Briefly

Concise.
Tailored Brief News Articles Feed

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Github Repo

Product Concept

Our product is a news platform that offers brief summaries of breaking news from various sources. Users can quickly access news highlights in short snippets, providing a user-friendly and time-saving method to stay informed without extensive reading or navigation. Our goal is to provide a smooth news consumption experience that keeps users informed about the latest news.

From Problem To Solution

Problem

Current news applications overwhelm users with generic news feeds and lengthy articles, causing information overload. This makes it difficult for users to stay updated on topics that interest them without spending much time scrolling and reading.

Why It Matters

In today’s fast-paced world, people demand a time-efficient way to stay informed. They want quick access to relevant news without the hassle of navigating through extensive content.

From Problem To Solution

Solution - REDUCE. SCROLLING. TIME.

Your most precious asset is time; our platform allows the users to reduce scrolling time and accomplish more in less time. Our solution not only keeps the users informed but does so in a way that respects their time and attention.

What Makes Us Better?

Our platform offers personalized feeds to users, delivering concise summaries of the latest news articles. This ensures that users receive content tailored to their interests in a brief and engaging manner.

Unique Feature

OUR personalized news summaries feed reduce information overload and enhance user engagement by focusing on what matters most.

Technological Edge

Utilizes advanced AI algorithms to curate and summarize news, ensuring relevancy.

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Market Analysis

Customers

Our target customers include busy professionals, students, and anyone who values time efficiency and wants to stay updated with the latest news. These individuals prefer concise information over lengthy articles, making Briefly an ideal solution for their needs

Market Size

In Israel, the digital news market is robust, with a significant portion of the population consuming news online. According to recent statistics, approximately 60% of Israelis above the age of 20 get their news online. With a population of about 10 million, and approximately 70% in that age range, this represents a potential market of over 4.5 million users who could benefit from a platform like Briefly.

Market Analysis

Competitors

Our primary competitors include traditional Israeli news websites like Ynet, Haaretz, N13, and N12, which provide lengthy articles and generic news updates. Additionally, we compete with international platforms like Google News and MSN, which offer aggregated news services but may only sometimes focus on Hebrew content.
Another news platform we compete with is Telegram channels, which provide breaking news titles without further elaboration.

Our unique selling proposition is the delivery of personalized, concise news snippets in Hebrew, catering specifically to the Israeli audience's need for quick, relevant information.

Market Analysis

Market Gap Description

There is a clear need for a more efficient way to consume news, one that allows users to quickly access relevant information without the hassle of extensive reading. This gap highlights the demand for a streamlined and user-friendly news consumption experience that respects users time and attention.

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Roles And Responsibilites

Design . Front-End . Cloud Architecture

Gil Kravitz

Tech-Stack & Tools : Figma ,TypeScript, React-Native , AWS Cloud Services

- Designing and developing the front-end of the application.
- Planning and implementing the cloud infrastructure using AWS services.

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Roles And Responsibilites

App Api Service.

Maor Halevi

Tech Stack & Tools : C# (ASP.NET and Entity Framework), Docker, PostgreSQL

- Developing and maintaining a scalable and efficient API service.
- Containerizing the API service using Docker for easy deployment and management.
- Facilitating smooth integration between the front-end and back-end systems.

Roles And Responsibilites

Scraping Service.

Ofek Smadja

Tech Stack & Tools : Python + beautiful soup, Docker, PostgreSQL

- Developing a robust web scraping service to extract data from various sources.
- Containerizing the scraping service using Docker to ensure consistency and reliability.
- Optimizing the service to efficiently gather relevant data with minimal latency.

