Localr - Sprint 0

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Preface

WHAT IS THE PROBLEM?

- Problems with using millennials using social media as their sources of news:
  - globalization of news
  - social media reporting
  - fake news
  - Irrelevant news
- Globalization of news tends to downplay the localization of news

WHAT IS OUR SOLUTION?

LOCALR

An easy-to-use mobile application that shows and categorizes for users the headlines and stories in their city through a no-nonsense maps interface.

Preface (cont'd)

WHY WE DECIDED TO PURSUE LOCALR? WHAT PROBLEMS DOES IT ADDRESS?

- Make news more relevant to the user
- Make news more local
- Not only make news easy to access, but also make it easier to understand

Frameworks/APIs TO BE USED:

- ReactNative Framework
- Firebase ML Kit
  - Landmark Recognition API
  - Text Recognition API
- Firebase Realtime Database
- Google Maps Platform
  - Maps JavaScript API

Technology Innovation & User Need

**TECHNOLOGICAL INNOVATION
THAT MAKES LOCALR DIFFERENT:**

- Using a Maps Interface in line with a Text Recognition technology and Machine Learning to pin and filter news articles to a place and headline
- Using a database to track and record users pin filters in order to keep news relevant to them

USER NEED:

- More relevant news for users according to what THE USER considers relevant and important
- More localized news in order to get millennials in the know and ready-to-act
- Focused and straightforward news

Strategy

Problem	Solution	Value Proposition	Unfair Advantage	Customer Segments
1. Readers are constantly bombarded with news stories that have little chance of directly impacting their quality of life. 2. Readers can grow weary of being presented with news via text-based feeds. 3. Many readers are not interested in reading long articles.	1. Offer a local news aggregator that keeps readers focused on news that is more likely to impact them. 2. Present news stories to readers geographically via pins on a local map that offers various filtering options. 3. Present crisp and accurate overviews of news stories.	Our application will present readers with highly relevant and actionable news through a novel interface that is fun to engage.	1. Geolocal discovery of news presented via a map interface that to our knowledge, has very little precedent. 2. Accurate labeling of news stories (location, topic, etc…) via Machine Learning. 3. Crisp and accurate news story summarization generated via Machine Learning.	- 18 - 34 - Anyone who acquires news primarily from social media, mobile applications, and/or desktop web browsers

S.W.O.T

Strengths	Weaknesses
❖ **Machine Learning Experience**- Two members of our team have previous experience with Machine Learning ❖ **Resources Available**- We have knowledge of easily accessible and available resources for building our app	❖ **Individual Skill Sets** - Each of us have knowledge and skills in different programming languages and software, which could hinder us since we each will need time to learn new skills ❖ **Availability** -difficult for team members to work on the project due to busy or conflicting class schedules, which could lead to us not making significant progress

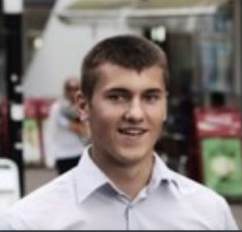| Opportunities	Threats
❖ **Map Interface** - Using a map interface with pins on the locations that have published news articles	❖ **Alternative Local News Apps and Websites** - KTLA 5 News App and Website, News Break App, SmartNews App ❖ **Social Media -** many people get their news from social media apps, which may leave our app not being used frequently

Unfair Advantage

Geolocal discovery of news presented via a fun map interface that to our knowledge, has very little precedent.

Accurate aggregation and labeling of *local news media* (location, topic, etc…) via Machine Learning.

User Profile

NAME

David Busshart

TYPE

Rational

Goals: As a college student searching for a job, he's interested in news related to his field of study. And since he wants to work at a local company, an app that helps him have easy access to news about the local companies would be great help.

Quote: I just want to read news that is meaningful to me without going over endless posts on Facebook

Background: Like many of his friends, he doesn't really care about news that does not directly affect him. Also, he doesn't have time to read so many articles on Facebook or social media. He would love to have a source of news that is relevant to him.

Demographic

Male   22   years

Long Beach

Single

College Student

Technology

Browsers

Motivations: With this app, we can help him get access to news that's beneficial to him, ranging from what's happening in his local area, to job related news.

Frustrations: Wasting time looking online about information he want to learn about his local area

User Profile

User Profile

NAME

Henry Estrada

TYPE

Artisan

Goals

- Serve as a positive influence in the lives of the young people he teaches and coaches.
- Travel
- Maintain work-life balance
- Settle down with his long time girlfriend

Quote

" Carpe Diem "

Demographic

♂ Male   29   years

⌖ Arizona

Single

High School English Teacher

$65,000

Technology

Browsers

Background

Henry has been a high school English teacher for a couple years now. Having played baseball at the Community College level before transferring to a four year university, Henry also serves as a coach for his school's junior varsity baseball team. He has been in a steady relationship for a while, and is starting to think about settling down.

