

Homework 5 Cloud Computing

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May 2022

1 Introduction

The idea of the project is to create a platform that allows users to come and share their stories in a friendly, yet professional environment. Unlike other social platforms, Writify is meant to be a place in which bloggers, writers, journalists and novice writers in general can improve their natural talent, learn from others and make their skills, ideas and stories known to the others. Writify allows users no matter the age, race or gender (any of the 72) to easily create an account and start writing and sharing their views.

2 Case study

A similar platform is Republica.ro, a site that allows journalists to write articles and news stories that can be read and 'judged' by anyone and everyone. Writify is not only a great alternative for known journalists, but also for young and novice writers and bloggers to share their ideas, views and stories with the community all over the world. Anyone can make an account and start posting, making it a great opportunity to practice their writing skills and to potentially become a journalist themselves. Writify aims to break the language barrier by introducing the possibility to automatically translate any article and even listen to it in the preferred language.

3 Marketing approaches

Both as a way to reduce the spam of unprofessional posts, and costs and a way to open a door for marketing the platform only allows a user to make










1 post every day, unless he pays for a subscription that allows him to use the site freely. Writify also plans on promoting stories on other users news-feed if they are popular or if a certain writer/ journalism company paid for their stories to be more heavily publicized. In the future, another source of income might be generated by hosting writing events, that would enable companies to find talented writers to hire.

4 Technologies of interest

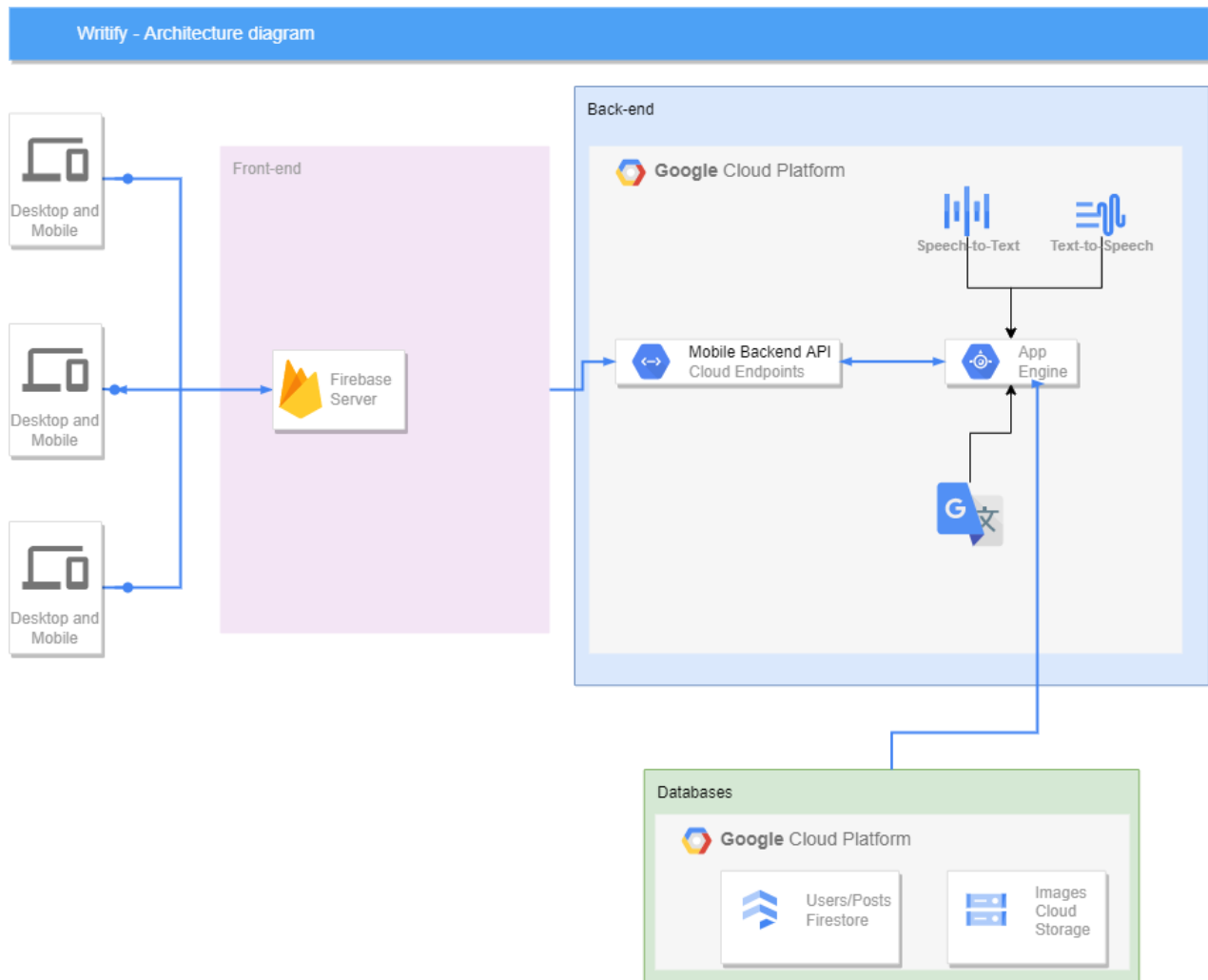
The technologies that this website uses are as follows: Node.js run-time environment for the back-end part, hosted on App Engine offered by Google Cloud and Angular for the front-end part, hosted on Firebase.

