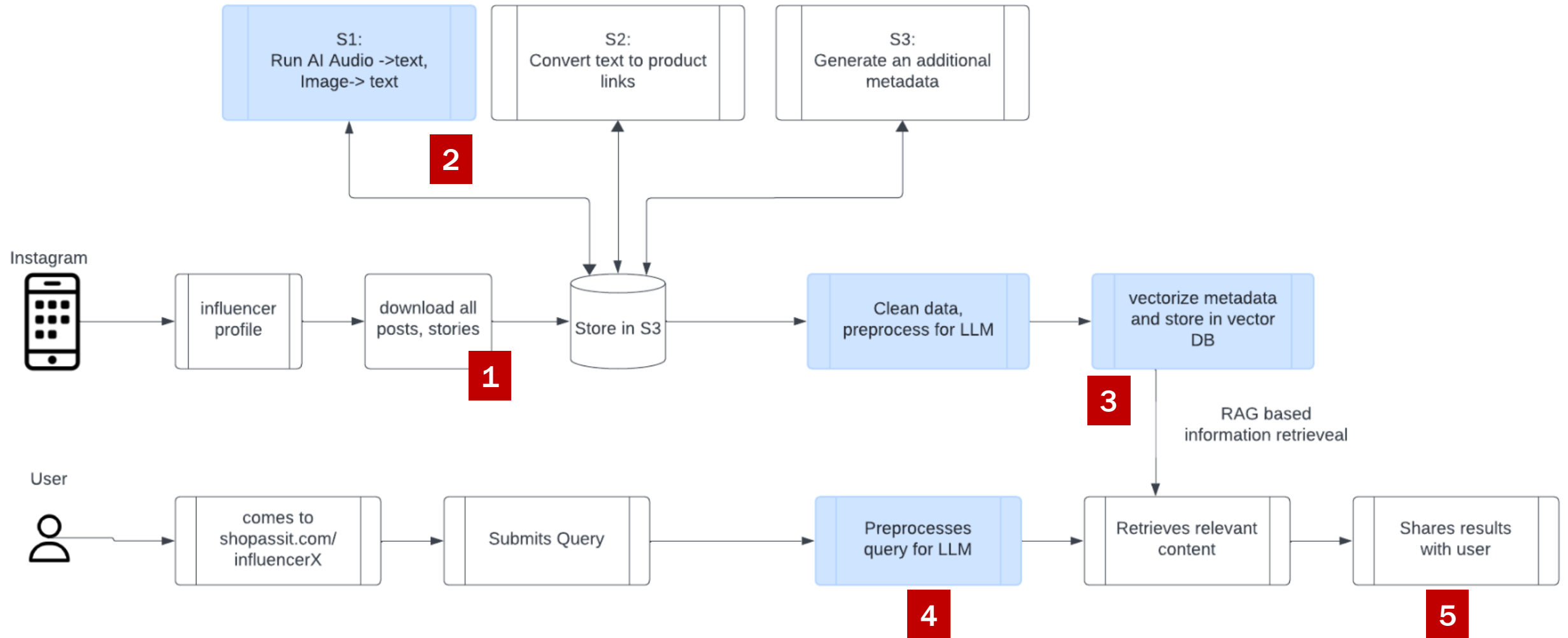
Product name: channel ecstasy
Product link: www.productx1.com/ch-ecsty
Post link: www.ig.com/hydceo345
Description: The ecstasy from chann ...

Hydrationceo

What else would you like to know?

WORKFLOWS

THERE ARE 2 WORKFLOWS (1) DATA GATHERING AND STORING INTO THE VECTOR DB (2) USER APPLICATION INTERFACE AND QUERY+ ANSWER RETRIEVAL



THERE ARE 2 WORKFLOWS (1) DATA GATHERING AND STORING INTO THE VECTOR DB (2) USER APPLICATION INTERFACE AND QUERY+ ANSWER RETRIEVAL

Workflow element	Objective	Tech used	Python files
1	Scrape public data from Instagram	Instaloder module in python	createdata.py
2	Convert posts to text 1. Video -> audio -> text 2. Video -> images -> text*	GPT4Vision (image -> text) Whisper(audio -> text)	umer\instagram.py buildtranscripts.py
3	Vectorize metadata	Pinecone, Langchain, OpenAI ADA embeddings	CreateVectorDB.py
4	Build user interface for chat and pre-process query for RAG retrieval Summarize results for presentation	OpenAI gpt3.5 Pinecone RAG	pages\1_hydrationceo.py pages\2_whatsmitafound.py utils\QueryVectorDB.py
5	<i>Evaluate results with trulens and share with user*</i>	TruLens	pages\1_hydrationceo.py pages\2_whatsmitafound.py utils\QueryVectorDB.py

**Work In progress*

CHALLENGES/ NEXT STEPS

- 1. NOT ALL VIDEOS CONTAIN AUDIO (SOME ONLY HAVE MUSIC. NEED TO BUILD A GOOD GPT4VISION WORKFLOW TO PARSE THIS DATA**
- 2. SOME VIDEOS HAVE SONGS WITH LYRICS AS THE AUDIO, NEED TO FIGURE OUR IF THE AUDIO->TEXT TRANSCRIPT IS SONG LYRICS. IF SO DISREGARD LYRICS.**
- 3. NEED TO COMBINE TRANSCRIPTS FROM AUDIO AND VIDEO(IMAGE) WORKFLOWS**
- 4. ENGAGE WITH AN INFLUENCER AND HAVE THEM LAUNCH THEIR SHOPASSISTANT**