Motivations

With respect to news media, Henry gets a lot of it from traditional outlets delivered digitally (Washington Post, New York Times, etc...). He discovers news mainly through push notifications from applications on his mobile phone and / or social media accounts (Facebook, Instagram, Twitter). Being a high school English teacher, Henry appreciates well researched investigative pieces, but mostly only has time to read short articles on a daily basis.

Frustrations

Henry likes keeping up with current events so he can tie them in to his classroom lectures and activities. While he believes discussing global issues is an important learning tool for his students, he also wants to encourage them to be active in their local communities.

Primary Market Research

- Asked 9 questions in first survey. Next survey will include 11+ questions.

- 54 responses (average age: 26 years old)

On a scale of 1 to 5 how satisfied are you with your method of news consumption?

54 responses
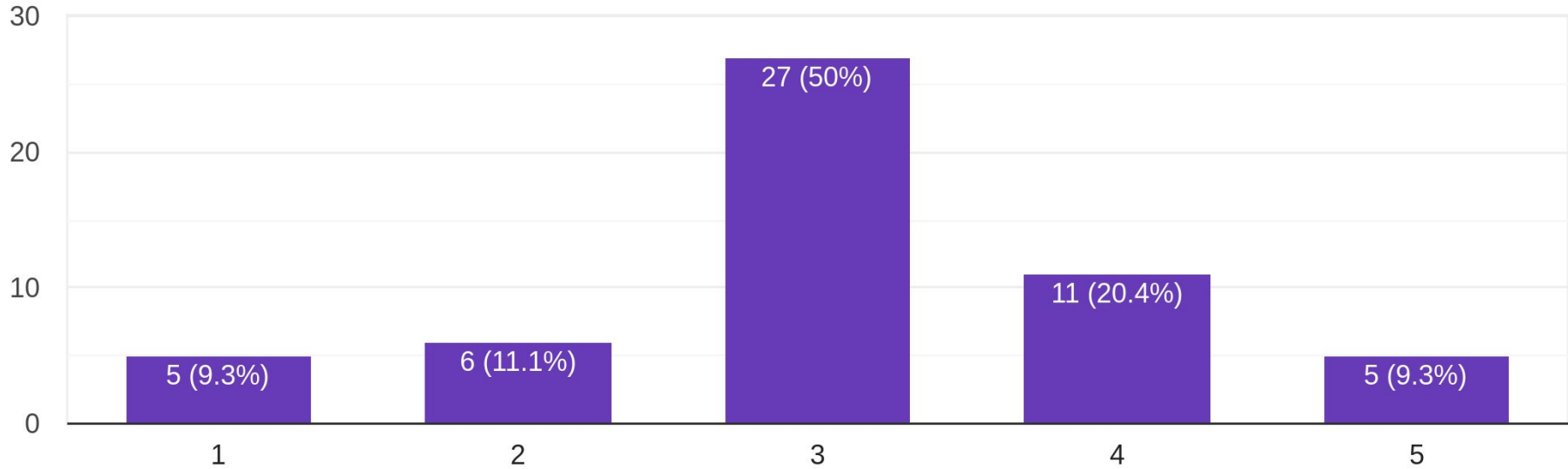
On a scale of 1 to 5 how much do you care about national news?

54 responses
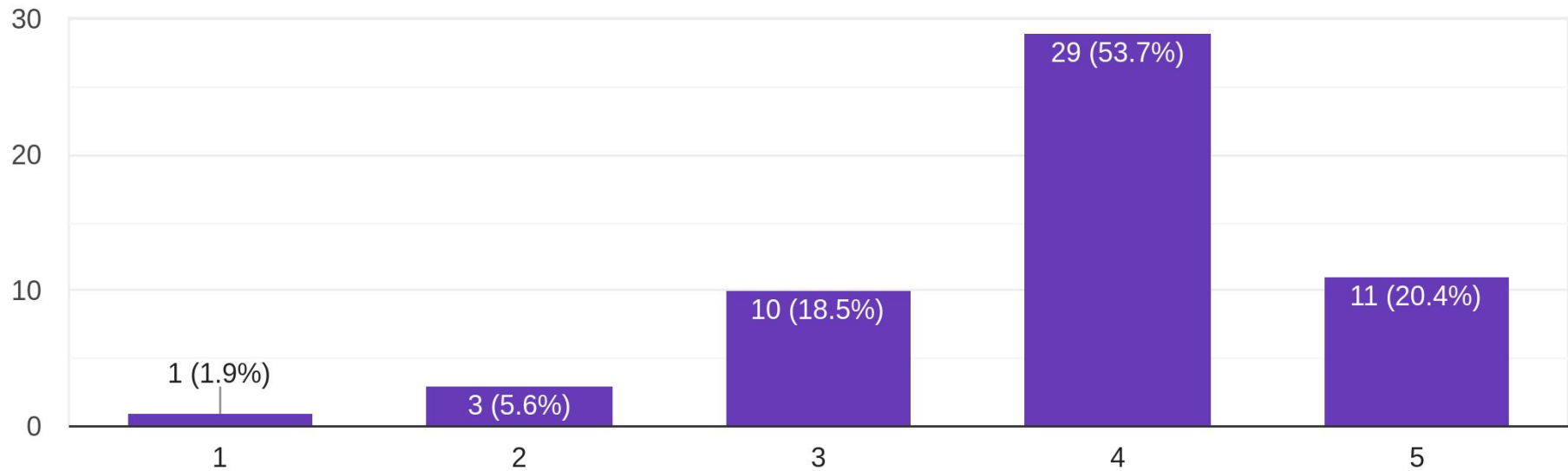
On a scale of 1 to 5 how much do you care about global news?

