

DigiClips Media Search Engine

Team: sdmay25-05

Problem and Users



Project Overview

We are in the process of developing and enhancing a Media Search Engine that will generate detailed media reports across platforms such as Television, Radio, Newspapers, Magazines, Social Media, Blogs, Web TV, Podcasts, and SiriusXM Radio. The system aims to make users media-aware by offering enhanced features like Media Analytics and tailored access for different user types.

The system will support two user types:

- General Public: Limited access to search media data and receive alerts, with the option to subscribe for more advanced features.
- Subscribers: Full access to all features, including media analytics, report customization, editing, downloading, and advanced tools like Language Translation and Media Contact integrations.



Problem statement

DigiClips needs to upgrade and debug its media search engine to effectively process and make searchable various media types, including television, radio, and social media.

The system requires an Angular 17 upgrade and must serve both public users and subscribers.

Key challenges include implementing multi-platform media processing, developing content analysis features, and creating a user-friendly interface for search and streaming, while ensuring robust backend support for real-time processing and data management.

Immediate Priorities

Debug existing frontend issues

Upgrade to Angular 17

Implement proper user authentication
Fix media streaming functionality

Develop and test email alert system

Long Term Priorities

Implement advanced features like language translation

Develop mobile and desktop applications

Create administrative dashboard for system

Implement advanced analytics and reporting

Personas: Mr.Law

Mr. Law



Location: Ames

Occupation: Lawyer

Age: 32

Personas: Mr.Law



He wants to know everything about his clients in the media asap.

User needs:

- Real-time update and accurate information
- Notify to his personal devices.

Personas: Mr.Law



Requirements:

- Back-end
 - Database should cover wide range of information source
 - Update regularly
- Front-end
 - Notification pop-up
- System
 - Quick recover from failure so the system can run almost 24/7

Personas: Reporter



A reporter is responsible for staying updated with the latest news and media trends to report on them quickly and accurately. They work in a fast-paced environment and rely heavily on real-time information to maintain relevance.

User Goals:

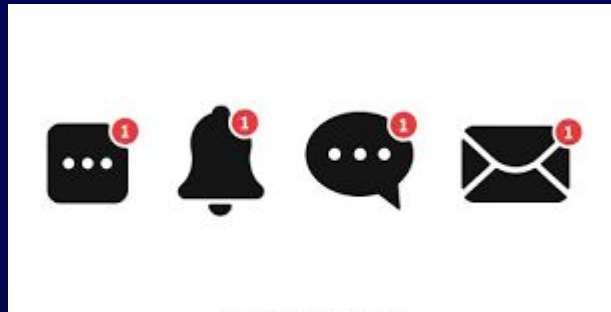
- **Receive Alerts**
 - Reporters need instant notifications for breaking news and media updates on specific topics or keywords.
- **Media Scanning**
 - They require an organized system to quickly scan different media sources (TV, radio, podcast, social media, etc.).
- **Analytics and Insights**
 - The ability to receive detailed reports about trending stories and media analytics to make informed decisions about what to cover next.

Personas: Reporter



User Needs:

- Real-Time Alerts
 - Set up keyword-based notifications to stay informed about specific topics.
- Efficient Media Monitoring
 - Monitor multiple sources without missing crucial news.
- Customizable Notifications
 - Filter out unnecessary information by using negative keywords.



Personas: Reporter



Pain Points:

- Overwhelmed with Too Much Information
 - Reporters often find existing platforms cluttered or overwhelming when dealing with large amounts of data.
- Missed News Alerts
 - A lack of real-time updates on important news can hinder their reporting.
- High Subscription Costs
 - Some media monitoring tools are expensive, limiting accessibility.



Media Analyst

Key Responsibilities:

- Analyze media trends and user interaction data.
- Generate detailed reports that highlight user engagement and content popularity.
- Provide insights to improve the platform's media content and enhance user experience.





User Needs:

- Access to dashboards that show how users interact with different types of media.
- Ability to visualize data trends over time to identify which content is performing well and which is not.
- Create and export comprehensive reports for stakeholders, such as the marketing and content teams.

Requirements for Media Analysts

Backend:

- A comprehensive database that organizes media interaction data.
- Support for complex queries to filter, sort, and retrieve specific information.
- Regular data updates to ensure the latest trends are captured.

Frontend:

- User-friendly dashboards that allow easy access to data.
- Interactive graphs and charts to represent user engagement trends.
- Export options for generating reports in formats like PDF and CSV.

Data Management:

- Secure storage of user interaction data to ensure privacy and compliance.
- Integration with other data sources for a more holistic view of media trends.



Conclusion

- **DigiClips Media Search Engine** aims to address the real-time media monitoring needs of diverse users like lawyers, reporters, and media analysts.
- The system ensures:
 - Accurate and timely updates delivered to personal devices.
 - Efficient backend support with a comprehensive database and robust data management.
 - User-friendly interfaces, including dashboards, notifications, and advanced media analytics.
- **Outcome:** A platform that empowers users to stay informed, analyze trends, and make data-driven decisions in a fast-paced media environment.