

Doodle

Battling Spam - a war story

Ela Avrahami

January 28th, 2020

Doodle

Schedule time with anyone
on any calendar platform

The screenshot shows the Doodle scheduling interface. At the top, the Doodle logo is on the left, and 'Pricing Help' and the user profile 'Ela Avrahami' are on the right. A red button 'Create a Doodle' is also present. Below the header, a dark bar contains a red button 'Choose final option', an 'Invite' button, and a 'More' dropdown. The main content area features the title 'AML'D after party' by Ela Avrahami, with a timestamp '4 minutes ago' and a 'Print' link. An 'Add to Slack' button is also visible. A clock icon indicates that all times are displayed in 'Asia/Jerusalem'. Below this, there are two tabs: 'Table' (selected) and 'Calendar'. The 'Table' view shows a grid of dates and times for participants to select. The grid has four columns for dates: Jan 29 (WED), Jan 29 (WED), Jan 30 (THU), and Jan 30 (THU). Each date column lists two time slots. The rows represent participants: '3 participants' (summary), 'Ela Avrahami', 'Ethan', 'Nicolas', and 'Henrik'. Green checkmarks indicate selections, while white squares indicate no selection. A green checkmark and the number '3' are shown at the bottom right, next to a green 'Send' button.

Doodle Pricing Help Ela Avrahami Create a Doodle

★ Choose final option Invite More

AML'D after party

by Ela Avrahami • 4 minutes ago • Print

Add to Slack

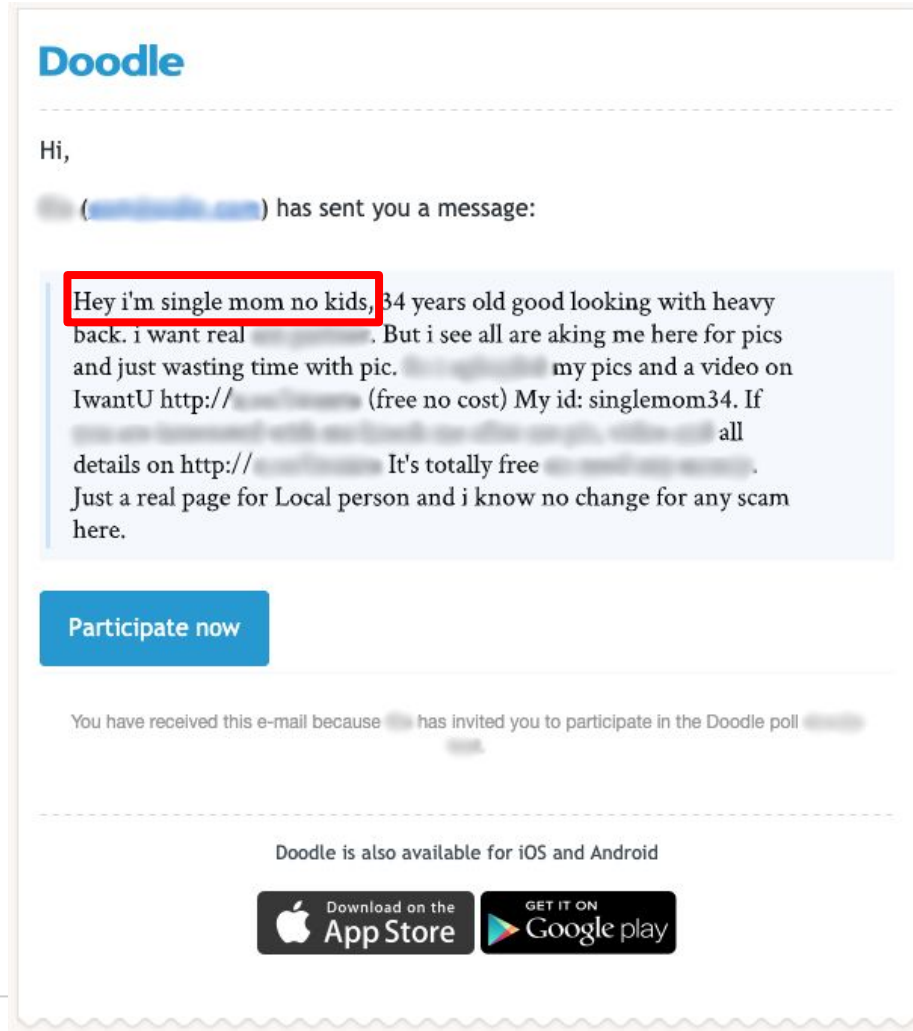
All times displayed in Asia/Jerusalem

Table Calendar

	Jan 29 WED 5:15 PM 7:15 PM	Jan 29 WED 6:00 PM 8:00 PM	Jan 30 THU 3:15 PM 5:15 PM	Jan 30 THU 5:15 PM 7:15 PM
3 participants	✓3	✓2	✓1	✓1
Ela Avrahami	✓	✓	☐	✓
Ethan	✓	✓		
Nicolas	✓			
Henrik	✓	✓	✓	✓

