

# Search'M – Search and Map

Business Plan and Social Impact

## Executive Plan

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Globalization has melted national borders, transformed the social, educational, political, and economic landscape, and the information and communications revolution has made geography and time irrelevant. Imagine having a news search engine that combines the accuracy, efficiency, and power of the most advanced search engines combined with the most current news, full personalization options, as well as using the newest technologies in mapping to view results. Search'M provides those features and more, allowing users to search and view news that is important to them. Events and issues that are happening across the world are just as vital to us as the news that is happening in our backyards. Realizing the relationships between these events is necessary in understanding the world we are living in.

Search'M provides an RSS feed aggregator, search engine, and different visualizations for search results. In order to search, users must specify the RSS feed URLs that they want to follow. This means that the articles from the selected RSS feeds are the only articles in the search system. Search'M automatically determines specific information for each article in the various RSS and then proceeds to geotag the articles to be used for searching as well as viewing in Google Earth. The user can then search by certain filters (keywords, locations, dates) and view the results in a traditional search result list or visually in Google Earth. Viewing in Google Earth displays those news results and its corresponding information on a globe in their respected geotagged locations. This presents the user with ways to explore and determine the relationships between the news articles.

This application gives the user both a purely personalized user experience as well as a globalized way of viewing their news. Users can fully personalize which news is important to them through choosing RSS feeds from many different news sources. Other customizable options include being able to determine how they want to search for their news, choose which way to want to view their results, as well as decide how they want to see the relationships between. More products are now focusing on user customization since it has been proven that customers want products that play to their liking. Search'M takes pride in all of the customizable features of this product.

## Marketing Plan

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### Opportunity

According to the Newspaper Association of America, around 165.6 million American adults read the news (print and digital) every week. 53% of American adults get their news online and 65% of those adults use more than one news source to get their daily news. Search'M targets people of all ages who read their news online from news sources that provide RSS Feeds (almost all popular news sources and many independent sources). Search'M appeals to those people that depend on different news sources more than any existing news search engine. This is because users are able to pick and choose RSS feeds from different news sources.

This application is aimed for personal as well as business use. Anyone that is interested in trends of topics in the news, including advertising agencies, business corporations, research facilities, students, sports fans, and many others will find this application to be a great tool. Using Search'M in order to generate statistics can help companies identify the image they portray to the world and discover the trends other companies are following.

There are many RSS aggregators available for free online and Search'M does not intend to duplicate or replace those services. Rather, Search'M intends to provide an RSS Feed aggregator with features such as advanced search, in-depth automatic geotagging, use whether connected to or disconnected from the internet, and the option to use a map or globe to view the results on. This application also ties in a fairly new technology, Google Earth. Because of this, Search'M is likely to appeal and pull in users that use or are interested in Google Earth.

### Market Trends

Many market trends play to the advantage of Search'M. In the past few years there has been an increase in the number of people who view their news online giving Search'M a bigger audience since less read printed news. More and more news sources are providing RSS feeds since using these feeds provides a very fast and easy way for a large audience to receive updates about a website. Geotagging is an ever-increasing trend that many other products are clinging to, such as Flickr, Facebook, and blogs. People want to see their information in regards to where it is happening and Search'M uses Google Earth to provide this feature to it's users in an intuitive manner. Google Earth is becoming a popular tool to use in businesses and in research since it is free, has an

# Search'M

extendable framework, useable without the Internet, and supports sharing information through a network. Since Search'M uses these technologies it will also grow in appeal and demand as these trends continue to grow.

## Sales Plan

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### Selling Strategies

Through strategic product placing, this application is promoted through other Google Earth based products. By this method, Search'M will be advertised as an application to use if the user likes Google Earth and also passed by word of mouth on forums that relate to Google Earth. Free trials are available for download on the main Search'M website. Many features are excluded from the free trial but are available in the full version.

The free trial includes the following services:

- Adding up to five RSS Feed URLs to be monitored
- Storing up to two weeks of news
- Full search abilities
- Full search result features (result list and Google Earth)
- Only useable when system is connected to the internet

### Profit

The full version of Search'M is downloadable from the main Search'M website for a to be determined monetary amount.

