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| RedditCrawler Executive Summary |

# **Product Description**

RedditCrawler is an easy-to-use website monitoring tool built specifically with Reddit in mind. Just input the subreddit you’d like to monitor, and the search terms you’d like to keep appraised of, and the application handles the rest. Once your criteria have been set, RedditCrawler runs in the background of your PC and periodically checks the subreddit for posts that match. If it finds any, it immediately notifies you of these posts via email.

## **Target Audience**

While its primary function is a social media platform, Reddit’s users vary greatly when it comes to their use of the site. Many users utilize certain subreddits for news, others moderate them for content that breaks the rules, and some users use it as a hub for trade. For many users, time is a factor when checking for these posts. RedditCrawler helps to minimize the risk of missing out on posts that interest you!

## **Risk/Opportunity**

While RedditCrawler is a fairly simple application, a few details pose certain risks to the successful completion of the project.

* The main process of the application, which stays open and pings Reddit, must be run invisibly in the background. Yet a portion of the program must also be available for criteria manipulation by user. These processes must also be able to pass data between one another.
* Timeliness is a factor as well. After removing weeks where documentation and presentation prep are the focus, we have roughly six weeks to complete the project itself.

While those risks certainly pose potential problems to the flow of our project, if we can get the core processes running, we also have the opportunity to incorporate database connectivity, a GUI interface, and expanded user criteria controls.

## **Conclusions**

Given the narrow scope of the initial project, along with the high potential for optional features, we believe this project will be an ideal application for the Capstone. Additionally, considering its practical use, it will make an excellent initial addition to our development portfolios as we enter the industry.