* Data sources
  + Twitter
  + Ultimately gnip
    - https://gnip.com/realtime/
* Data requirements
  + date/time
  + Location lat/long
  + Text body
  + Referral url
* System requirements
  + Database (Cassandra)
    - Storing social media data
  + Queueing system
    - ~~Handle user requests~~
    - Data ingest [pre]processing and filtering
  + Processors (AWS EC2)
    - Scan through data to generate sentiment score for database
    - Scanning through all data to generate location heat score
  + Search system (Elastic Search)
    - Return items that fall within time/location parameters
    - Generate heat map based upon time parameters
  + Heat map
    - <http://stackoverflow.com/questions/510636/easiest-way-to-create-a-dynamic-heatmap-of-the-united-states>