The full version has the following features:

- Unlimited number of RSS Feed URLs to be monitored
- Full search abilities
- Full search result features (result list and Google Earth)
  - Google Earth results contain more article and relational information
- System useable connected to or disconnected from the internet
- User options
  - How long news is stored
  - How far back in time to pull in articles

- User interface options (font, Google Earth displays, ect.)
- Full administrative rights in the application
- Ability to share results via result list export and Google Earth network links

## Competitive Strategy

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Search'M takes pride in bringing the news that is important to our customers in a way that allows them to see how, where, and why that news is important to others around the globe. There is no product out on the market or for download that provides all the features that Search'M has. When an article is added to the application, not only does Search'M extract the title, author, and dates in the article, it also determines the article's true keywords, determines the location of the article for geotagging, and finds related articles. Many competitor products do not provide this service, making Search'M one of a kind. When a user searches using Search'M, they are searching through the articles and contents. Other RSS aggregators search only through the first few sentences of an article that is provided in the RSS, not the actual text content of the article. Search'M is a more developed and customizable application compared to anything else on the market.

In this globalized market, seeing the impact of events around the world is important for businesses, research, and for people who want to stay up to date and informed. This product presents new opportunities for further development and succeeds in providing a new view to reading news online. The risks that Search'M poses include changes to RSS feed standards and changes in Google Earth. However, continual patches provided to users through update reminders can mitigate these risks and continue to present customers with a high quality product.

## Organizational Strategy

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The Search'M development team is led by its founder, Krista Bacungan. The team consists of members specializing in user interface design, software engineering, database administration, business management, public relations, and in finance. Our team believes in producing a cross

# Search'M

platform desktop application that will provide users with a high quality news RSS search engine as well as a unique and high quality user experience.

## Social Impact

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Search'M has all that it takes to become the number one way of browsing news online. A great population of Internet users is searching for a product such as Search'M. It will become extremely popular since it provides more features than any other RSS feed aggregator. It helps promote globalization because the population of people using this application will become more aware and informed about international news. Users will be prone to read articles from places around the world because of the way the news is displayed to the users.

This application serves as a great tool for research purposes. Seeing trends in the news based on keywords, location, dates, and categories are useful for advertising, public relations, finance, environmental, health, and educational purposes. Search'M provides users with a way to visualize their news, which can be helpful in explaining or presenting information to others. It is another tool in seeing relationships between events around the world, popularity of topics, and trends in the news, all in one application.

Since Search'M does not provide a user with the full article, the user then clicks on a link to view the article in a web browser on the news site itself. This way the news source that provides this article receives more views and could become more popular through this application. Advertisements displayed in the articles are not getting bypassed by Search'M, so there are no complications between the Search'M team and clients of news source websites. The users also have a choice to pick which Internet browser to use for opening the articles in. This provides more support for the browser that each user picks. Overall Search'M promotes the preferred Internet browser, many news sources, the advertisements for the articles, and Google Earth.

## Local vs Global Issues

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Since this application emphasizes the importance of globalization, the development of this product has been scaled so that globalized development is appropriate. Developers around the world have the same access to tools for designing, implementing, and delivering releases of Search'M. Since

# Search'M

issues may arise due to the distance and time differences, this project follows an open source development structure. This means that each developer checks in and checks out code from a repository that is linked to a tree management system to check the status of each build. This way developers can work concurrently and manage how their code gets merged with other developer. There are lead developers that guide where the project goes exactly and they are faced with communication issues. To battle this problem, members of our team must be able to speak English and have the commitment to be timely in their responses to help relieve misunderstandings.

## Ethical Considerations

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Search'M does not have any environmental issues, health issues, child protection issues, nor does it need regulation. None of the user's personal or generated information is reported off the system. Each person is both the user and the administrator of the application. RSS feeds added to the application have to have been accessible to the user so any filtering of appropriate feeds were done at that point. As well, this system does not do any computations or adjustments to the articles and only news sources are meant for this application, therefore no inappropriate content will be displayed.

### Changes Made:

Fixed several of the changes suggested by Elisabeth as well as making this piece more catchy, interesting, and creative. I also added the bullet points to make my statements stronger and clearer.