54 responses
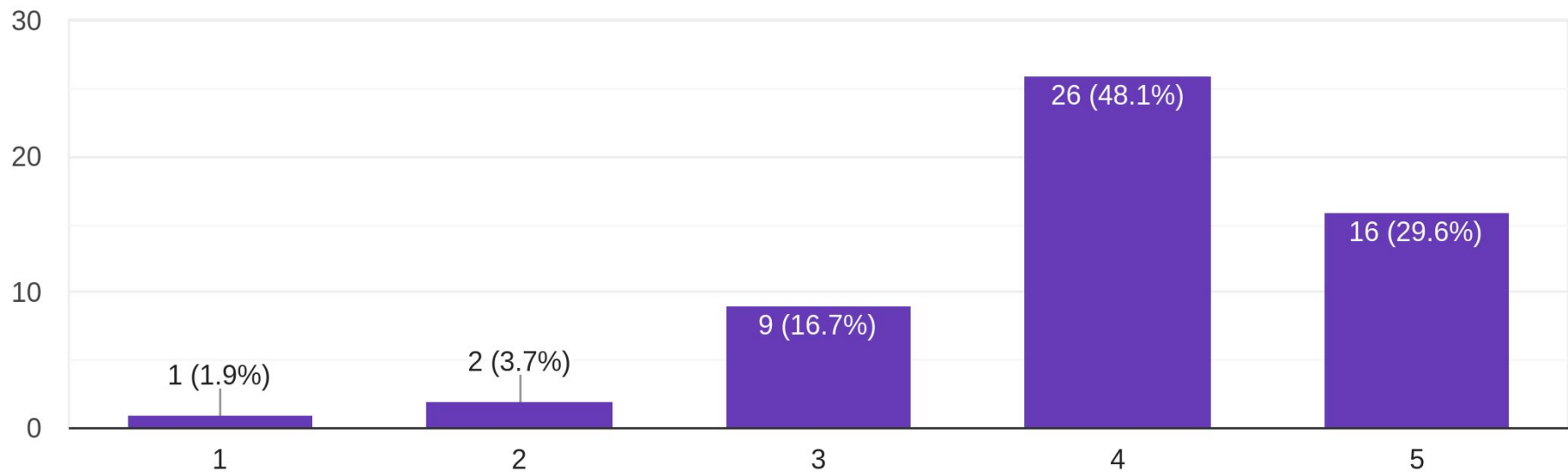
On a scale of 1 to 5 how much do you care about local news?

54 responses
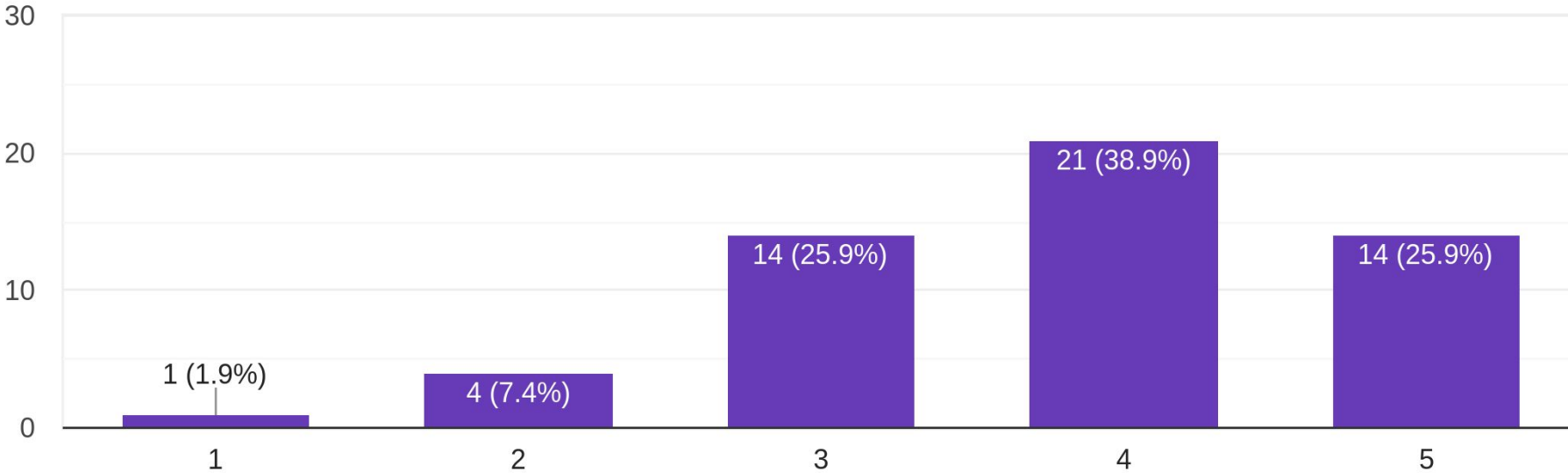
Do you prefer long in-depth news or short summaries of news?

