Newsfast

Technology news

Personalised

The Problem

Many news sources

Technology Exploding
News Sources Increasing
Less time for busy people

Our Solution Newsfast

50 Tech RSS Feeds

Rank News Articles

Personalise for the User

Attractive UI

Our Users

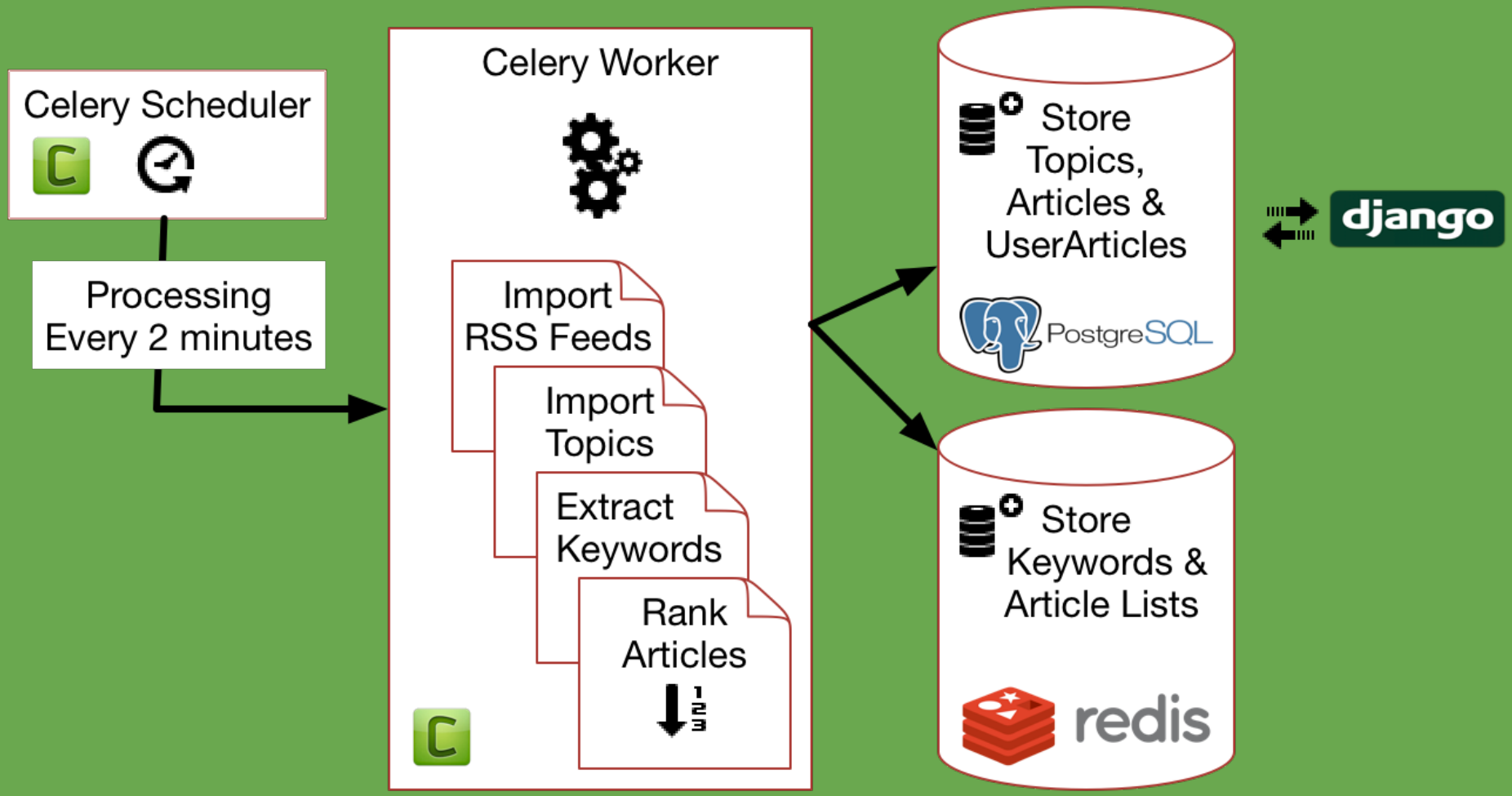
Students

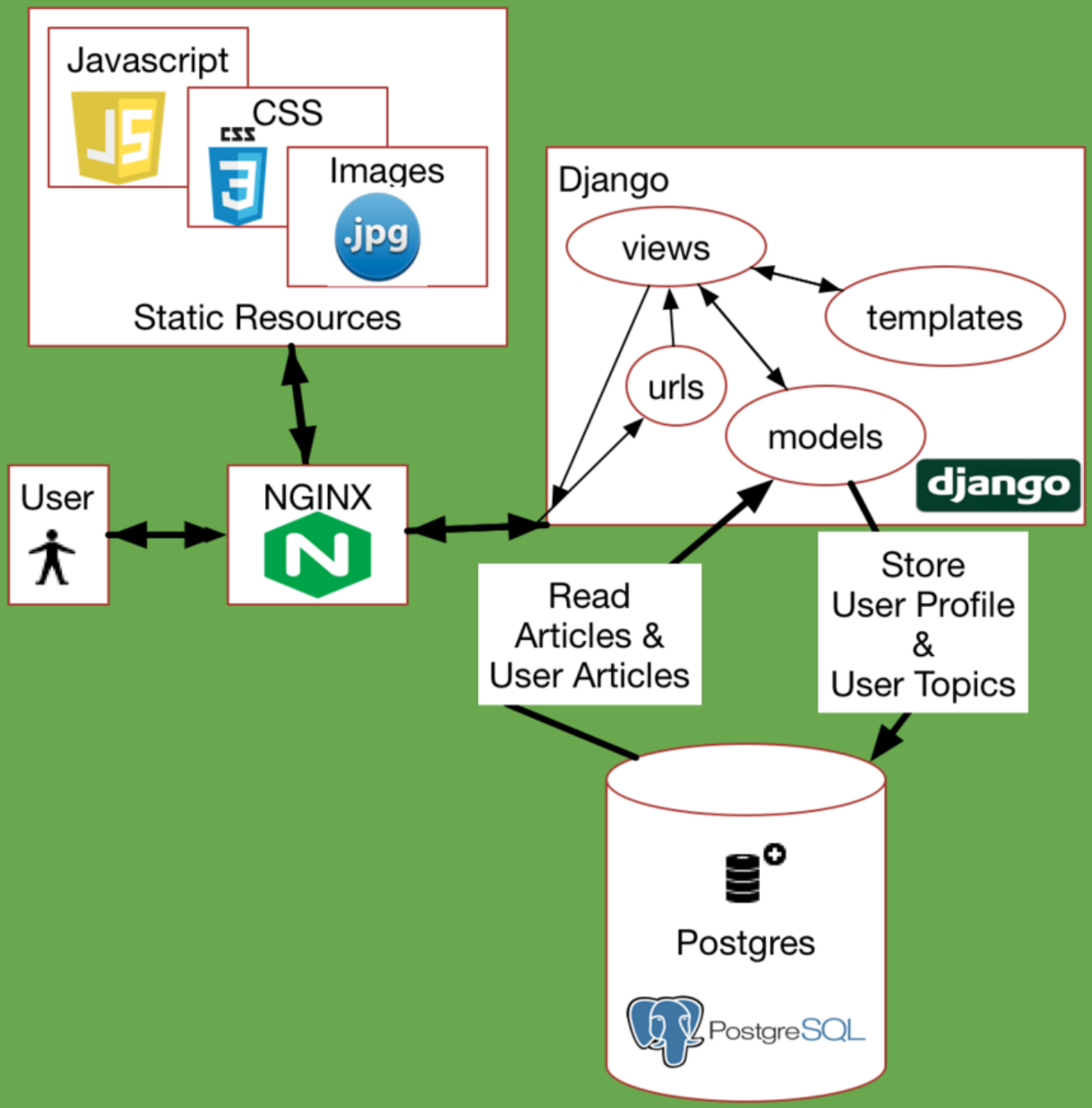
Academics

Tech Workers

Hobbyists

Newsfast Demo


Celery Scheduler
Processing
Every 2 minutes
Celery Worker
Import
RSS Feeds
Import
Topics
Extract
Keywords
Rank
Articles
Store
Topics,
Articles &
UserArticles
PostgreSQL
django
Store
Keywords &
Article Lists
redis


Javascript
CSS
Images
.jpg
Static Resources
Django
views
templates
urls
models
django
User
NGINX
Read
Articles &
User Articles
Store
User Profile
&
User Topics
Postgres
PostgreSQL

RSS Processing

Store Articles

Article

ID 22
Title "WHY I LOVE MY IPHONE"
Summary "Details"
URL "the URL"
Rank 50

Keyword Extraction with NLTK

Key	Values
iphone	24 56 22
android	28 87 21
amazon	35 50 67

User Selects Topic iPhone

Create Personalized Articles

