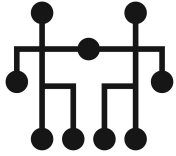# DigiClips
Media Search Engine

Team: sdmay25-05   Client: DigiClips
Advisor: Ashfaq Khokhar

Ethics and Professional Responsibility

Project Overview

DigiClips Media Search Engine tracks and analyzes mentions across TV, radio, and social media.

Serves two user groups:

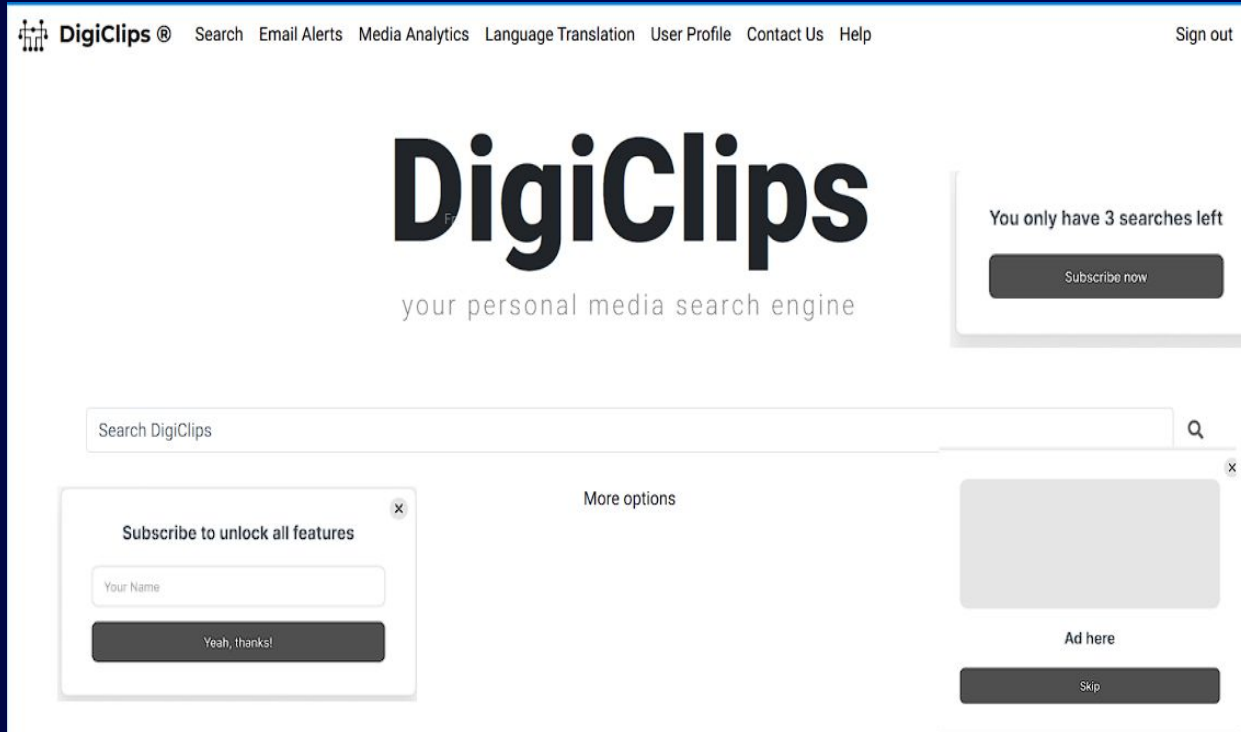General Public Users: Free, ad-supported access to basic features.

Subscribers: Premium features like unlimited searches and detailed analytics.

Current Focus: General Public Page

Free access with search limits.

User-friendly interface to encourage subscriptions.

Prototype

- Call-to-action Subscribe
- Display ad
- Limit 5 searches per day
- Premium features Email Alerts, Media Analytics.

Performing well: Communication Honesty

Why is Communication Honesty related to our project?

- Working with clients
- Effective communication among team members

Performing well: Communication Honesty

Our team's approach:

- Organize weekly meetings with clients to report on the team's progress, clarify any questions related to the project, and receive feedback.

- Provide weekly reports to the advisor and discuss plans for the upcoming weeks.

Google Meet

Performing well: Communication Honesty

Our team's approach:

- Hold weekly team meetings for members to share their opinions and assign tasks to each individual.

- Document all meeting minutes for future reference.

Client Meeting - 1

Thursday, 10.03.2024
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Attendees

1. Henry Bremers
2. Bob Shapiro
3. Nguyen Do
4. Edmund Lim
5. Niharika Pathuri

Notes

This is a large, complex project for a media monitoring company with multiple components:
- Back-end systems written in C, C++, and Python

- Front-end web applications built with Angular

- Database management and integration across the systems

- Admin application for monitoring machines and user access

The project involves processing TV, radio, and web content to provide media monitoring services to clients

There are concerns around security, such as restricting database access and hiding proprietary code

The project has a lot of work to be done across different areas, and the students have limited time (2 semesters) to get up to speed

Action Items

By next week, the students should:

Addressing Work Competence Challenges in Our Project

Relevance to Our Project

- Work competence is essential to ensure high-quality deliverables and stakeholder trust.
- For this project, it involved understanding client expectations, using GitHub effectively, and producing timely, reliable designs and features.

Challenges We Faced

- Inconsistent Work Quality

- Lack of Client Communication

- Initial Design Mistakes

- Internal Issues

- Technical Difficulties

Action Plan for Strengthening Work Competence

Learning and Skills

- Team sessions on Angular 18 and project needs.

- Time for individual learning.

Refine Design

- Validate designs early with prototypes and client feedback.

Broader Context Considerations for DigiClips

1. Public Health, Safety, and Welfare

Relevance to DigiClips:

- **Accurate Information:** Providing reliable media search results ensures users make informed decisions, thereby supporting public well-being.
- **Data Security:** Protecting user data maintains trust and safeguards users' privacy.
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2. Global, Cultural, and Social Considerations

Relevance to DigiClips:

- **Diverse Representation:** Showcasing media from various cultures promotes inclusivity and broadens user perspectives.
- **Cultural Sensitivity:** Designing an interface that respects cultural nuances enhances user experience across different demographics.

Broader Context Considerations for DigiClips

3. Environmental Impact

Relevance to DigiClips:

- **Energy Efficiency:** Utilizing energy-efficient servers reduces the platform's carbon footprint.
- **Digital Consumption:** Encouraging digital media consumption over physical formats minimizes environmental waste.
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4. Economic Impact

Relevance to DigiClips:

- **Accessibility:** Offering free, ad-supported access makes the platform available to a broader audience, including those with economic constraints.
- **Premium Upgrades:** Providing affordable premium features can enhance user experience and support the platform's sustainability.

Potential Ethical Issues

Privacy and Data

Emphasize the use of secure data protocols and compliance with data privacy standards to build user trust.

Content Filtering

Implement algorithms that prioritize diversity and transparency in content display, mitigating potential bias.

Ads and Subs Model

Carefully monitor ad volume and positioning to maintain integrity in user interactions and search reliability.

Intellectual Property

Set guidelines for media handling and ensure content sources are authorized and credited appropriately.

Conclusion

Our focus is on building a user-friendly and functional General Public Page for DigiClips. This includes search functionality, ad integration, and a clear media results page to meet user needs. Moving forward, we will prioritize user feedback, enhance data security, and refine ad placements to ensure the platform is effective, ethical, and accessible for everyone.

Thank you!

Any questions?