54 responses

- Long In-Depth New
- Short Summaries

81.5%

18.5%
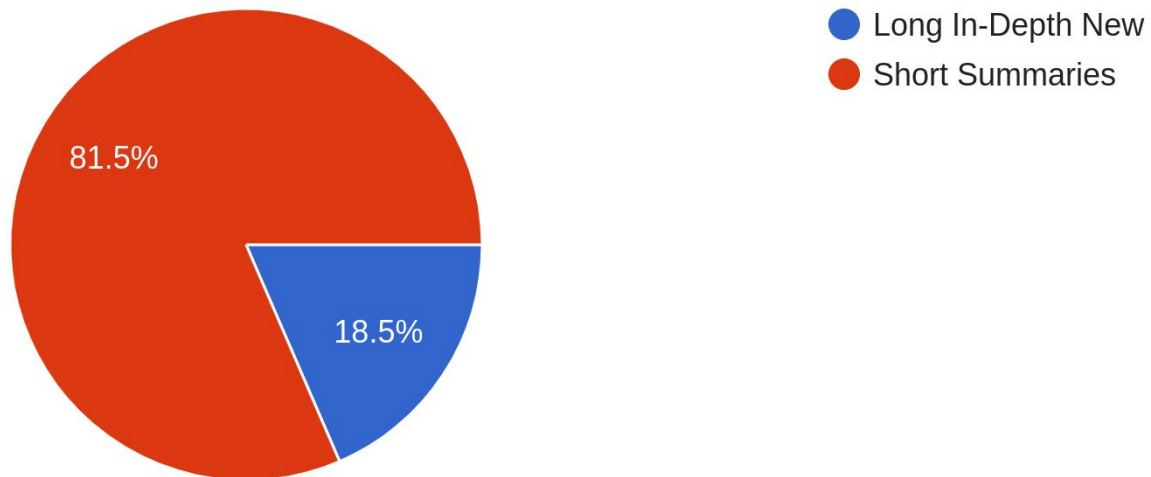
What's your preferred method of receiving news: a website or an app?

54 responses
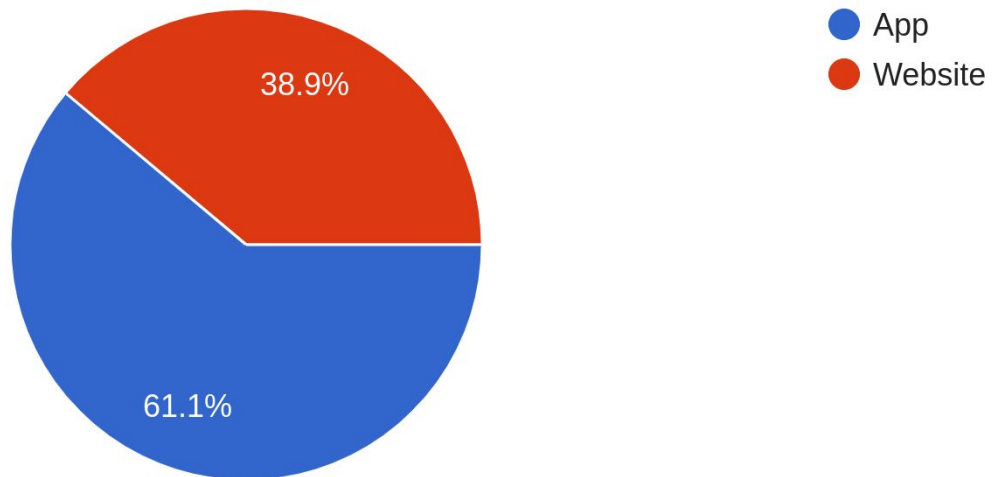
How do you currently receive your news?

