GTBT Product Specification

Brief:

The aim of the GTBT application is to monitor an entities online reputation on the social media platform Twitter. By categorising related tweets into a pre-defined reputation dimension and discovering the sentiment of the tweets, the application should be able to show give a detailed insight into an organisations online reputation.

Features:

- Analyse an entities reputation on a dimension basis e.g. Products & services.
- Condenses closely related tweets into easy to understand Topics.
- Analyse the sentiment of topics on a keyword basis.
- Track multiple entities.
- Receive Alerts when 'critical' conditions arise.
- Pin individual tweets and topics for later viewing.
- Select individual tweets for addition to the model.
- View an entity's reputation over time intervals e.g. 24 hours

Use Cases:

1.   As a user,
              I must be able to add an entity to my track list
        So that,
              I can receive information about that entity.

2.   As a user,
              I must be able to view a graphical breakdown of an entity's reputation
              across several dimensions
        So that,
              I can better understand the areas of business affected by online reputation.

3.   As a user,
              I must be able to view the tweets on a 'topic' basis
        So that,
              I do not have to disseminate large numbers of related tweets.

4.   As a user,
              I must be able to view the development of an entity's online reputation over a
              period I define
        So that,
              I can see the most current reputation as well as the historic reputation.

5.   As a user,
              I must be able to view the overall sentiment of an entity
        So that,
              I can understand the general feeling towards an entity.

6.   As a user,
              I must be able to view the sentiment of both a single tweet and a topic
        So that,
              I can understand what effect it may have on an entity.

7.   As a user,
              I must be to receive an alert when a new topic is discovered or an influential
              author tweets
        So that,
              I can respond quickly to any reputation crisis that may develop.

8.   As a user,

I want to be able to flag tweets for possible addition to the model
So that,
The model can continually be improved.

9.   As a user,
I want to be able to pin tweets or topics to a single page
So that,
I can return to view them later without having to trawl through many irrelevant tweets.

10.   As a user,
I want to be able to view a live feed of sentiment change per dimension.
So that,
I can see real-time how any change I make to business affects reputation.

11.   As a user,
I want to be able to select an area of the time series graph and use that selected time frame for analysis.
So that,
I can easily narrow the topics used in the analysis.

12.   As a user,
I want to be able to select a dimension from the entity page and view only the dimension-related entities.
So that,
I can refine analysis on only a single dimension.

13.   As a user,
I want to be able to view an alert in detail.
So that,
I can analyse and understand why the alert was generated.

14.   As a system administrator,
I want to be able see all the entities currently being tracked, and the entities not currently being tracked but are present in the system.
So that,
I can see the load on the crawler and understand any time delays caused by large entity retrievals.

Application Views:

Dashboard – Must show the entities currently being tracked by the user along with alerts that are being generated by the user.

Entity – Must show the overall sentiment of the entity, the rate of tweets for that entity, the list of topics associated with that entity in chronological order along with alerts generated by that entity.

Dimension – Must show the sentiment breakdown of the dimension, the 'burstiness' of the Dimension, keywords of the dimension, influential users, and associated topics.

Topic – Must show the sentiment breakdown of the topic, the 'burstiness' of the topic, keywords of the topic, influential users, and associated tweets.

Pins – Must show the topics and/or tweets pinned by the user.

Track Entity – Must show the user a form for adding a list of entities to track.

Schedule:

Below is a list of the following weeklong sprints along with proposed deliverables of each sprint.

