

EE/CprE/SE 491 WEEKLY REPORT - sdmay25-05

September 19, 2024– September 26, 2024

Group number: 05

Project title: Media Search Engine

Client &/Advisor:

Client: Henry Bremers (hbremers@gmail.com),

Advisor: Ashfaq Khokhar (ashfaq@iastate.edu)

Team Members/Role:

Nguyen Do — Team organization

Lim Edmund Y — Client Interaction

Niharika Pathuri — Documentation

Varun Reddy Yeduru — Individual component Design

Eshanth Reddy Chinthareddy — Testing

Weekly Summary:

We have met with our advisor and understood the basic structure of the Senior Design class. The idea is that we will develop 2 or 3 design models in parallel, and in the end, the whole team will select one final design that best optimizes the conditions set by the client. We also plan to implement these design models early using the Agile Methodology.

We are also conducting research on other search media engines in the market, such as Google News and WalkTalker, and have identified potential gaps that we can exploit for our project. These include defining user subscribers and non-subscribers, with a focus on traditional media sectors such as Television, Radio, Newspapers, Magazines, Social Media, Blogs, Web TV, Podcasts, and SiriusXM radio.

Unfortunately, we still haven't been able to get in touch with the client, and we have asked our advisor to assist in following up with the client.

Past Week Accomplishments:

- Contacted Client - Edmund
 - Email & Followed up with Client but still no response from the Client (hbremers@gmail.com)
- Set up Meeting with Advisor - Edmund:
 - Emailed Advisor and got the first meeting with Advisor this week on google meet.
- Research Talkwalker and learning Angular - Nguyen: Nguyen has spent about 1 hour researching Talkwalker's robust platform for social media monitoring. The company utilizes AI integration for activities such as social listening, media monitoring, and social benchmarking to quickly and accurately gather information and provide performance comparisons between companies' marketing campaigns. He noticed that Talkwalker hasn't focused much on traditional media, which is an area the group's project could potentially explore.
- Niharika: This week, Niharika focused on conducting research on existing media search engines, analyzing their strengths and weaknesses to help identify opportunity gaps for the project. Additionally, she worked on the documentation process, ensuring that all research findings and project details are accurately recorded. Niharika also collaborated with Varun to create the sketch for the product research assignment. Niharika also started maintaining the meeting mins.
- Varun gained more profound insights into the project and collaborated with peers on the product research assignment. Through this task, Varun learned about existing market solutions, their strengths and weaknesses, and identified opportunity gaps for the media search engine solution. Additionally, Varun began learning the Angular framework, which will help contribute to the frontend development of the project. Varun also collaborated with Niharika to create the sketch for the product research.
- Eshanth- tried to wrap my head around this media search engine and how it runs and works. I Did some research and found more media search engines and how they operate.

Pending Issues:

- Waiting for a reply from the client to set up the project.

Individual Contributions:

<u>NAME</u>	<u>Individual Contributions</u> <i>(Quick list of contributions. This should be short.)</i>	<u>Hours this week</u>	<u>HOURS cumulative</u>
Edmund	Contact Client, Set up meeting with advisor	1	1
Nguyen	Research TalkWalker, continue learning Angular	2	4

Niharika	Document meeting minutes, understand a more profound knowledge of the requirements of the project	2	2
Varun	Gained deeper insights into the project, collaborated on the product research assignment, and began learning Angular	2	2
Eshanth	Done more research on project	1	3

Plans for Upcoming Week:

- Contact with the client ASAP