54 responses

Category	Count
News Apps	22 (40.7%)
Social Media	35 (64.8%)
Radio	3 (5.6%)
Cable news	9 (16.7%)
Reddit	2 (3.7%)
Videos and Podcasts	1 (1.9%)
Memes	1 (1.9%)
Newspaper	1 (1.9%)
NYT Digital	1 (1.9%)
Google	1 (1.9%)
Radio, Google	1 (1.9%)
	1 (1.9%)
Nerdy friends	1 (1.9%)
Newspaper	1 (1.9%)
Random talks with friends	1 (1.9%)
	1 (1.9%)
From Friends	1 (1.9%)
Reddit	1 (1.9%)
Google news!	1 (1.9%)
CNN, BBC, The Guardian	1 (1.9%)
	1 (1.9%)
Phone	1 (1.9%)
WOM	1 (1.9%)
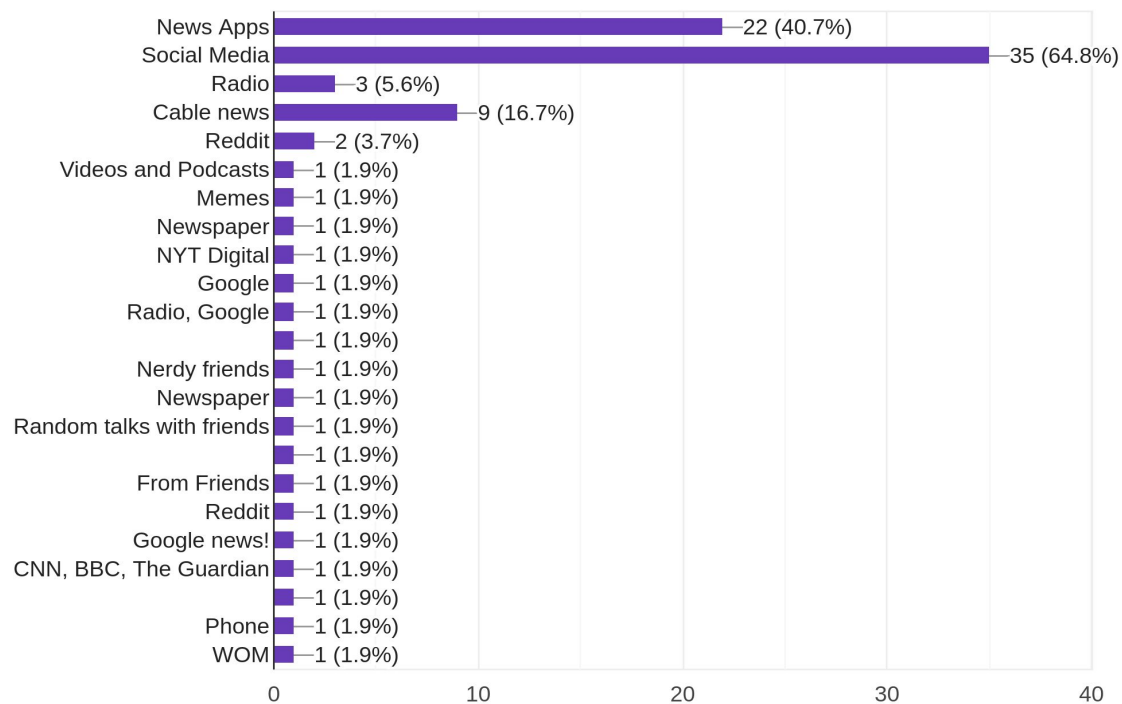
Do you like news notifications on your phone?

54 responses
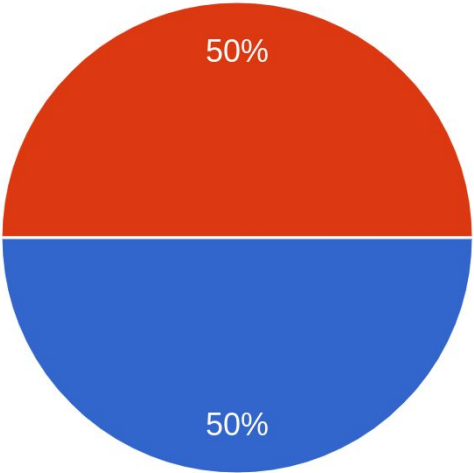
How often do you search for or read the news?