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Roles And Responsibilites

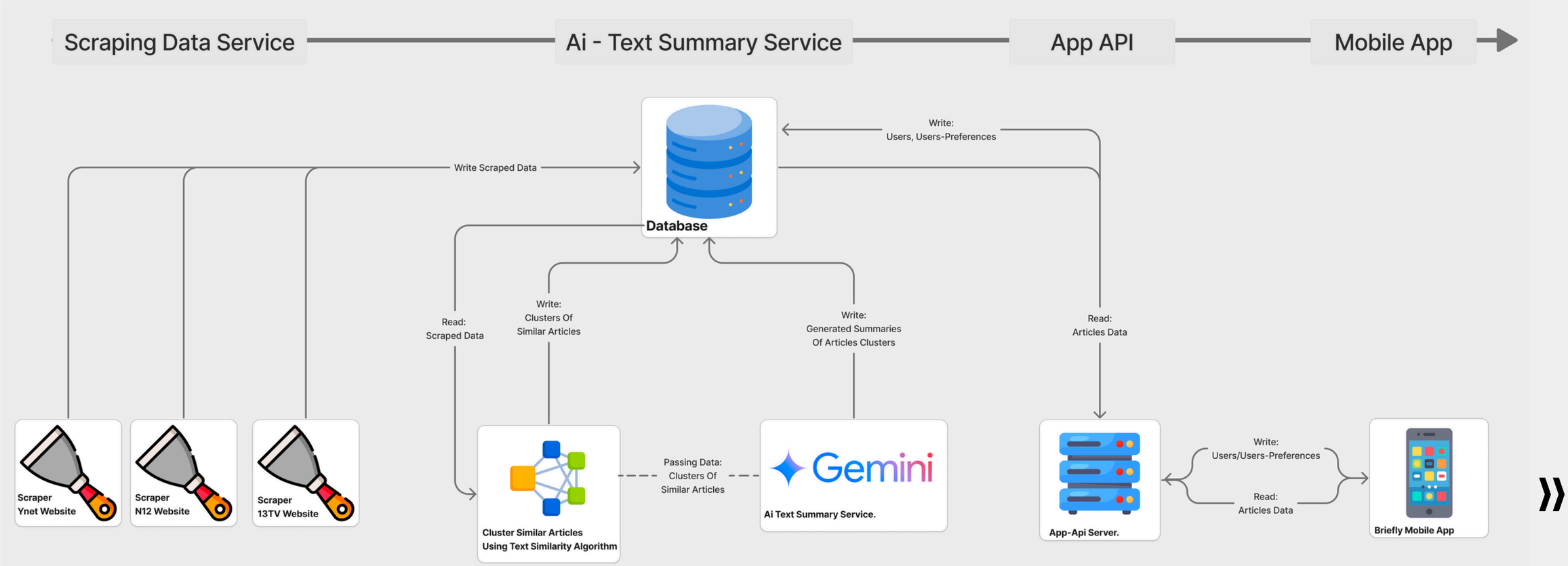
AI Integration Service.

Dor Edelman

Tech Stack & Tools : Python, Docker, OpenAI, Gemini, PostgreSQL

- Developing code that uses AI models for text embeddings using OpenAI and generating article summaries using Gemini.
- Leveraging advanced algorithms to enhance the relevance and quality of news summaries and text similarity.
- Containerizing AI services to ensure modularity and scalability.

Data Flow


Scraping Data Service
Ai - Text Summary Service
App API
Mobile App
Write:
Users, Users-Preferences
Write Scraped Data
Database
Read:
Scraped Data
Write:
Clusters Of
Similar Articles
Write:
Generated Summaries
Of Articles Clusters
Read:
Articles Data
Scraper
Ynet Website
Scraper
N12 Website
Scraper
13TV Website
Cluster Similar Articles
Using Text Similarity Algorithm
Passing Data:
Clusters Of
Similar Articles
Gemini
Ai Text Summary Service.
App-Api Server.
Write:
Users/Users-Preferences
Read:
Articles Data
Briefly Mobile App

Data Flow

1. Scraping Data Service

Scrapers (Ynet, N12, 13TV) :These scrapers collect articles from the specified websites and write the scraped data into the database.

2. Database

Acts as a central repository for storing scraped data, clusters of similar articles, generated summaries, users, and user preferences.

3. Cluster Similar Articles Using Text Similarity Algorithm

Reads the scraped data from the database, identifies similar articles using a text similarity algorithm, and writes the clusters of similar articles back into the database

4. AI Text Summary Service (Gemini)

Receives clusters of similar articles from the clustering component, generates summaries for these clusters, and writes these summaries back into the database.

5. App API Server

The App API Server reads article data from the database and serves this information to the mobile app. Additionally, it writes user data and user preferences back into the database.

