

Localr - Sprint 0

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Preface

WHAT IS THE PROBLEM?

- Advancement of technology has made news more accessible/available. We now have smartphones, tablets, and other devices to help get our news on-the-go. This has led to:
 - globalization of news
 - social media reporting
 - fake news
 - Irrelevant news
- People find out about something happening in another country, faster than they would about something happening in their city.

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

WHAT MAKES LOCALR DIFFERENT?

- Maps interface (with pinning capabilities) offer the user a more personalized experience
- Additional filtering of pins allows for relevant news to reach users based on their interests
- Having users see what's going on in their city through maps and icons introduces a new feel compared to just reading feeds

Strategy

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

S.W.O.T

Strengths	Weaknesses
<ul style="list-style-type: none">❖ Machine Learning Experience- Two members of our team have previous experience with Machine Learning❖ Resources Available- Easily accessible and available resources for building our app	<ul style="list-style-type: none">❖ 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
<ul style="list-style-type: none">❖ Map Interface - Using a map interface with pins on the locations that have published news articles❖ News Type Icon - Filtering our news using a icon to represent the type of news that it contains	<ul style="list-style-type: none">❖ Alternative Local News Apps and Websites- KTLA 5 News App and Website, News Break App, SmartNews

Unfair Advantage

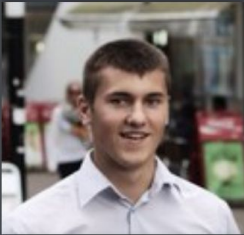
Geolocal discovery of news presented via a fun map interface that to our knowledge, has very little precedent.

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

User Profile

PROJECT: untitled PERSONA: David Busshart

NAME	TYPE
David Busshart	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

NAME	TYPE
Henry Estrada	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

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.

Technology

Browsers

NAME

Linda Woods

TYPE

Rational



Goals: To find a source of news that is customized to her interests, and can help her keep an eye on real estate in her local area.

Background: As a real estate agent, understanding the housing market, especially of her local area is crucial for her career. This app can help her get access to news that's actually relevant to her career.

Demographic

Female 32 years

Los Angeles

Married

Real estate agent

Motivations: In need of a source of news that is actually relevant to her interests

Frustrations: Tired of reading irrelevant news

Technology



Browsers



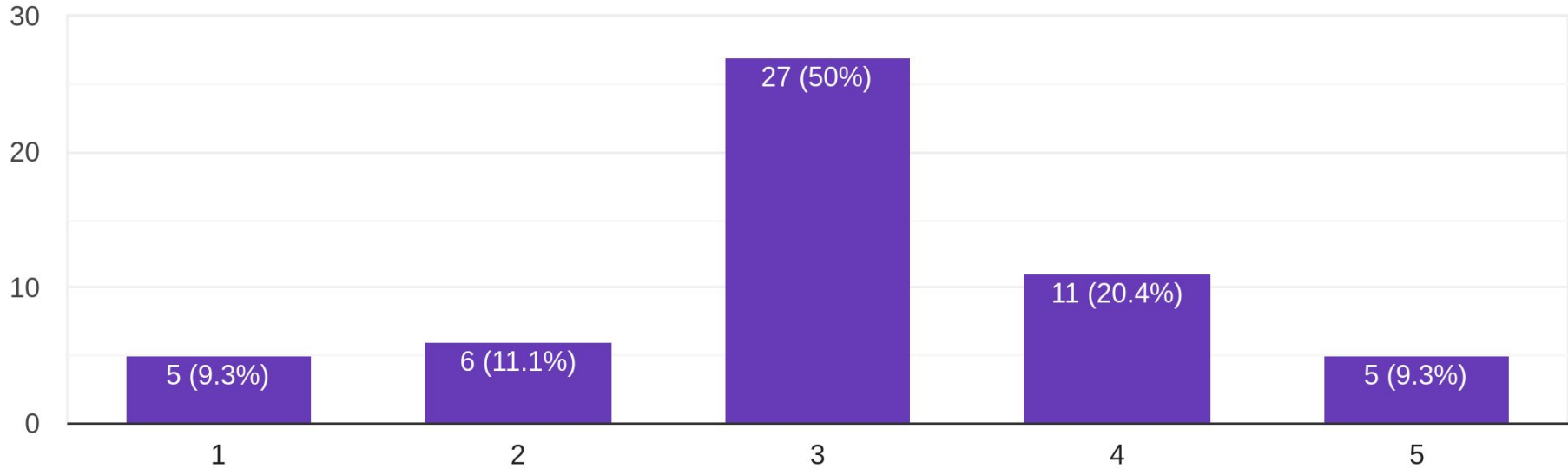
Primary Market Research

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



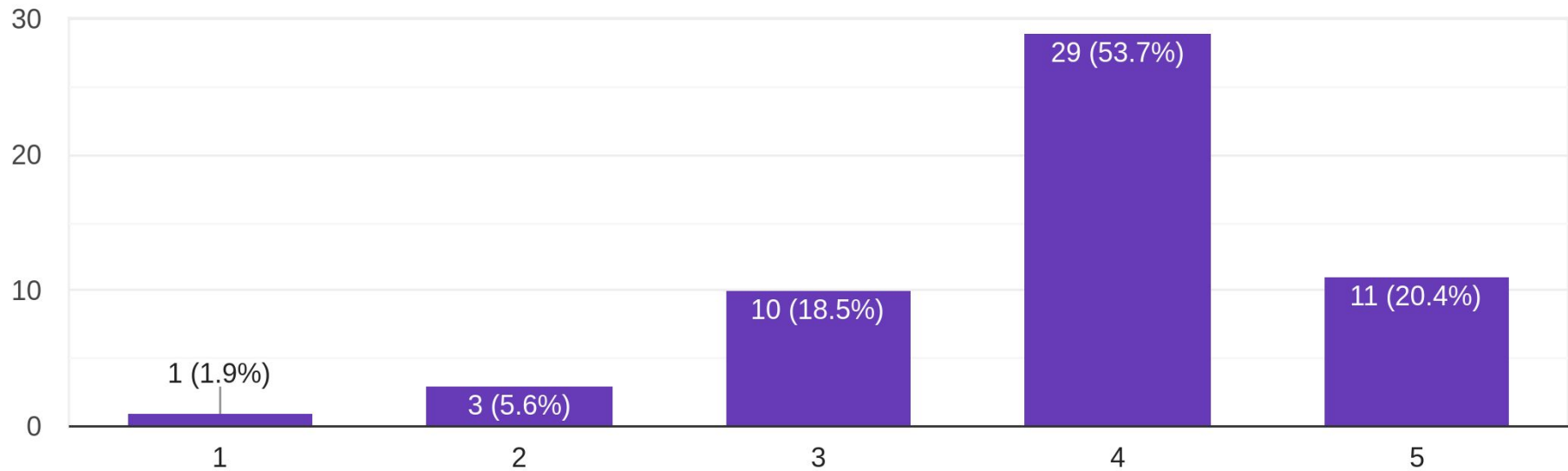
On a scale of 1 to 5 how satisfied are you with your method of news consumption?

54 responses



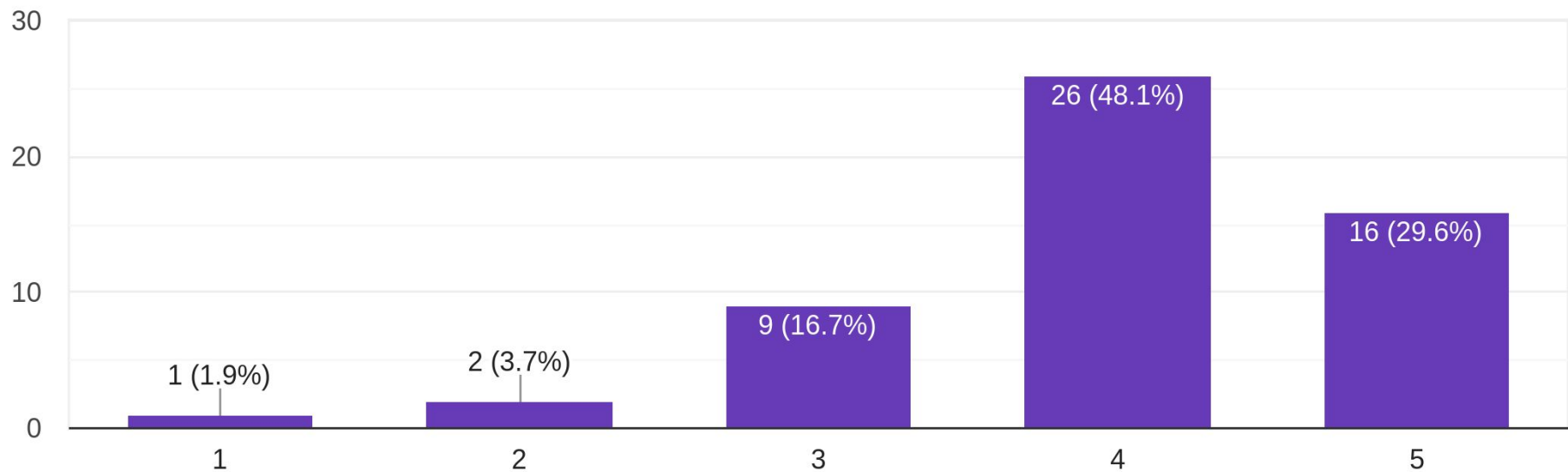
On a scale of 1 to 5 how much do you care about national news?

54 responses



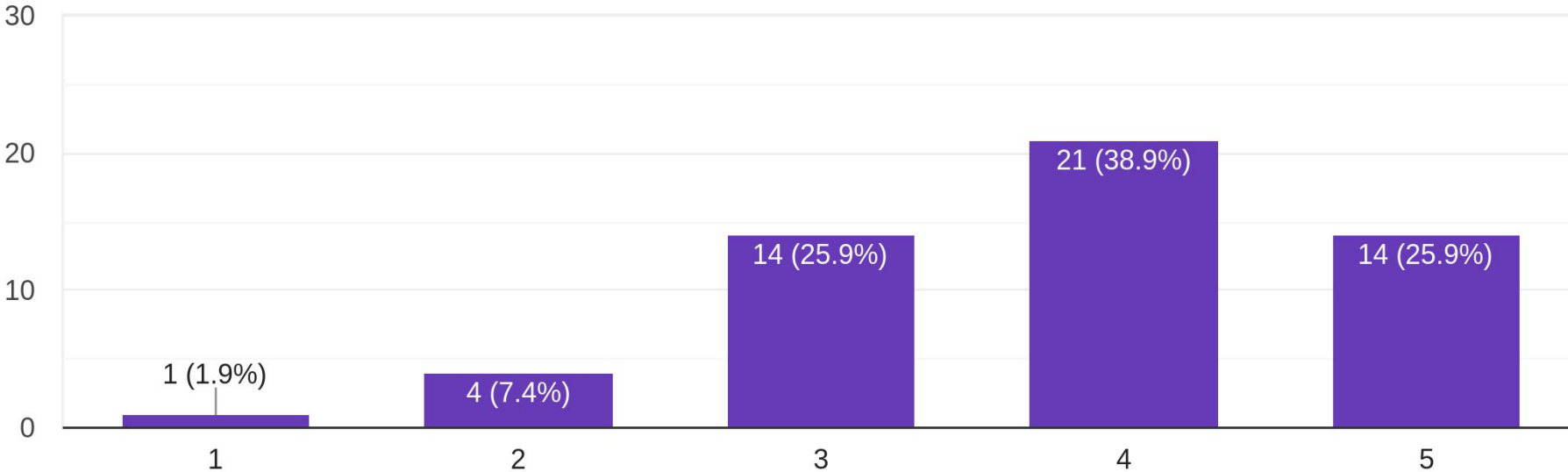
On a scale of 1 to 5 how much do you care about global news?

54 responses



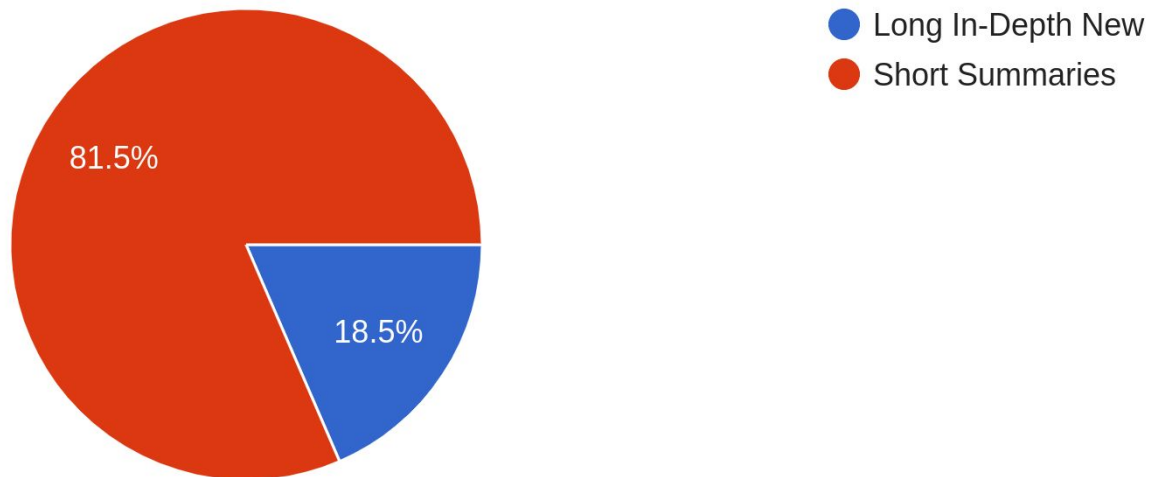
On a scale of 1 to 5 how much do you care about local news?

54 responses



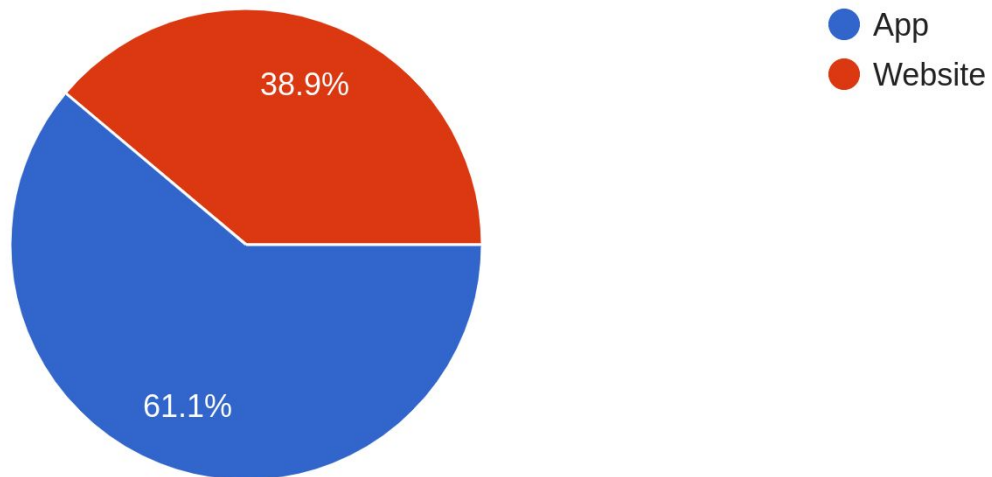
Do you prefer long in-depth news or short summaries of news?

54 responses



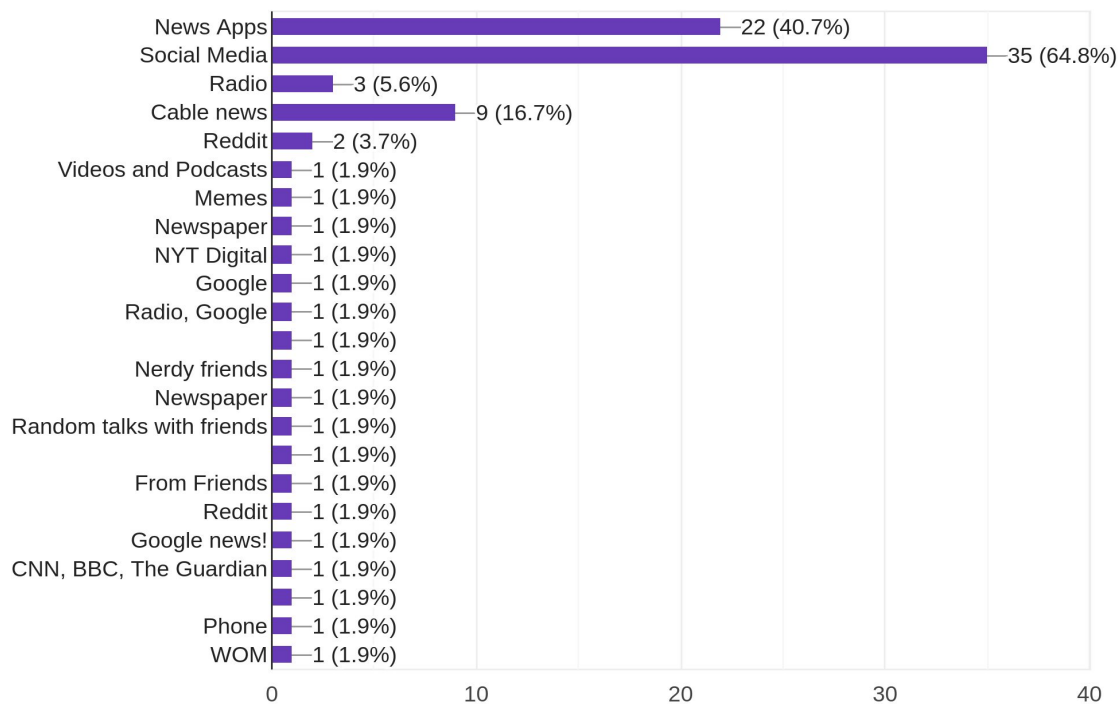
What's your preferred method of receiving news: a website or an app?

