**PROJECT DESCRIPTION**

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**Project title: Personalized BuzzFeed**

**Project description (typically 100 words):**

BuzzFeed is a news feed application where users get access to various categories of news in the app. Users can register as a new user and login to the application. Users get central news feed by default. Users get the option to like, comment, make it favourite. Users can also switch to personalized newfeed tab which is generated based on their locations, demographics and previous likes or comments which makes it user-friendly. Additionally, this has user profile view and a chart information which shows your favourite category weightage and from this predicts what kind of a person you are or what’s your zone which again contributes to personalization. Also, the application provides an option to get more visualized way of filters based on location.

**List of requirements (objectives):**

**Essential**

* Register – User must register initially if needed personalised information.
* Login – User must have a valid login to access the system.
* **Menus**: Design menu and Navigation page for the application
* **Central News feed** which is by default to all users to display newsfeed.
* Adding newsfeed to the application. This follows any one of the below approaches according to current estimation:
  + Have to check any news api got almost all required fields in our datamodel and load data from it.
  + Have to load static content as json.
  + Load from CSV files and convert to json in front-end for process.
  + Load from Database as json into frontend response.
* Options to Like/Comment, Add to Favourites.
* **Personalization**: Some form of personalized news feed to display user-interested category newsfeed.
* **Calculating Personalization** Methods:

It can be from any one or more of the below patterns/methods:

1. **Behavioural:**

Need to follow some code logics/algorithm to predict user’s preference based on past activities like Likes and/or comments.

1. **Contextual**:

Considering users demographic details like age, race, gender, etc or based on location and/or profile information.

**Recommended**

* **Visualization**: More Visualized filter based on location for good user experience.
* **User Profile View** which gives user information entered while doing registration.
* User profile has category-based weightage charts to show their area of interests and identify their kind. Need to check which charts/plots suits well and look into **Amcharts/plotly** based on compatibility. This also add-on to personalization which is unique.

**Optional**

* **Categorized** **Newsfeed**: Allow users to select categories and load corresponding news in a separate view.
* **Saved Feeds**: Option to save and view Saved Feed anytime for the users.
* User profile has option to **update profile** to make any changes to user details anytime. Database should support update data throughout incase needed.

Date: 18/06/2021 Date: 18/06/2021

Student signature: Sittukala Saravanan Supervisor signature: