**Sekuri-Talk: Project Discovery Document**

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1. **Research the market space and find out if similar digital platforms already exist?**

| Website Name | Link | Similarities with Sekuri-Talk (provide a brief description of the similarities) |
| --- | --- | --- |
| Google Trends | <https://trends.google.com/trends/> | Similarities include the popularity of search terms and trending topics. |
| Keyhole | <https://keyhole.co/> | Keyhole is also a social media analytics tool that tracks hashtags, keywords and offers real-time insights allowing people to search using terms similar to our Sekuri-Talk digital platform. |
| Talkwalker | <https://www.talkwalker.com/> | Talkwalker is a social intelligence platform that is able to monitor based on social media search and metrics just like Sekuri-Talk which will also allow us to search using keywords related to the topic of our choice. |
| Brandwatch | <https://www.brandwatch.com/> | Brandwatch is a social listening tool that has some similarities with Sekuri-Talk, it can track conversations, and analyze trends on social media. |
| Hootsuite | <https://www.hootsuite.com/> | Hootsuite provides social media management and analytics, similarities include it allows users to track popular topics, and hashtags across various platforms. |

1. **How do you ensure that you are able to capture/retrieve all conversations that are related to Cybersecurity?**

| Technique | Pros | Cons |
| --- | --- | --- |
| Identify all possible synonyms that can be used as hashtags and pull all tweets containing these hashtags | It will extract all tweets related to the synonym and those will be relevant to the initial topic one is trying to research | If, in future, a new term (related to cybersecurity) is used as a hashtag, then the website will not be able to pull tweets for the new term. |
| Allow users to specify data by filtering out region, dates posted, and category to get as particular about the data as they can. In our case, this will extract data based on the certain particulars | In certain cases where the age of the tweet or region of the tweet is important, this will allow the information pulled to be filtered based on what they want. | Might cause limited tweets about the topic at hand to be pulled since the date, and region filters might limit the data being extracted. |
| Capture all conversations related to Cybersecurity and showcase them based on popularity as well. | This will allow the most relevant and popular trends to be shown firsthand to the user trying to find more information on this topic. | It may not be able to pull tweets that are not popular anymore to the topic being discussed but might still be relevant and important in some way. |
| Allow users to follow, track. and monitor specific cybersecurity professionals accounts and hashtags. | This technique allows us to focus on specific cybersecurity accounts and hashtags, making it accurate and easy. | It may miss discussions from lesser known accounts and could be influenced by the continued activity of chosen accounts. |
| Regularly update keyword and hashtag lists. | It will help to stay current with cybersecurity trends, making conversations relevant and comprehensive. | It requires time and effort to monitor and update the lists regularly, and there is a chance of missing new terms if not identified promptly by users. |

1. **What programming tools/programming-languages/database-software are needed to pull the data from Twitter and copy it in your computers/servers?**

| Tool/Programming Language/database software | What would the tool/programming language be used for when developing Sekuri-Talk? |
| --- | --- |
| SQL | SQL is a popular programming language used to extract data from a database, in this case Twitter including taking out data from there and copying it onto our computers/servers. |
| R Language | R language is popularly used to get and lookup user information on Twitter. It is used primarily for data visualization and in this case can also be used by Twitter API to make requests and extract data. |
| Python | Python Language is also an easier and simpler programming language that can be used to pull data from a platform and uses frameworks to easily pull information that one needs to extract and is simpler to develop an application such as Sekuri-Talk. |
| Figma | When initially prototyping our Sekuri-Talk platform, it would be important to work on the prototype of the site and be able to visually imagine how the site would look like during the development phase. |

1. **Who are the potential users of the Sekuri-Talk platform?**

| User Type | What features does this user need? |
| --- | --- |
| Cybersecurity Analysts | Tending: To track and analyze trending cybersecurity topics in real-time. |
| Cybersecurity Agents/Specialists | Anyone working in Cybersecurity professionally will and should be aware of any news or trends that are relevant and pertain to cybersecurity in many different fields. A user such as them would be able to use this platform to increase their own knowledge about the current news and information being relayed on such sites that are related to Cybersecurity as a whole. It can also allow them to connect with other professionals in this field and communicate with them too in regards to this topic |
| Cybersecurity Educator | Educators can use trending topics for educational content and ability to filter discussions based on hashtags for teaching. |
| Regular Audience | Any person including those not in the professional field can benefit from a platform like Sekuri- Talk because they also might want to gain information trending and surrounding cybersecurity. As it is in relation to safety and world affairs, anyone can find interest in using a platform to learn about any cyber attacks, hacking and other useful information. |

