

## Assignment 1: Team and Web Startup Formation



*Version 3.1*

*by Cara Magliozzi, Ricki Cohen, Sam Kolovson, Chris Scott, & Steven Tso*

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### **Slogan:**

“Visualize the present.”

### **Area of Interest:**

Linguistics, Data Analysis, Social Media, Business

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### **Product Overview**

Social media sites like Twitter have had a tremendous effect on the English language and how we communicate. Taking this into consideration, we want to develop a tool

that queries Twitter to obtain tweet data. Using that data, we want to generate visually appealing word clouds based on term frequency and perform linguistic analyses on the data, displaying the results of those analyses in a comprehensible manner. By using natural language processing to analyze tweets related to a given topic, we will be able to derive valuable, real-time information.

**Look & Feel:**

Visually, we want the site to remain as simple as possible to ensure that it is accessible to users of all technical backgrounds. We will provide descriptions of the different forms of language processing that are employed so that we are transparent with our users regarding our intentions and to emphasize the relevance of these analyses.

**Revenue Model:**

Our product will use a combination of subscription-based and ad-based revenue models. A casual user can submit queries and generate clouds from related words. Our subscription model will cater largely towards businesses who are looking for more analytical information about what people tweet.

*Cara Magliozzi | 5/3/14*

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## Meet the Team

**Name:**

Christopher Scott

**UMass CS Courses:**

- CS 121: Introduction to Problem Solving with Computers
- CS 187: Programming with Data Structures
- CS 220: Programming Methodology
- CS 230: Computer Systems Principles
- CS 240: Reasoning Under Uncertainty

**Other Courses:**

- ISOM 397A: Intro to Entrepreneurship (including TA-ship)
- BDIC 397B: Leadership & Networking
- MGMT 241: New Venture Creation
- OIM 210: Intro to Business Information Systems

All four of the above courses are closely related however provide slightly altered views on the topics of Entrepreneurship and core business principles. Through participating in these courses, I have gained a thorough understanding of the world

of entrepreneurship (tech and other), management and venture capital. I think this knowledge will be helping going forward in this course based on how you have described the grading system.

**Bio:**

I'm a junior year CS BA with a secondary concentration in Entrepreneurship. Most of my spare time is spent managing technology for TEDxUMassAmherst. I also like to spend time planning events for E-House (bi-weekly networking mixers hosted at my apartment), managing my personal investment portfolio of 5 years, playing soccer and basketball, reading (when I have the time) and plotting world domination with my three awesome roommates.

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**Name:**

Cara Magliozzi

**UMass CS Courses:**

- CS 121: Introduction to Problem Solving with Computers
- CS 187: Programming with Data Structures
- CS 230: Computer Systems Principles
- CS 240: Reasoning Under Uncertainty
- CS 220: Programming Methodology (in progress)
- CS 250: Introduction to Computation (in progress)
- CS 446: Search Engines (in progress)

**Other Courses:**

- LING 401: Introduction to Syntax
- PSYCH 330: Behavioral Neuroscience

These courses were particularly impactful because they provided a formal understanding of topics I have always found fascinating as well as a foundation upon which I can build. I am highly interested in algorithmic nature of human language, neural networking, and the interplay between humans and artificial intelligence.

**Bio:**

I am a 23 year-old non-traditional junior pursuing a double-major in Computer Science (BS) and Linguistics & Psychology (Joint Major, BA). I work for the Fine Arts Center as a technology intern where my responsibilities include supporting both the staff and computing equipment, assisting in the production of FAC websites, and managing client accounts. As a result of this, I have experience with HTML, CSS, and mobile website production. I also work as a grader for CS 121: Introduction to

Problem Solving with Computers and have done so for what will now be three semesters. I enjoy building computers and gaming in my almost non-existent free time.

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**Name:** Samantha Kolovson

**UMass CS Courses:**

- CS 187: Programming with Data Structures
- CS 220: Programming Methodology
- CS 230: Computer Systems Principles
- CS 240: Reasoning Under Uncertainty
- CS 250: Introduction to Computation
- CS 311: Introduction to Algorithms (in progress)

**Other Courses:**

- COMM 140: Introduction to Film
- MATH 235: Linear Algebra
- MATH 233: Calculus III

In my math classes, I have learned to pay close attention to detail in a variety of contexts and maintain an analytical perspective in problem solving, both of which help me when working with unfamiliar programming languages and software. In Introduction to Film, I have developed an eye for good design, which I intend to use in the user interface for this project.

**Bio:**

I am a sophomore CS BS major. While I spend a majority of my time outside class fulfilling my commitment to the varsity rowing team, I also work at OIT as a Junior Web Developer. There I collaborate with another student employee on an interface for managing university Drupal sites. This is just starting to be used by university relations.

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**Name:** Steven Tso

**UMass CS Courses:**

- CS 121: Introduction to Problem Solving with Computers
- CS 187: Programming with Data Structures
- CS 250: Introduction to Computation
- CS 311: Introduction to Algorithms

**Other Courses:**

- ECE 354: Computer Systems Lab II
- ECE 374: Computer Networks

Computer Systems Lab II was helpful since it taught me nothing ever goes as planned. We were working with FPGAs that had very bad compiler support. This class will help me in this class since I understand how to cope when technical things do not work as planned. In Computer Networks, I have gained a thorough understanding of security, routing, and the way connections work. This will very useful in understanding how our customers will access our site.

**Bio:**

I am a senior computer engineer with a minor in business. I have a solid background in embedded systems from pcb design to driver integration. I am taking this class since I believe the web is the future and I am very interested in knowing more about web programming. I am also part of TEDxUMassAmherst developing NFC bands for attendees. I have basic experience with web programming via Heroku and bootstrap.

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**Name:** Richelle “Ricki” Cohen

**UMass CS Courses:**

- CS 121: Introduction to Problem Solving with Computers
- CS 187: Programming with Data Structures
- CS 220: Programming Methodology
- CS 240: Reasoning Under Uncertainty
- CS 250: Introduction to Computation
- CS 585: Natural Language Processing
- CS 311: Introduction to Algorithms (in progress)

**Other Courses:**

- LINGUIST 397C: Linguistics and Literature
- ENG 329H: Tutoring Writing

These courses allowed me to explore the difference between spoken and written English--especially in regards to how English is changing with proliferation of web-based communication. I love exploring the mechanics of language in these different contexts and think Twitter is the perfect platform to study how English is changing.

**Bio:**

I am a junior double-majoring in linguistics and computer science who is also interested in the impact literature has on language (and vice-versa). When not in classes, I work as a tutor at the Writing Center, where I collaborate with other students on content, clarity, and style in their writing to strengthen their skills as writers. I am also currently working with Professor Eitan Mendelowitz at Smith College to help complete his Global Proverbs Project, where I am refining a sentence generator to create ‘novel’ proverbs.