54 responses



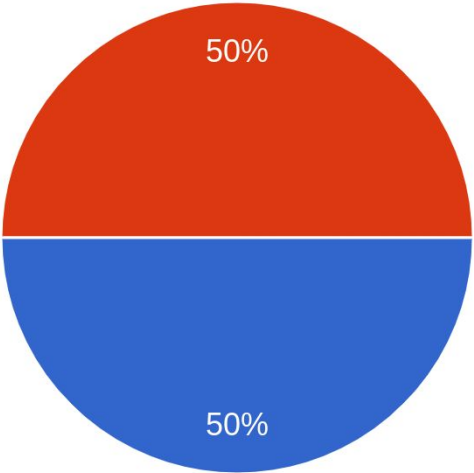
How do you currently receive your news?

54 responses



Do you like news notifications on your phone?

54 responses

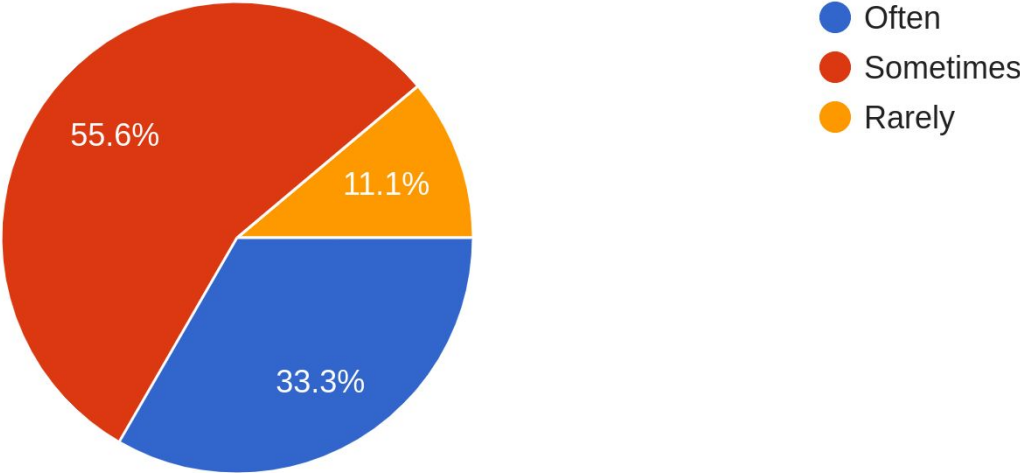


- Yes
- No



How often do you search for or read the news?

54 responses



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.