Google Cloud is a right choice for several reasons. It provides services for the translation, speech-to-text and text-to-speech functionalities and offers a fast and easy way to securely and efficiently store the data in a no-SQL database such as Firestore. Google Cloud also provides a suitable paying plan for the application, therefore offering flexibility to be able to scale the resources needed in the future according to the application's needs.

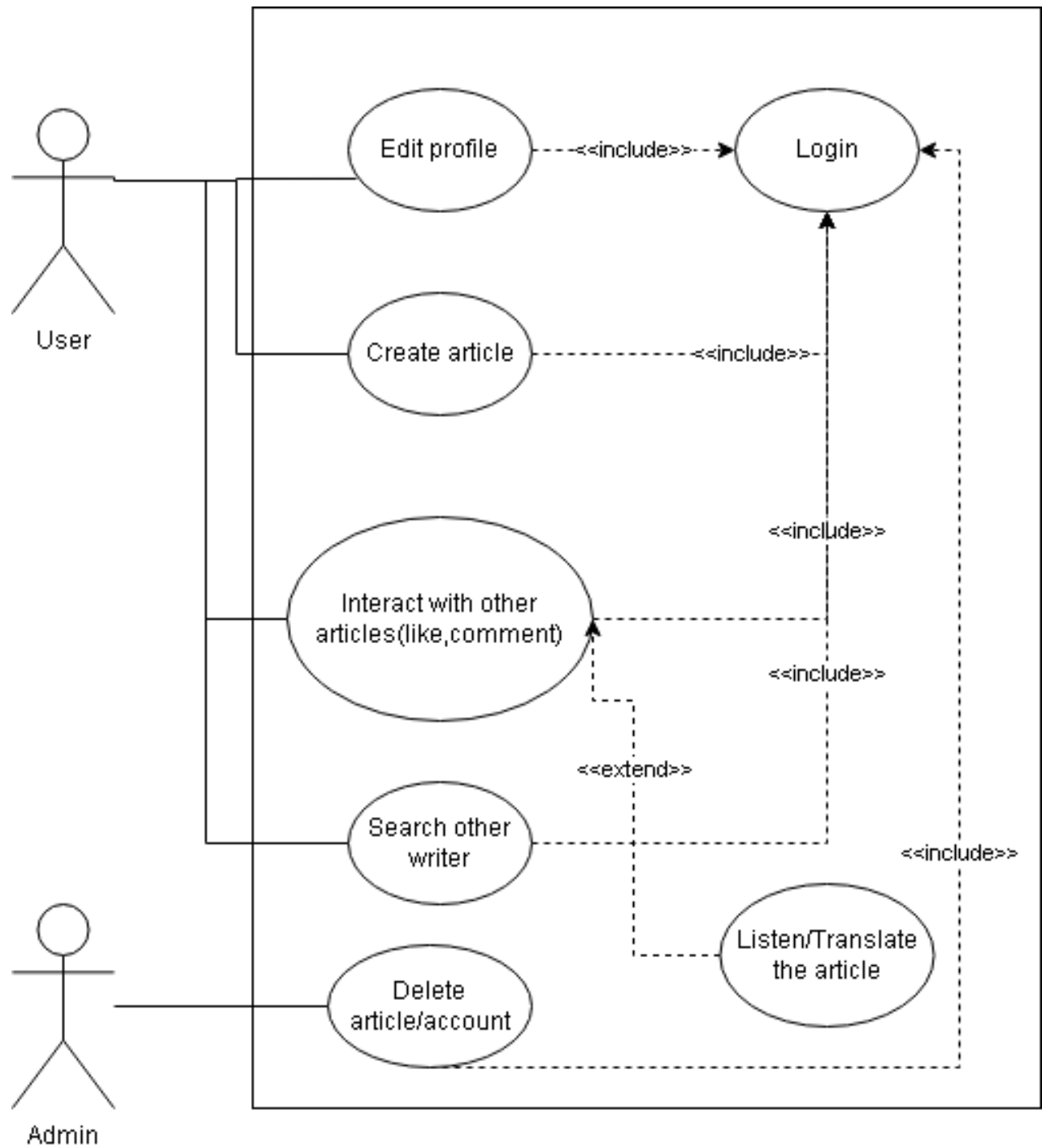
5 Business canvas

<p>Key Partners</p>  <ul style="list-style-type: none">• The Guardian• Sky News• Journalism companies• Newspapers	<p>Key Activities</p>  <ul style="list-style-type: none">• Creating & sharing stories• Reading & Listening to stories• Reacting to stories <p>Key Resources</p>  <ul style="list-style-type: none">• Dev/Ops Engineering• Google Cloud services• Firebase services	<p>Value Propositions</p>  <ul style="list-style-type: none">• Easy to share your stories• Exercise your writing skills• Ability to read or listen to and interact with other people stories	<p>Customer Relationships</p>  <ul style="list-style-type: none">• Easy interaction with other stories• Training ground for amateur journalists• Event hosting <p>Channels</p>  <ul style="list-style-type: none">• website	<p>Customer Segments</p>  <ul style="list-style-type: none">• Journalists• Bloggers• Writers• Everyone that would like to share their stories
<p>Cost Structure</p>  <ul style="list-style-type: none">• Cloud workloads (Pay per use)• Cost of employees• Hosting costs			<p>Revenue Streams</p>  <ul style="list-style-type: none">• Billing plans• Promoting posts/stories	

6 Architecture



7 Use case



8 APIs

9 Bibliography