Card Gnome

Client:
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About Us

1. We're a startup.
2. We were founded in 2010.
3. We're trying to make sending greeting cards fun & easy.
4. We're a very small but efficient team.
5. We love using new technologies, and one of our goals is to win a Webby award.

About you

1. You're familiar with Ruby.
2. You've used Git for version control -- and you love it.
3. You have an interest in AI, Fuzzy/Subjective Logic, and large data problems.
4. You took more math than you needed to graduate.
5. You find code without good unit test coverage to be brittle and unpleasant.
6. You know your way around a unix shell like bash.

Problem Description

Card Gnome has a growing collection of greeting cards and an aim to help people create the perfect connection. We want to do two things:

1) Guide our users to the perfect set of cards based upon the relationship between the sender and receiver, the occasion for which the card is being sent, and card attributes (i.e. funny, sentimental, etc.).

2) Give recommendations on cards based upon relationships, occasions, card attributes, likes/dislikes of similar cards, likes/dislikes of things in general, and previous purchases.

We currently use some Fuzzy Logic on internally generated meta-data to support a very basic card selection process. We need you to take this existing system and create a flexible recommendation engine to which we can easily add more data, define relationships, and tweak thresholds.

If you've ever used Netflix and thought how cool their recommendation engine is, this project is for you. We need to do the same thing, but also incorporate relationships and occasions into the mix. We're looking for a team of 2-4 highly motivated individuals.
You should choose this project because...

1. You will get to design and implement AI theories like Fuzzy and Subjective logic.
2. You'll get to work with cool open source technologies like Ruby and Rails.
3. You'll learn Semantic Web concepts and techniques.
4. We're a fun and talented group of people.
5. If all goes well, we might even hire you after the project.

Questions?

Email us at founders@cardgnome.com.

Check us out at www.cardgnome.com.