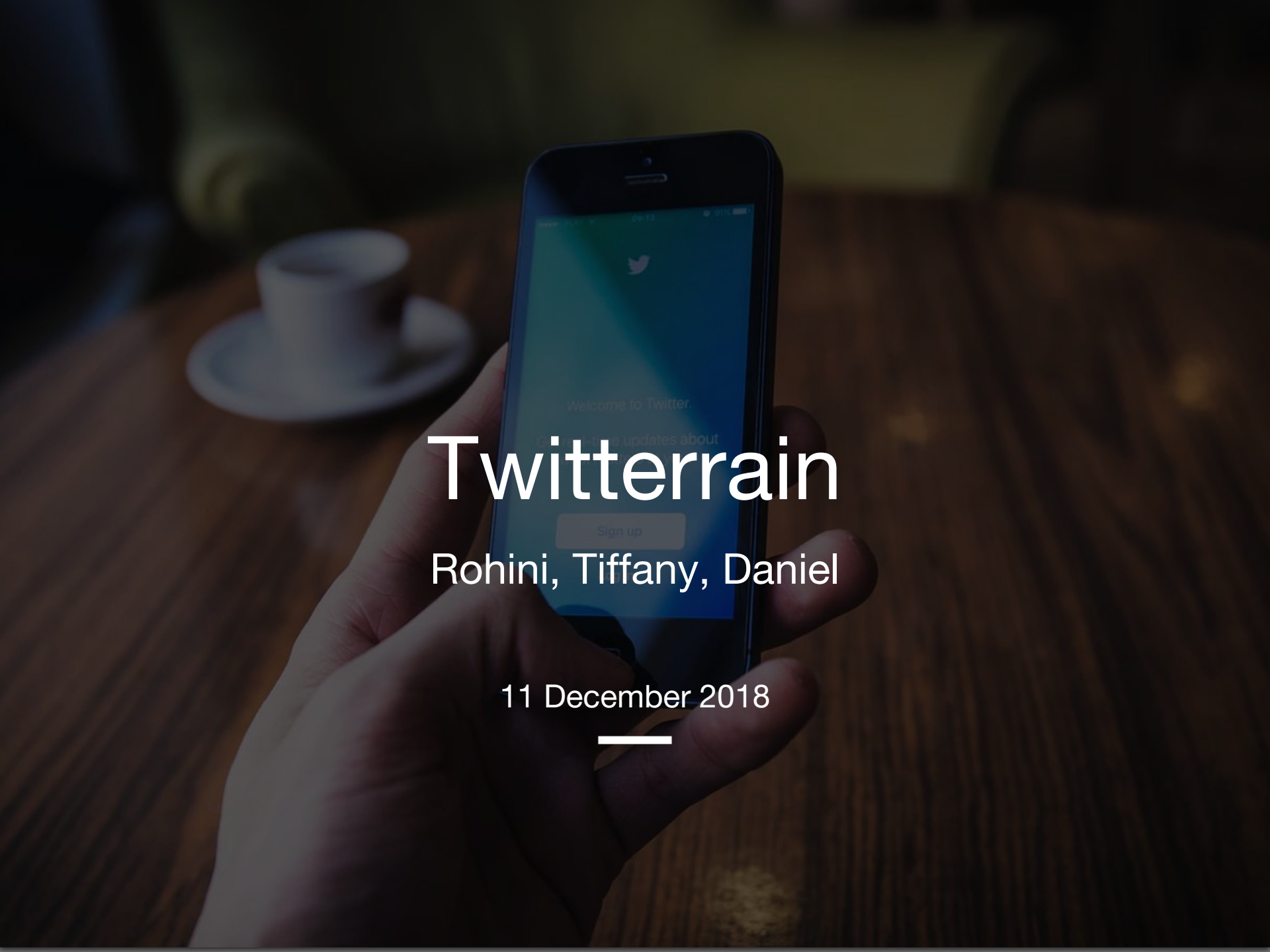

Twitterrain

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Follow along with us

https://tiffapedia-twitterrain.herokuapp.com/tasks/about-us

WARNING: Database is linked to all users visiting the site

Share of Voice Demo

1. Keyword is defaulted to 1st search term
2. Time range is defaulted to the last 7 days
3. Hover circle to get count of tweets in a day
4. Select search term to highlight it
5. Explanation changes depending on search terms
6. Double click to change the search terms
7. If not keyword, search term is locked until the “keyword” search term is selected
8. If keyword does not have a tweet, output an error message
9. If no keyword is selected, output an error message
10. Remove “Filter by Source Type” feature
11. Explain the sentiment graph

Share of Voice Ver. 2

If more time was afforded to us,

1. Add session to differentiate users

2. Replace the search bar to mention “brand” for subsequent search after submitting the “keyword”

3. Update “+ More Details” to “- Less Details” when user sees the detailed page

4. Implement a hover feature over the search terms with explanation that user can double clicks on one of them to make it a default keyword.

Potential Reach Demo

1. Twitter Id is defaulted to puma
2. Time range for the heat map is last 7 days
3. Enter any valid twitter id and press enter
   Ex: NIKEiD, payless, adidas..
4. When a valid twitter id is entered potential reach and engagement charts are updated
5. Hover over the cell the heat map tooltip shows the number of tweets

Potential Reach Ver. 2

If more time was afforded to us,

1. More error checking and displaying the right error in the page
2. Scrollable Bar chart
3. Configurable time selection
4. Should be able to enter twitter id or screen name.
5. Twitter id - validation check - need to be robust.
6. Avoid using intermediate files pass data as json to view (Implementation detail no loss of functionality)
7. Twitter id lookup

Sentiment Demo

Changes since Midterm Review

- Feedback focused on **ease-of-use:**
  - Pause Button
  - Ability to scale falling speed
  - Interactive legend
- Improved Twitter client functionality
  - Quote tweets
  - Replies, followers, like counts, etc
- Integration with other visualizations
  - Django framework
  - Visual design and layout

Sentiment Ver. 2

If more time was afforded to us,

1. Resolve crash error on low-volume keywords for live version.

2. Develop a more accurate sentiment algorithm.

3. Queuing system for keywords.

4. Sidebar with statistics over time (ie, volume and sentiment)

Concluding
REMARKS

What we have learned

1. Data Engineering is hard.
   a. uswgi/nginx -> heroku
   b. google app engine/flask
2. UI design helps us be on the same page
3. Usability testing helps us catch edge cases but it also consumes implementation time
4. Twitter API has multiple limitations, i.e.
   a. Limit search to 7 days
   b. Multiple results from Search
   c. Real-time API causes fatal errors

For further questions and feedback, reach out to us:

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