✓3 Send

Spam Example



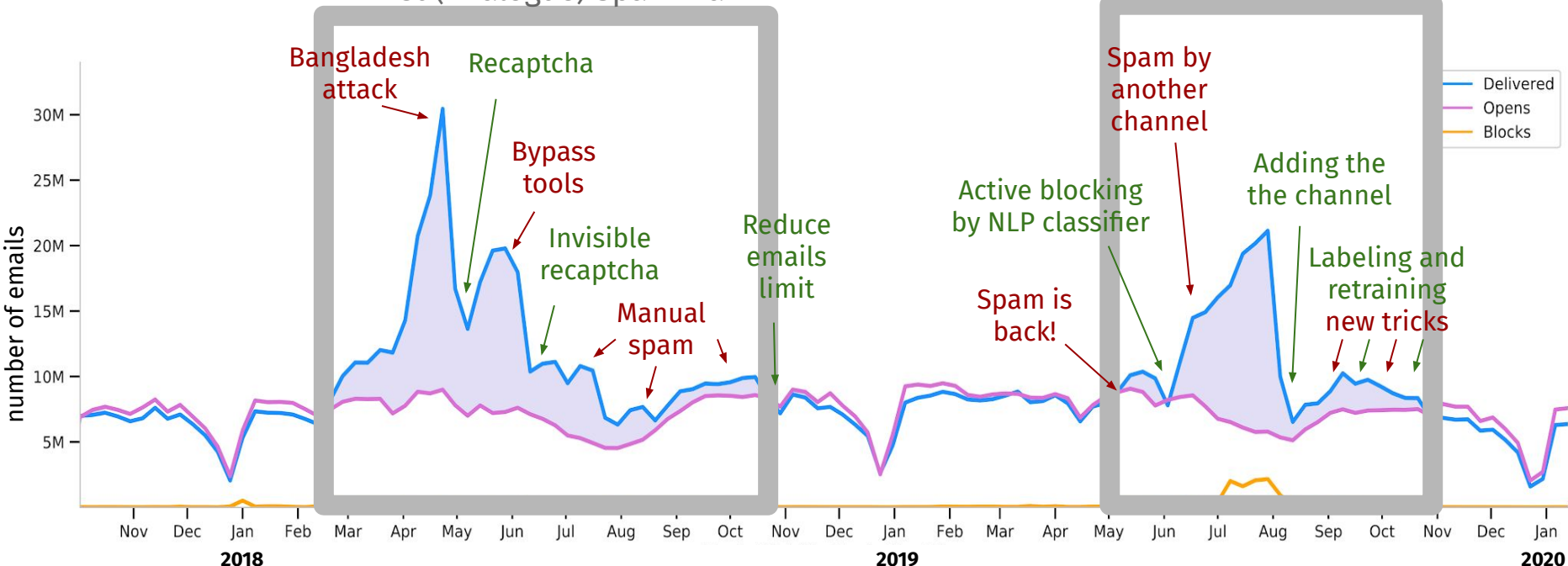
When and what?