1. **Is there a commercial or open-source product that can perform the data-pull from Twitter or do we need to develop something from scratch?**

| Product | What can this product help us accomplish when developing Sekuri-Talk? |
| --- | --- |
| Tweepy | Tweepy is a Python library that is connected through Twitter API that allows a simplified way to access the data and perform a data-pull on tweets. |
| Twitter API | Twitter API is a developer platform that allows one to tap into many different posts, tweets, and users on twitter based on varied trends that provide advanced access. You are able to pull tweets in current real time that relate to the topic in hand, ultimately helping us with the data-pull when developing Sekuri-Talk. |
| Hootsuite | Hootsuite is a commercial product that can offer functionalities to pull data from Twitter’s API, including monitoring and analyzing content or extracting cybersecurity related topics. |

1. **Update the following table with a list of questions or queries that your team has for the Project Sponsors (or end-users). Please be as descriptive as possible.**

| Question # | Question |
| --- | --- |
| 1 | What are the specific features Sekuri-Talk should do? |
| 2 | How information should be presented within Sekuri-Talk for optimal understanding? |
| 3 | What type of user interface design and layout Sekuri-Talk should have? |
| 4 | Are people who will use Sekuri-Talk good with technical skills? |
| 5 | How would you like Sekuri-Talk to utilize data to enhance user experience? |
| 6 | Is there a specific rule that needs to be followed when developing Sekuri-Talk? |
| 7 | What are other tools Sekuri-Talk should work with? |
| 8 | Are there any features in similar tools that you particularly like or dislike? |
| 9 | How much training will users require to effectively use Sekuri-Talk? |
| 10 | What is the allocated budget for the development of Sekuri-Talk? |

1. **(a) Based on your market analysis, please answer the following question: Does the need for a product like Sekuri-Talk exist?**
   1. Yes, having a platform like Sekuri-Talk would allow all those wanting information on Cybersecurity to stay and follow the latest updates and news without having to do a lot of work themselves. It provides an easier and convenient way for people to gain and follow news and hashtags in a simpler way. This product is a need in a world where news surrounding cybersecurity is always evolving and changing.

**(b) Next, provide a list of reasons why you think a product like Sekuri-Talk will be beneficial to its potential end users. Please provide a brief description for each reason you cite.**

* Remain up-to-date on the most recent cybersecurity news and patterns: The cybersecurity scene is always advancing, and it can be troublesome for cybersecurity experts and devotees to keep up with the most recent news and patterns. Sekuri-Talk can offer assistance by giving a centralized stage where clients can get to the most recent cybersecurity news and patterns from an assortment of sources. This could spare clients time and exertion, and offer assistance to them to remain educated around the most recent dangers and vulnerabilities.
* Interface with other cybersecurity experts and collaborate on research and ventures: Cybersecurity may be a complex and challenging field, and it is frequently supportive to collaborate with other experts. Sekuri-Talk can give a gathering for cybersecurity experts and enthusiasts to associate with each other and collaborate on inquire about and ventures. This could offer assistance clients learn from each other, share thoughts, and create modern arrangements to cybersecurity issues.
* Improve awareness around cybersecurity mindfulness and instruction: Cybersecurity mindfulness and instruction are basic for protecting individuals and organizations from cyberattacks. Sekuri-Talk can offer assistance to make strides in cybersecurity mindfulness and instruction by giving clients access to instructive assets and preparing courses. This may offer assistance to clients to ensure themselves and their organizations from cyberattacks. I accept that Sekuri-Talk has the potential to be an important asset for cybersecurity experts and devotees. It can offer assistance to clients to remain up-to-date on the most recent news and patterns, interface with other experts, and progress their cybersecurity mindfulness and instruction.