- User stories 1,2,8, 9 have already been implemented

Sprint 1:   Ends 4th of February 2014
- User stories 4 and 12

Sprint 2:   Ends 11th of February 2014
- User stories 5, 3, and 6

Sprint 3:   Ends 18th of February 2014
- User stories 7 and 13

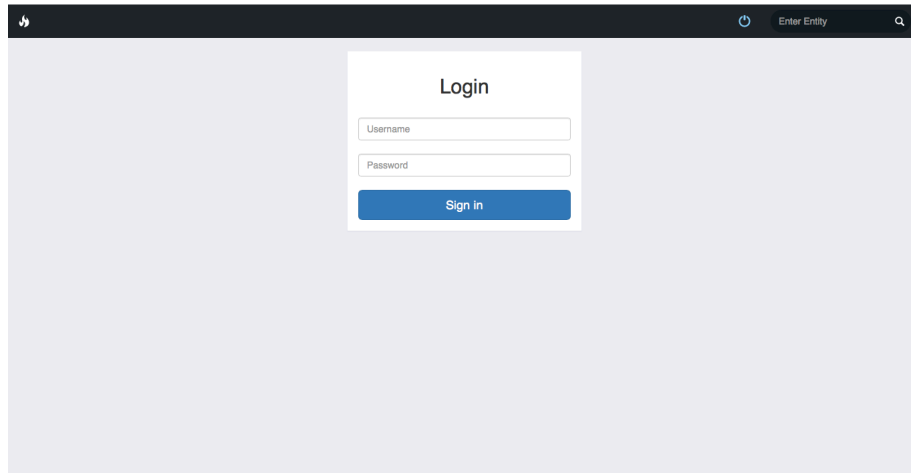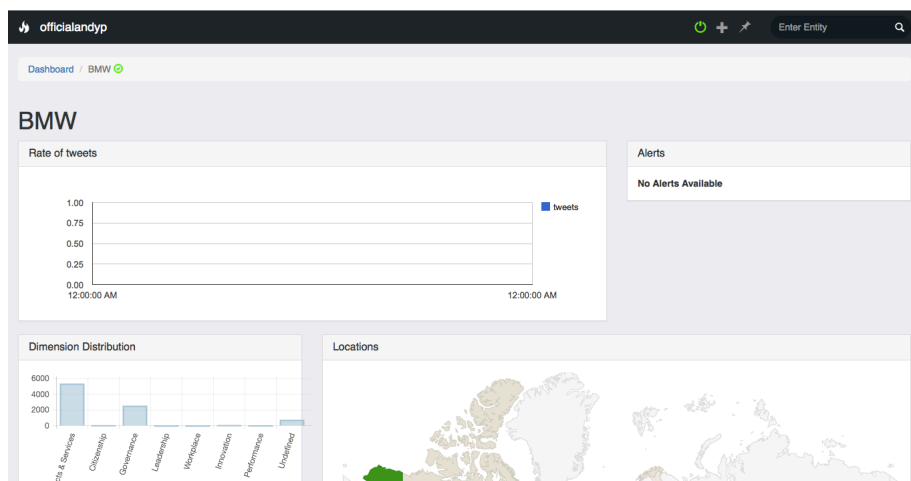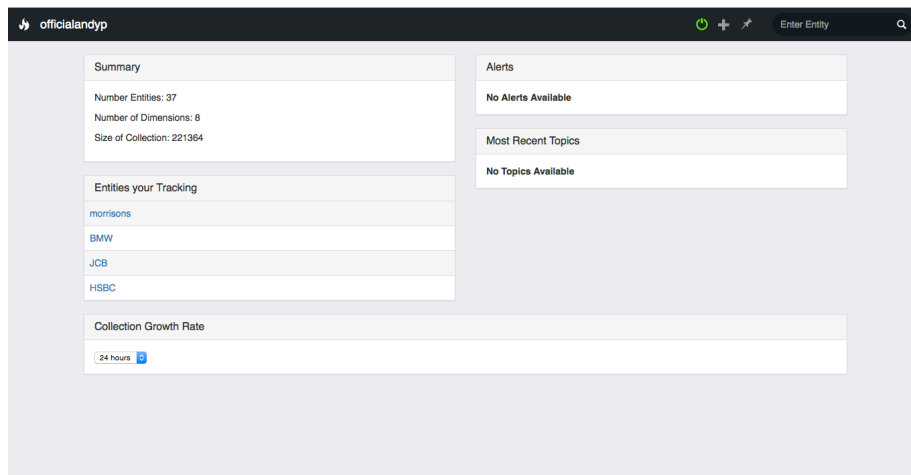Sprint 4:   Ends 25th of February 2014
- User stories 10, 11

Sprint 5:   Ends 4th of March 2014
- User story 13

Current UI State:

Pardon the screenshots with charts missing data. I'm currently trying to implement a feature for changing the time intervals on the graphs.

Topics

Tweets

Damn RT @BillBeckner: Girls hoops: West Shamokin tourn final: West Shamokin 57, Highlands 46. H: Jonczak 19 pnts, 14 reb (all tourn); Products & Services Author: @BMW_ImChillin	The Product Manager http://t.co/YHhsLSmhYp via @davidcummings Products & Services Author: @rohit_bmw	Grudge Match is FUNNY AS HELL lol Products & Services Author: @BMW_ImChillin
WORLS'S 1ST BMW ICE CREAM MOTORCYCLE...CHECK IT OUR HERE>>> http://t.co/WHqvoZdYkU http://t.co/qU9RekGqIS Products & Services Author: @icecreammmannnn	S/O to the BMW that tried to egg our house. You hit the porch, a bush, and left one unbroken egg in the yard 😂 Products & Services Author: @SickNasty_Sam	My goal is to get a bmw or jeep. But I doubt it will happen. Products & Services Author: @lopezangelica_
Enter to Win a BMW Kid's Bike! http://t.co/2HQnsXbKjb	Officials: Suspect shot, killed by police in Upper Darby posted threatening ... - WPVI-TV http://t.co/Z8SY4fKunS	Benz > Beamer RT "@_ijustdontcaree: why does every girl love bmw's ? theyre so fuckin wack"

♨ officialandyp   ⏻ ✚ 📌   Enter Entity   🔍

Dashboard / Pins⊘

Pinned Items

♨ officialandyp   ⏻ ✚ 📌   Enter Entity   🔍

Track an Entity

[entity   ]

Track Entity

Discover new Entities!