54 responses

- Often
- Sometimes
- Rarely

55.6%

11.1%

33.3%
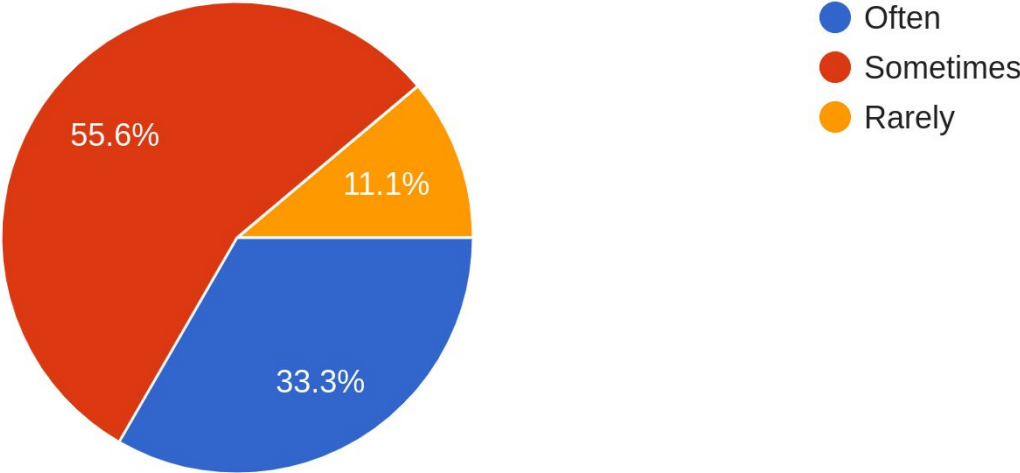
Hindsight

Should have added the following questions:

- Would you like to filter the type of news you receive?

- Would you enjoy seeing news on a map based on its locality?

Secondary Market Research

- 69% of millennials read news at least once a day.

- Main sources are from YouTube, Instagram or Facebook.

- There is a rising market for news applications.

- Current competitor: InShorts, USA Live

- Smartphone users are mainly of 18-34 age demographic.

- Most people prefer summarized form of news.

Secondary Market Research

https://www.businessinsider.in/advertising/brands/article/how-inshorts-became-a-10-million-brand-on-the-back-of-its-advertising-model/articleshow/71425133.cms

https://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/

https://tech.economictimes.indiatimes.com/news/startups/inshorts-debuts-ai-based-news-summarization-on-its-app/64531038

https://www.aarki.com/blog/dominating-the-app-market-with-your-news-app

https://usa.liveuamap.com

https://www.cjr.org/business_of_news/snapchat_discover_publishers.php

Sprint Board (start)
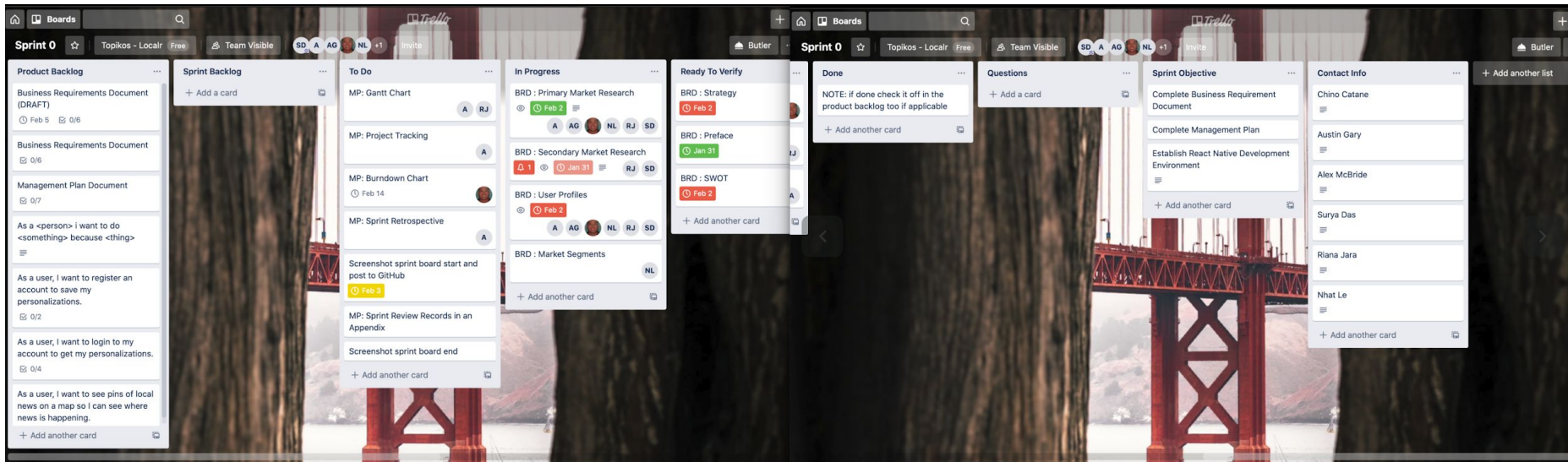
Sprint Board (end)

Sprint/Product Backlog

Business Requirements Document (DRAFT)
`Feb 5` `6/6`

Business Requirements Document
`Feb 12` `6/6`

Management Plan Document
`Feb 17` `7/7`

As a <person> i want to do <something> because <thing>

As a user, I want to register an account to save my personalizations.
`0/2`

As a user, I want to login to my account to get my personalizations.
`0/4`

As a user, I want to see pins of local news on a map so I can see where news is happening.