I invite you in my house

I invit-e yo-u in my house

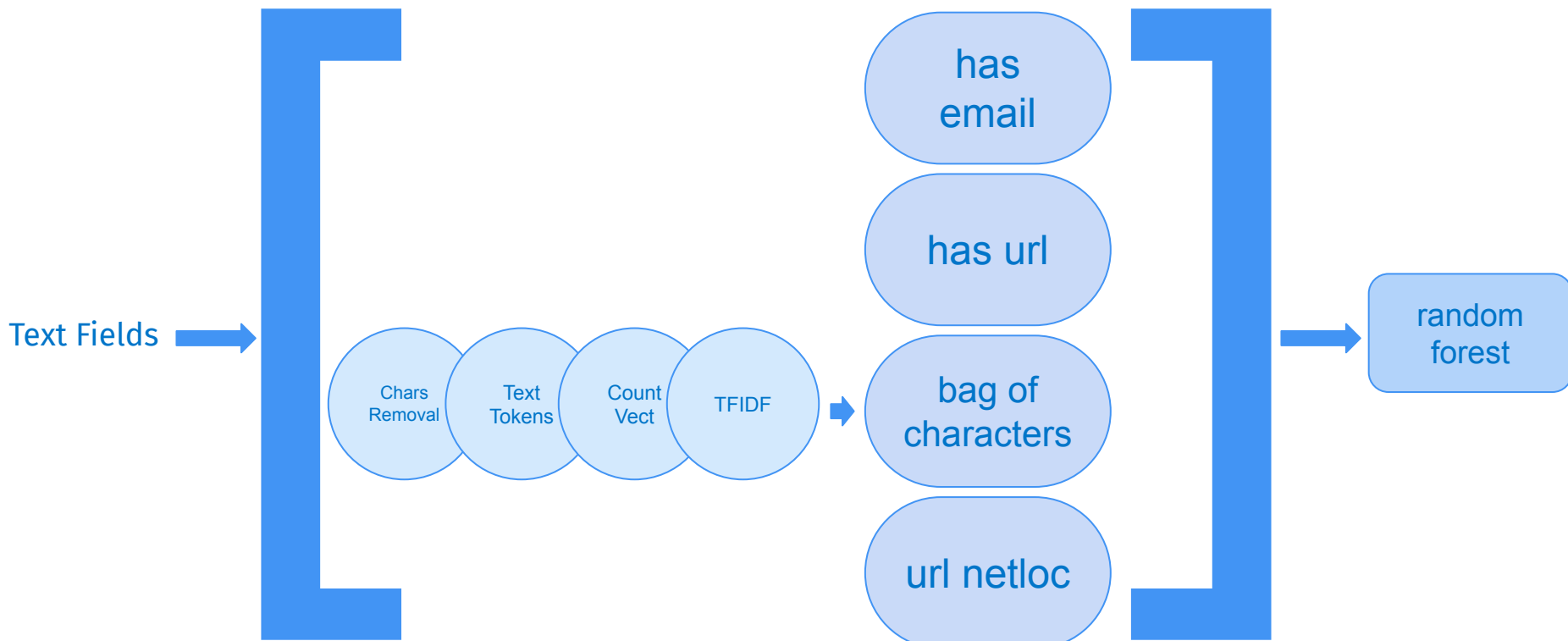
I i.n.vi.t-e \$yo-u\$ in m-y h0us-e

First (Analogue) Spam War

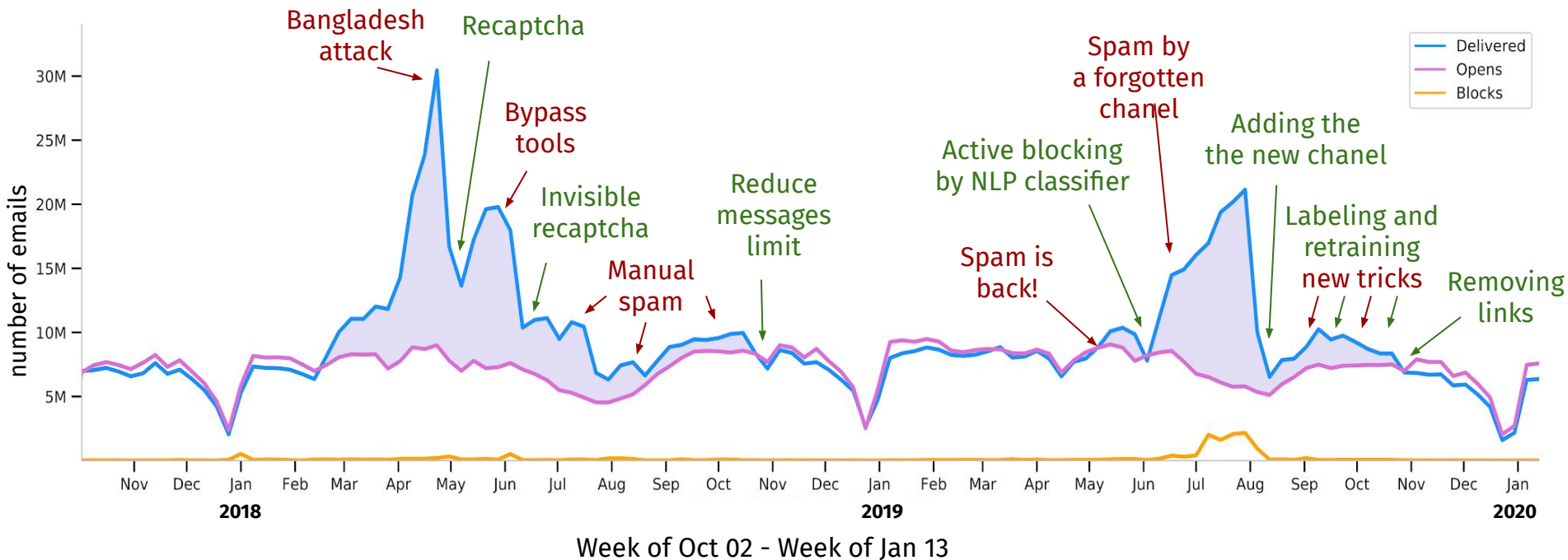


Week of Oct 02 - Week of Jan 13

The current model



When and what?



Summarizing our war

- We started this as a NLP project
- Quickly it became an adversary problem
- We combine our NLP model with traditional solutions to tackle this correctly
- Company awareness towards data

Special thanks to my team

