

Design Team 5, Computer Science Team 5

Team Members:

Eric Donovan

David Le

Karthik Krishnamurthy

Executive Summary

We have two goals for this project.

First and most importantly we are going to demonstrate our knowledge of web application development by implementing part of our SAS Design partner's project. We have decided that their organic display offers the most interesting opportunity for a project. We are planning on modifying the D3 library.

Second we have a unique opportunity to gain interdisciplinary experience. We will learn the design terminology and process and relate it to our own process.

Sponsor Background

SAS is a Statistical Analysis Systems company that began at North Carolina State University as a project to analyze agricultural data. Today SAS has reached the enterprise level and is a leader in software data analytics. Because of the rapid expansion SAS is reaching out for new ways to organize and collaborate on company level projects.

Problem Statement

We are tasked with developing a user interface that will allow a marketing department plan, create, monitor and optimize marketing campaigns. It should be structured in a way to utilize all key aspects of marketing. The interface should also integrate social media and email in order to promote digital marketing.

Our SAS Design Partners have mocked up a design for a persona showing the workflow of a user. We are going to mock up their design.

Goals and Benefits

- Provide an easy to use and visually pleasing interface that would make it easier to manage marketing campaigns
- Easily gather data from various platforms ie email, social media.

Development Methodology

Iterative. Each meeting we will task plan and what needs to get done before the next meeting.

Challenges

To be determined

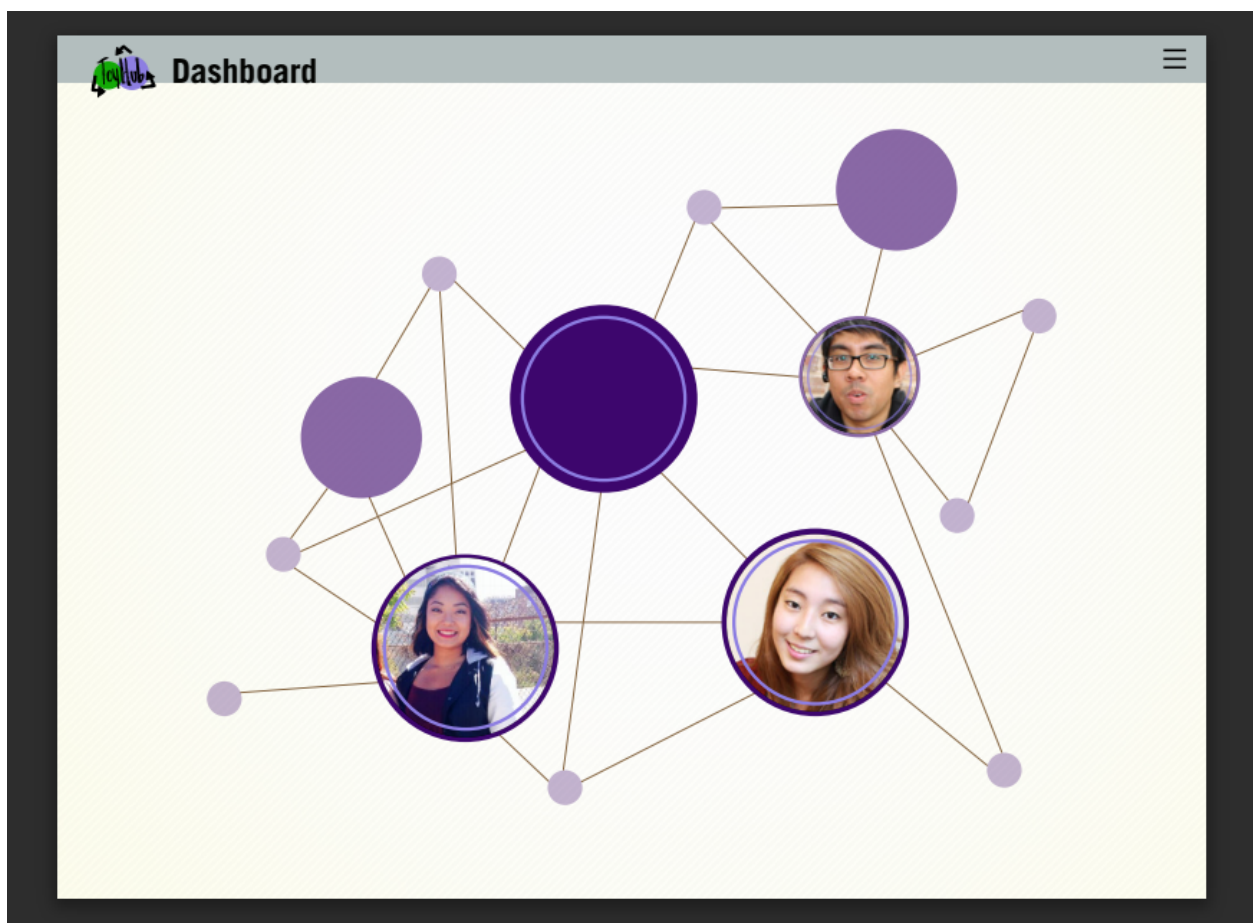
Requirements

A user 2D visual interface simulation 3D based on size and links

Integrate social media

Design

Initial Goal:



This is an organic dashboard that will allow the manipulation of the elements displayed.

Implementation

Html - Structural implementation

CSS - cohesive styling across all pages

Javascript/Jquery/etc - the interactive visual interface functionality

D3 library for visualization (Force-Directed Graph <http://bl.ocks.org/mbostock/4062045>)

Task Plan

Name	Description	Due Date	Completion Date
Git Repo	Set up a git repository to handle code version control and setup a workflow document in the Google Doc.	11/12	11/12
Research Technology	Figure out what sort of technologies we need (javascript/jquery) in order to create the visualization.	11/17	11/17
First iteration	Get the intro page graphic to automatically through javascript/jquery redirect to the force directed graph example.	11/21	