

# PURPLE TEAM

Interim Presentation

30/06/2015

# PROJECT VISION

A location based application that retrieves and displays relevant social media posts associated with news articles from the location selected by user

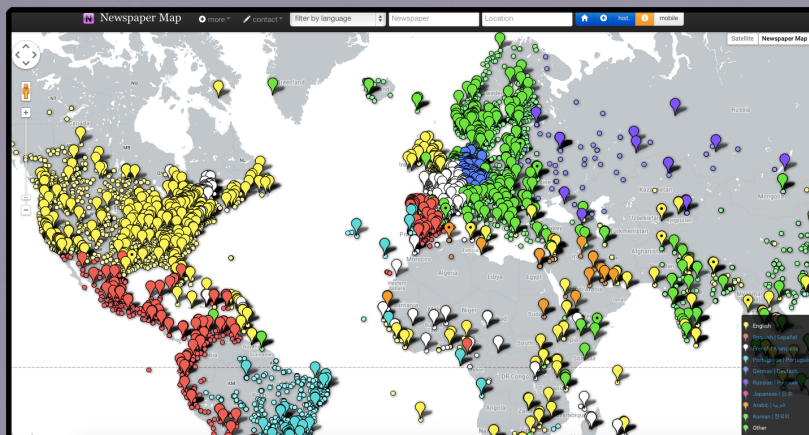
# PROJECT VISION

- An interactive 2D Map where user can click to select a region.
- User can select a category of multiple categories of interest.
- The application will display list of articles from a number of newspapers from the selected region.
- User can choose to read an article, in which a summary of news article is given.
- User will be provided with a number of relevant tweets and YouTube videos.



# SIMILAR PRODUCTS

## NewspaperMap



Uses Google maps API to display newspaper information based on selected location. Information includes title of newspaper and link to website

- Map is crowded with location markers
- Difficult for user to select a specific newspaper (must zoom in to location to select paper)
- No display of current news articles associated with paper (user must be redirected to main site)

## NewsMap



Uses Google maps API to display newspaper information based on selected location. Information includes title of newspaper and link to website

- Difficult to read titles of less popular articles due to relative size their 'boxes' without hovering over them
- Data is poorly presented due to over crowding the screen with titles however effective use of color coding
- Limited selection of countries
- User is redirected to main site of article without any summary/contextualisation of article

# SIMILAR PRODUCTS

## News Hunt



Read News from National & Regional Newspapers, Websites & other News sources

- Mobile app to retrieve and display newspaper articles from various regional and national newspapers
- No social media news
- Geographically restricted.



# USER GROUP

- Tourists
  - Trending news to their country of travel
  - Weather
  - Keep updated about what is happening.
- e-News readers
  - Able to read news articles from a selected region
  - Group articles from different newspapers in one place

# TECHNOLOGY STACK

HTML5

CSS

Django  
1.8.2

Python 3.4.0

Django 1.8.2

# TECHNOLOGY STACK

## Python 3.4.0 Packages

BeautifulSoup4

nltk

urllib/urllib3

ElementTree

pywapi

tweepy



# TECHNOLOGY STACK

**PyCharm 4.5**  
IDE

**Github**  
Source control

**Sublime Text 2, Atom**  
Text editors

**Trello**  
Project management

**Ninjamock**  
Wireframing

# DATA STACK

## Social Media & Other Info

Twitter REST API

YouTube  
REST API

weather.com

## Newspapers

The Irish Times  
RSS Feed  
HTML Scrapping

The Times UK  
HTML Scrapping

# SWOT Analysis of Business Opportunity



# SWOT Analysis of Business Opportunity

## Strength

- Retrieves social media content related to the article.
- Clean and easy to use UI compared to competitors.
- Provides user a summary of article.

## Weakness

- Currently rely only on a couple of newspapers to get data.
- Relevance of keywords get social media information
- API usage limits.

## Opportunity

- Include hotels, restaurant reviews joining with other business to attract revenue.
- Include tourist information to attract more users who travel world wide.

## Threat

- Competitors have access to 300+ newspapers
- Changes in news structure might break the API
- Competitors have mobile apps.

# PROTOTYPE

- User can select country & category to view news articles from.
- Retrieve articles from newspapers.
- Extract keywords from article description.
- Retrieve related tweets.
- Retrieve related upto date YouTube videos.
- Minimal UI.

# IMMEDIATE NEXT STEPS

- Retrieve data from wide range of newspapers.
- Expand location to more countries.
- Display brief summary of article.
- Integrate weather forecast.
- Expand UI.



# PROJECT ROADMAP

- Finish database design
- Finalise map design

- Database design
- Integrate weather forecast
- 2D Map

- Expand list of newspapers
- Expand to more countries

Week  
7

Week  
8

Week  
9

# PROJECT ROADMAP



DEMO



Q/A