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TUTORIAL - 2

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To develop a Search engine :

* Develop a robust indexing system : Should be able to retrieve text, image, video or audio.. It should process the data, tokenize the words and store the indexed data in a database.
* Choose the right search algorithm :
* create an efficient retrieval system
* Implement search friendly features
* Optimise the search engine
* Test and evaluate

RISK CONTROL :

* Redundancy of search results
* RPrivacy and security
* Content moderation
* Data management
* Advertising
* User experience, training and awareness
* Third party risk management
* Policy development

STRATEGIC PLANNING

* SWOT analysis
* Market analysis
* Business model analysis
* strategic analysis
* Resource Allocation
* Performance measurement

MANAGEMENT PORTFOLIO

* Time constraints
* budget
* Resource availability
* Regulatory compliance
* Organisational goals
* Technical constraints
* stakeholder constraints

METHODOLOGY ⇒ AGILE

* Captures user experience
* For fast paced and constantly evolving nature of search engines
* Allow frequent adjustments
* Communication between all components

COST - BENEFIT ANALYSIS

* Development costs
* Operating costs
* User acquisition costs
* User retention costs
* Market oppurtunity
* Competition
* Technology
* Legal and Regulatory Environment

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