Sprint Retrospective

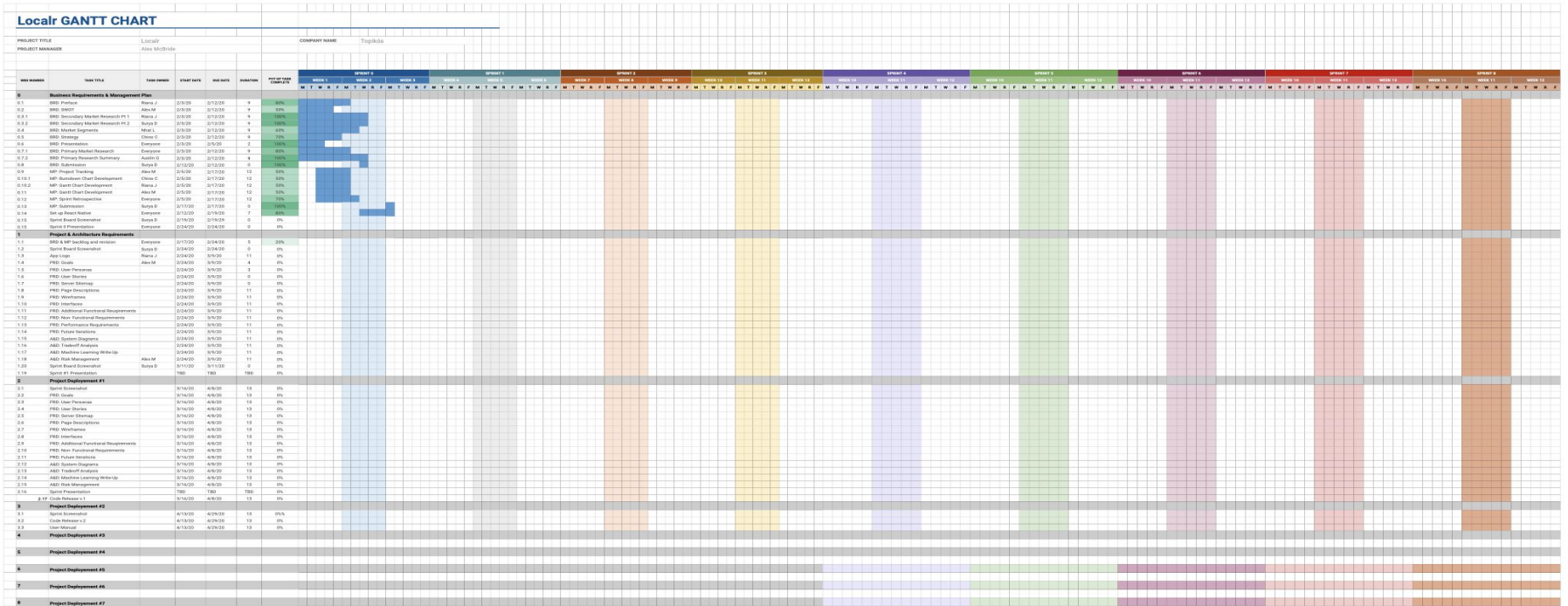
Sprint Goal: Complete the Business Requirements Document, Management Plan Document, and set up React Native on our computers



Gantt Chart

[illegible]

Gantt Chart



Burndown 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

Sprint Board

The image shows a Trello Sprint Board interface. At the top, there's a navigation bar with a home icon, a 'Boards' tab, a search bar, and a 'Trello' logo. Below this, the board is titled 'Sprint 0' and includes a star icon, a 'Topikos - Localr' label, a 'Free' tag, a 'Team Visible' setting, and a list of members (SD, A, AG, NL, +1) with an 'Invite' button. On the right side of the header, there are icons for adding a board, a clock, a bell, and a user profile (SD), along with a 'Butler' button and a 'Show Menu' button.

The main area of the board is divided into five columns, each with a title and a list of cards:

- Product Backlog**: Contains four cards. The first is 'Business Requirements Document (DRAFT)' with a clock icon for Feb 5 and a progress indicator of 0/6. The second is 'Business Requirements Document' with a progress indicator of 0/6. The third is 'Management Plan Document' with a progress indicator of 0/7. The fourth is a template card: 'As a <person> i want to do <something> because <thing>'. The fifth is 'As a user, I want to register an account to save my personalizations.' with a progress indicator of 0/2. The sixth is 'As a user, I want to login to my account to get my personalizations.' with a progress indicator of 0/4. The seventh is 'As a user, I want to see pins of local news on a map so I can see where news is happening.' There is an 'Add another card' button at the bottom.
- Sprint Backlog**: Contains one card: '+ Add a card'.
- To Do**: Contains five cards. The first is 'MP: Gantt Chart' with assignees A and RJ. The second is 'MP: Project Tracking' with assignee A. The third is 'MP: Burndown Chart' with a clock icon for Feb 14 and assignee A. The fourth is 'MP: Sprint Retrospective' with assignee A. The fifth is 'Screenshot sprint board start and post to GitHub' with a clock icon for Feb 3. There is an 'Add another card' button at the bottom.
- In Progress**: Contains four cards. The first is 'BRD : Primary Market Research' with a clock icon for Feb 2, a progress indicator, and assignees A, AG, NL, RJ, SD. The second is 'BRD : Secondary Market Research' with a bell icon, a clock icon for Jan 31, a progress indicator, and assignees RJ, SD. The third is 'BRD : User Profiles' with a clock icon for Feb 2, a progress indicator, and assignees A, AG, NL, RJ, SD. The fourth is 'BRD : Market Segments' with assignee NL. There is an 'Add another card' button at the bottom.
- Ready To Verify**: Contains three cards. The first is 'BRD : Strategy' with a clock icon for Feb 2 and assignee A. The second is 'BRD : Preface' with a clock icon for Jan 31 and assignee RJ. The third is 'BRD : SWOT' with a clock icon for Feb 2 and assignee A. There is an 'Add another card' button at the bottom.