6. Briefly Mobile App

The end-user interface that reads articles data from the App API server, allowing users to view summarized articles. It also sends user preferences to the App API server

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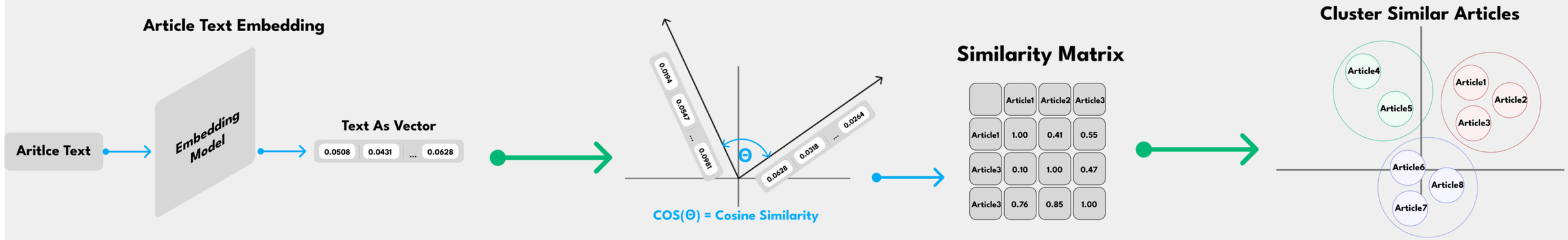
The Product Core



Each article get into Open-AI Embedding Model

Cosine similarity is applied to each pair of article vectors to calculate the similarity matrix.

Group articles into clusters when their similarity score exceeds a specified threshold.

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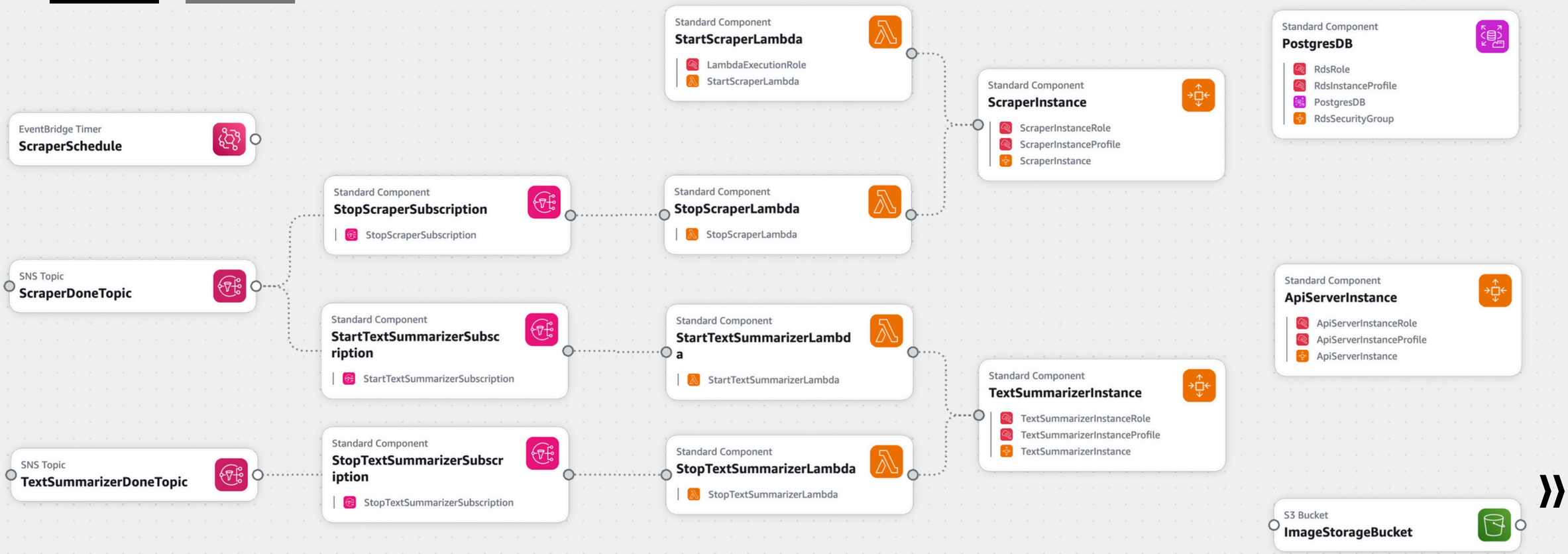
Cloud Architecture



Cloud Architecture

1. EventBridge Timer

triggers StartScraperLambda to start the scraping process.