+ Add another card

To Do

Screenshot sprint board end

Create more user stories

+ Add another card

In Progress

+ Add a card

Ready To Verify

+ Add a card

Done

NOTE: if done check it off in the product backlog too if applicable

Screenshot sprint board start and post to GitHub
`Feb 3`

BRD : Strategy (Final)
`Feb 11` `3`

MP: Sprint Review Records in an Appendix
`SD`

MP: Project Tracking - Screenshot of them
`2` `A`

MP: Sprint Retrospective
`A` `NL` `RJ` `SD`

BRD : SWOT
`Feb 2` `3` `A`

+ Add another card

Questions

+ Add a card

Sprint Objectives

Complete Business Requirement Document

Complete Management Plan

Establish React Native Development Environment

+ Add another card

Contact Info

Chino Catane

Austin Gary

Alex McBride

Surya Das

Riana Jara

Nhat Le

+ Add another card

Sprint Goals

Sprint Objectives ···

Complete Business Requirement Document

Complete Management Plan

Establish React Native Development Environment

"Story Points"

✔ BRD : 7 / 7   *"Must-Haves"*

✔ MP : 5 / 5   12/13 ~ 92%

✔ React Native Setup : 1 / 1

Completed / Planned : 13 / 13

Burndown Chart

Sprint #0 Burndown
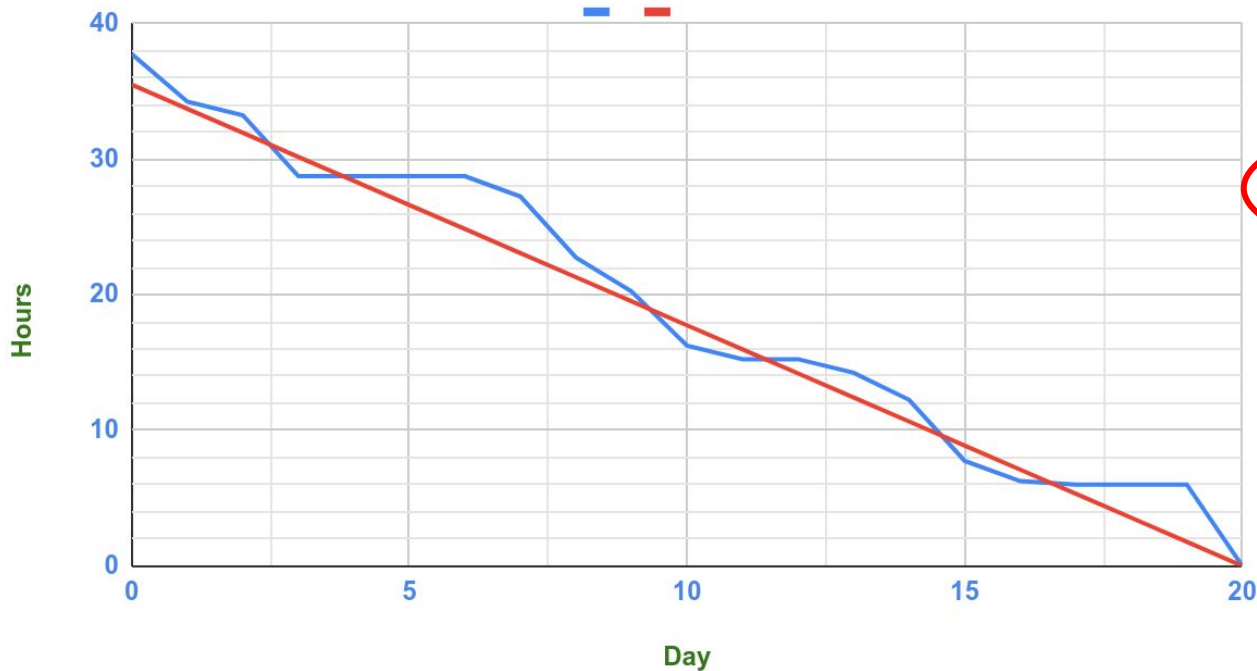
Sprint #0 Average Velocity :
1.8 hrs / day

Sprint #1 Planned Velocity :
4 hrs / day

Sprint Retrospective

Conclusions :

- Increase Velocity

- Allocate more time to prototyping (coding vs documentation)

