

Development Brief: Media Monitoring & Analytics Platform

We are developing a Nigeria-first media monitoring and analytics tool that combines the core features of leading platforms like Brand24 and Meltwater. The goal is to provide powerful brand tracking, sentiment analysis, competitor monitoring, and influencer identification at a cost accessible to Nigerian users.

The product will primarily be **web-based** (with mobile responsiveness), but built in a way that allows for future expansion into mobile apps if required.

Thanks for the clarification! Here's the **detailed development brief** with all information retained from the initial draft, now formatted with bullet points and structured for improved readability:

1. Monitoring Scope & Data Sources

The platform should collect and analyze brand mentions across:

Social Media Platforms

- Twitter/X
- Facebook (pages and public groups)
- Instagram (public posts and hashtags)
- YouTube
- TikTok (public videos and hashtags)
- LinkedIn (company pages and public posts)

Non-Social Platforms

- News websites

- Blogs
- Forums (e.g., Nairaland)
- Podcasts
- Videos
- Public newsletters and press releases

Tracking Features

- Real-time and historical tracking (minimum 6 months of data retention)
- Geo-targeting and filtering (global: country, state and cities)
- English language support (initially)

2. Sentiment Analysis

The tool should automatically analyze the **tone of brand mentions** using natural language processing (NLP).

Sentiment Capabilities

- Classify mentions as **positive, negative, or neutral**
- Visualize sentiment trends over time (line graphs, pie charts, bar graphs)
- Generate sentiment summaries (e.g., “This week, 65% of mentions were positive”)
- Include topic-based insights or keyword clouds to highlight context driving sentiment

3. Influencer Identification

The platform should identify and rank influencers and top contributors based on their role in brand or topic conversations.

Features to Include

- Rank top accounts or authors by:
 - Number of mentions
 - Engagement rate (likes, shares, comments etc.)
 - Potential reach/follower count
- View influencer profiles with basic metadata
- Track engagement trends of identified influencers over time
- Suggest new influencers per topic or brand

4. Competitor Tracking

Users should be able to monitor competing brands just as they monitor their own.

Comparison Features

- Set up competitor keywords or names
- Compare:
 - Mention volume
 - Sentiment trends
 - Share of voice
 - Influencer overlap
- Alert users to spikes or unusual activity from competitors (e.g., trending hashtags, PR crisis, campaign success)

5. Custom Dashboards & Reporting

Each user should have access to a visual, interactive dashboard and robust reporting tools.

Dashboard Features

- Display metrics such as:
 - Total mentions
 - Source breakdown
 - Sentiment overview
 - Influencer leaderboard
 - Top-performing posts or headlines
- Use drag-and-drop widgets (charts, tables, alerts)
- Save multiple dashboard views

Reporting Capabilities

- Export data in PDF, Excel, or CSV
- Schedule reports (daily, weekly, monthly) via email
- Customize reporting templates (with branding, charts, commentary)
- Auto-generate insights (e.g., “Biggest spike in mentions came from TikTok on Tuesday”)

6. Alerts & Notifications

The tool should have the ability to notify users when specific events occur.

Alert Triggers

- Sudden spikes in negative sentiment
- High engagement posts or mentions

- Keyword appearing on major publications
- Influencer with large reach mentioning the brand

Alert Channels

- Email (default)
- SMS (optional depending on budget/integration)
- Slack or WhatsApp (if feasible in future iterations)

7. User Management & Accounts

Users should be able to manage accounts and roles easily.

Account Features

- Secure login (email + password; consider 2FA)
- Role-based access (admin, editor, viewer)
- Admins can:
 - Add/remove team members
 - Assign permissions
 - Manage brand tracking settings

8. Subscription Tiers & Access Levels

The product will offer multiple pricing tiers to support agencies, SMEs and enterprise users.

Tier Features

- Limits based on:
 - Number of tracked keywords/brands
 - Number of users
 - Data retention period
 - Frequency of reporting
- Tier-based dashboards and billing overview
- Admin access to upgrade/downgrade plans, update payment methods

9. Backend Admin Panel

A secure admin panel should allow internal staff to manage the platform efficiently.

Admin Panel Features

- View and manage:
 - All user accounts
 - Active keyword trackers
 - Alerts and dashboard configurations
- Monitor data health:
 - API success/failure
 - Source integration status
- Generate internal reports (usage metrics, feedback logs)
- View support tickets or flagged issues

- Enforce system-wide settings (e.g., max alert frequency)

10. Security & Compliance

Data must be securely handled and stored.

Security Requirements

- SSL encryption across all front-end and API communication
- Role-based data access controls
- Regular backups and logs of key activities
- Data storage must comply with Nigerian data protection laws