2. ScraperInstance

performs the scraping, and upon completion sends a notification to ScraperDoneTopic

3. ScraperDoneTopic

Triggers both:
StopScraperLambda to stop the scraper process **StartTextSummarizerLambda** to start the summarization process.

4. TextSummarizerInstance

performs text summarization. and completion sends a notification to **TextSummarizerDoneTopic**.

5. TextSummarizerDoneTopic

triggers **StopTextSummarizerLambda** to stop the summarizer instance.

6. PostgresDB

stores all essential data including scraped articles, summaries, user data, and preferences, ensuring a smooth flow of information within the system.

7. S3 Bucket

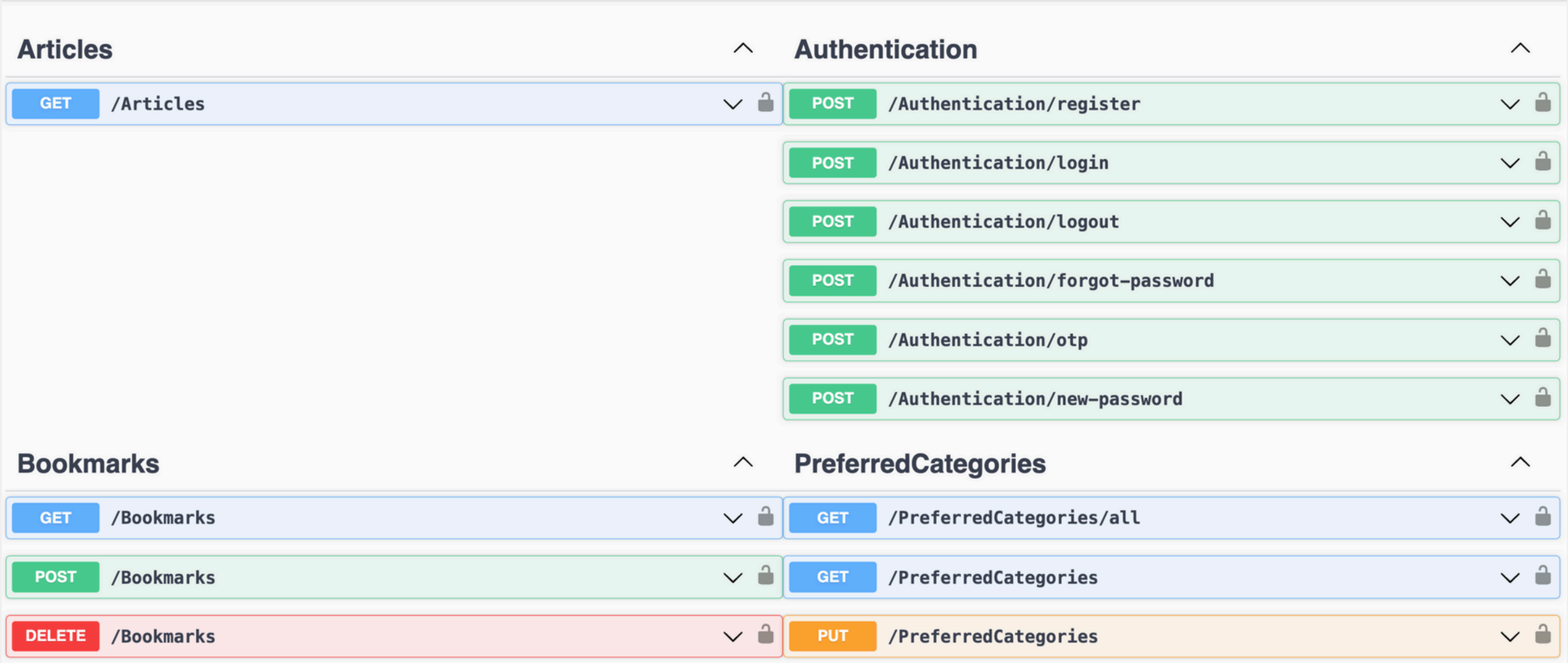
stores and manages images related to articles

8. ApiServerInstance

acts as a bridge between the database and the mobile app, handling data retrieval and storage for user interaction.

API Structure

Backend Swagger Api Documentation



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Database Structure