Gantt Chart

Localr GANTT CHART

PROJECT TITLE	Localr
PROJECT MANAGER	Alex McBride
COMPANY NAME	Topikós

WBS NUMBER	TASK TITLE	TASK OWNER	START DATE	DUE DATE	DURATION	PCT OF TASK COMPLETE
0	Business Requirements & Management Plan					
0.1	BRD: Preface	Riana J	2/3/20	2/12/20	9	80%
0.2	BRD: SWOT	Alex M	2/3/20	2/12/20	9	50%
0.3.1	BRD: Secondary Market Research Pt 1	Riana J	2/3/20	2/12/20	9	100%
0.3.2	BRD: Secondary Market Research Pt 2	Surya D	2/3/20	2/12/20	9	100%
0.4	BRD: Market Segments	Nhat L	2/3/20	2/12/20	9	60%
0.5	BRD: Strategy	Chino C	2/3/20	2/12/20	9	70%
0.6	BRD: Presentation	Everyone	2/3/20	2/5/20	2	100%
0.7.1	BRD: Primary Market Research	Everyone	2/3/20	2/12/20	9	80%
0.7.2	BRD: Primary Research Summary	Austin G	2/3/20	2/12/20	9	100%
0.8	BRD: Submission	Surya D	2/12/20	2/12/20	0	100%
0.9	MP: Project Tracking	Alex M	2/5/20	2/17/20	12	50%
0.10.1	MP: Burndown Chart Development	Chino C	2/5/20	2/17/20	12	50%
0.10.2	MP: Gantt Chart Development	Riana J	2/5/20	2/17/20	12	50%
0.11	MP: Gantt Chart Development	Alex M	2/5/20	2/17/20	12	50%
0.12	MP: Sprint Retrospective	Everyone	2/5/20	2/17/20	12	70%
0.13	MP: Submission	Surya D	2/17/20	2/17/20	0	100%
0.14	Set up React Native	Everyone	2/12/20	2/19/20	7	80%
0.15	Sprint Board Screenshot	Surya D	2/19/20	2/19/29	0	0%
0.15	Sprint 0 Presentation	Everyone	2/24/20	2/24/20	0	0%
1	Project & Architecture Requirements					
1.1	BRD & MP backlog and revision	Everyone	2/17/20	2/24/20	5	20%
1.2	Sprint Board Screenshot	Surya D	2/24/20	2/24/20	0	0%
1.3	App Logo	Riana J	2/24/20	3/9/20	11	0%
1.4	PRD: Goals	Alex M	2/24/20	3/9/20	4	0%
1.5	PRD: User Personas		2/24/20	3/9/20	3	0%
1.6	PRD: User Stories		2/24/20	3/9/20	0	0%
1.7	PRD: Server Sitemap		2/24/20	3/9/20	0	0%
1.8	PRD: Page Descriptions		2/24/20	3/9/20	11	0%
1.9	PRD: Wireframes		2/24/20	3/9/20	11	0%
1.10	PRD: Interfaces		2/24/20	3/9/20	11	0%
1.11	PRD: Additional Functional Reuqirements		2/24/20	3/9/20	11	0%
1.12	PRD: Non- Functional Requirements		2/24/20	3/9/20	11	0%
1.13	PRD: Performance Requirements		2/24/20	3/9/20	11	0%
1.14	PRD: Future Iterations		2/24/20	3/9/20	11	0%
1.15	A&D: System Diagrams		2/24/20	3/9/20	11	0%
1.16	A&D: Tradeoff Analysis		2/24/20	3/9/20	11	0%
1.17	A&D: Machine Learning Write-Up		2/24/20	3/9/20	11	0%
1.18	A&D: Risk Management	Alex M	2/24/20	3/9/20	11	0%
1.20	Sprint Board Screenshot	Surya D	3/11/20	3/11/20	0	0%
1.19	Sprint #1 Presentation		TBD	TBD	TBD	0%

Timeline columns: SPRINT 0 (WEEK 1, WEEK 2, WEEK 3), SPRINT 1 (WEEK 4, WEEK 5, WEEK 6), days M T W R F

Gantt Chart

Project Tracking Matrix

Project Tracking Matrix

Project Name:	Localr
Company Name:	Topikos
Project Owner:	Alexandra McBride
Project Start Date:	1/27/20
Project End Date:	TBD

Task ID	Task Name	Assigned To	Status	Priority	Due Date
BRD - 01	Preface	Riana	Completed	Low	2/12/20
BRD - 02	User Personas	Nhat	In Progress	Moderate	2/12/20
BRD - 03	Strategy	Chino	Completed	Low	2/12/20
BRD - 04	S.W.O.T	Alex	Completed	Low	2/12/20
BRD - 05	Market Segments	Nhat	Completed	Moderate	2/12/20
BRD - 06	Primary Market Research	Austin	In Progress	Moderate	2/12/20
BRD - 07	Secondary Market Research	Surya, Riana	Completed	Low	2/12/20
PRES-01	BRD Draft Presentation	All Team Members	Completed	High	2/5/20
MP - 01	Gantt Chart - Screenshot	Alex, Riana	In Progress	High	2/17/20
MP - 02	Project Tracking Matrix - Screenshot	Alex	In Progress	Moderate	2/17/20
MP - 03	Burndown Chart	Chino	In Progress	Moderate	2/17/20
MP - 04	Sprint Retrospective	All Team Members	In Progress	Low	2/17/20
MP - 05	Sprint Review Records in Appendix		Removed	Low	2/17/20
MP - 06	Sprint Board Screenshot - START	Surya	Completed	Low	2/17/20
MP - 07	Sprint Board Screenshot - END	Nhat	Completed	Low	2/17/20
PRES-02	Sprint #0 Presentation	All Team Members	Not Started	High	2/24/20