Trending Technology Vision

A new Technology News site which collects Technology News stories from multiple sources, personalizes the news for the user, and shows twitter reaction to the news, both historical tweets and streaming tweets which are shown with the article.The basic (not personalized) web site will collect news from many sources, and order the news based on what is the latest with input from twitter.

We will use pre-defined technology topics. When a user clicks on an article, both historical tweets relevant to the article are shown, and also live streaming tweets.The streaming tweets gives the reader of the article a real time view of the reaction to the article topic.

The news is personalized for the user in two ways:
- the user will be prompted to login to twitter, based on their twitter information the news headlines will be ordered to give priority to the topics they are interested in
- the news site will store the user click history to give priority to the topics they have read before

How this will help users:
- a user who reads an article about the latest Android device can see twitter reaction to the device - it's always useful to see the negative reactions - for example if battery performance is poor, design is unpopular, etc
- a user who is mostly interested in Apple products will see those products ordered higher in the page and Android lower down the page
- more relevant articles will keep the user engaged for longer, thus giving them a reason to keep coming back to us
- we'll have opportunity to know user preferences, which will help with direct engagement and thus revenue in future

For the future of the product, a plan to integrate more sources of information and only give the user what is relevant arises. For example, YouTube videos, product reviews, could all be relevant to the article that was featured. An internal quality metric for the user will be clickthrough, as we want the user to be entertained and delighted, but not tied to our site. This also follows that we would have less invasive revenue generation then the majority of websites.