

The Daily Evergreen is the student newspaper of Washington State University. The paper covers a variety of topics, including sports, lifestyle, politics, and news. Different authors working on multiple articles across multiple sections don't have a reliable way to read and understand the metrics (page views, engagement, or clickthrough's) of their writing. The problem stems from a lack of knowledge (on the part of student authors) and access to the school's analytical web dashboard. For this reason, we propose creating a data visualization and transformation app to help The Daily Evergreen staff understand the impact, scope, and reach of their work.

The staff of Evergreen is composed entirely of students (with the exception of an adviser or two). Each writer is expected to last (at most) 4 years, when they are then expected to graduate. For this project, those student authors will be considered the primary users of the application.

The proposed application will have the following **key features**:

1. Custom tagging of articles and users

Tags and categories are going to be critical for understanding trends and information. Enabling users to sort by custom tags will allow them to analyze sections (sports), special topics (COVID articles), or other traits (class year performance). To start, there will be system default tags for sections (sports/arts/news/editorial) but user defined tags will be allowed to supplement those defaults.

2. User specific "author breakdown"

This should be a breakdown of the author's most recent work to give them a sense of trends and information. The author should have access to all their articles for analysis. This will help them develop their voice and identify their strengths.

This should be gated behind permission. You only see your own stats and the stats of the weekly/monthly dashboard. If there is a need to see other authors (for section editors) then those permissions can be enhanced

3. Section Break downs

Geoffrey Thatcher (leader)
Sahil Shrivastava
Vincent Lombardi
Oluwafemi Ajeigbe

Team (6) Evergreen

There are editors for each section (arts/sports/news/editorial) of the paper. Empowering the section leadership with metrics helps them decide where more resources need to be placed for author development.

4. Portfolio “builder”/compiler

The authors of The Daily Evergreen are students. They will move on from the paper in some shape or form. Preparing a portfolio based on data from an author’s published articles will help them with the next steps in their career.

5. Daily and weekly dashboards for continuous monitoring

Many newsrooms these days have started displaying dashboards of their metrics in the newsroom. This provides a real-time heads-up dashboard that everyone can see and compare their work to.

6. Advertising metrics for the Ad team

The Ad team still sells ad space to local companies. Empowering them with metrics is a key feature of this app to help show how effective ads are.