

# Overview

The core product is a website containing news articles that is customised to the individual user. When the user initial enters the website they will register some basic details which will allow us to extract data from social media on the users' interests e.g. if they are following Apple, Microsoft or any particular technology news companies.

## MVP for 30th June

For our initial minimal viable product we will have a stable version of the application running on the server and accessible to the outside world that demonstrates basic functionality.

Twitter users who have not changed their settings to protected can register their details and our site will extract their list of friends & recent tweets to assemble a list of their interests. Depending on progress this may be expanded to Facebook, linkedin etc for the initial MVP.

The site will display a list of technology news articles. These will be sourced from major news sites and prioritised based on the users list of interests.

As the user clicks through various articles the site will keep track of the keywords contained in the text.

## What we will learn

- Do users like our news site - that is the most important question to answer, we want to know if they like the site when they first use it, and we want to know if they keep coming back to it
- how efficient the initial registration process is
- how well our user interface performs - is there enough content or is the user overloaded?
- How well does our initial design fit with our vision
- Alternative layouts may be tried out
- Start user testing, and incorporate feedback as the highest sprint priority

## What we will measure

- Using Google Analytics, how many users that land on the news site stay on the news site
- Keep track of daily usage by twitter id, we will also track returning users by twitter id and number of active days.  
There will be a natural number of users who use the site once or twice only, but if this number is a very high percentage, that will be a red flag that something is wrong. It's really important to maximize the percentage of returning users.
- how long it takes from user entering the site to get updated news articles on the screen (performance)
- number of clicks/interactions required for this (does the user get bored?)

- We will use A/B testing to test alternative layouts or features. This involves running two versions of the website with different layouts, and then using Google analytics for example to verify if more users stayed on one website over the other.
- A/B testing will also be used to experiment if the site is unsuccessful - for example if the number of returning users is low, we will need to use A/B testing with different features to find the feature to attract users, or to fix the problem that is preventing them returning.

**What we will try and find out from testing and user feedback**

- How fluid is the application? Does it feel like one smooth process or does it feel like a chore to use?
- How many articles can be seen on a single screen - what is the correct number?
- How practical is the layout/spacing of the user interface, is there are wasted space, can everything be seen at a glance?