UserArticle

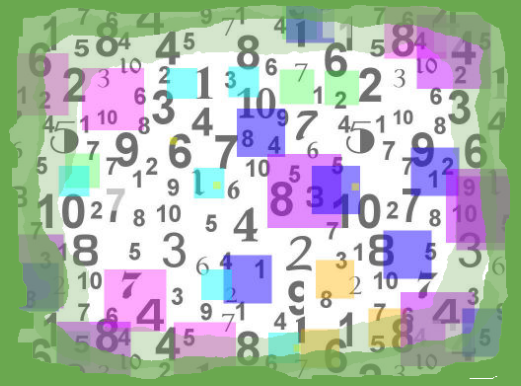
User Profile 1234
ID 22
Rank 66

UI Design Decisions

Rank Articles

Learn Users Preferences

Article Ranking



Aim: Get the most relevant and interesting Articles to the User

Scoring

Image +10

New +10

Length +20

User Topic +20

12 Hours Old -10

24 Hours Old -20

36 Hours Old -30

User Reads -20

Learning Preferences

The problem: User is reading Articles, we want to recommend like Articles

The solution: Create training set based on what Articles the User reads

New Articles are checked for similarity to training set and assigned a rank

Value Proposition

Profit Model

Processes

Resources

The Newsfast Value Proposition

Advertisers are our sole customers

User will never be charged for service

Customers want to promote their product

Creating a hub for users

Revenue Model

The types of advertising we will cater for initially will be

- Cost per Click (CPC)
- Cost per Impression (CPM)
- Later on we will explore options in Private Advertising and Affiliates

Cost Model

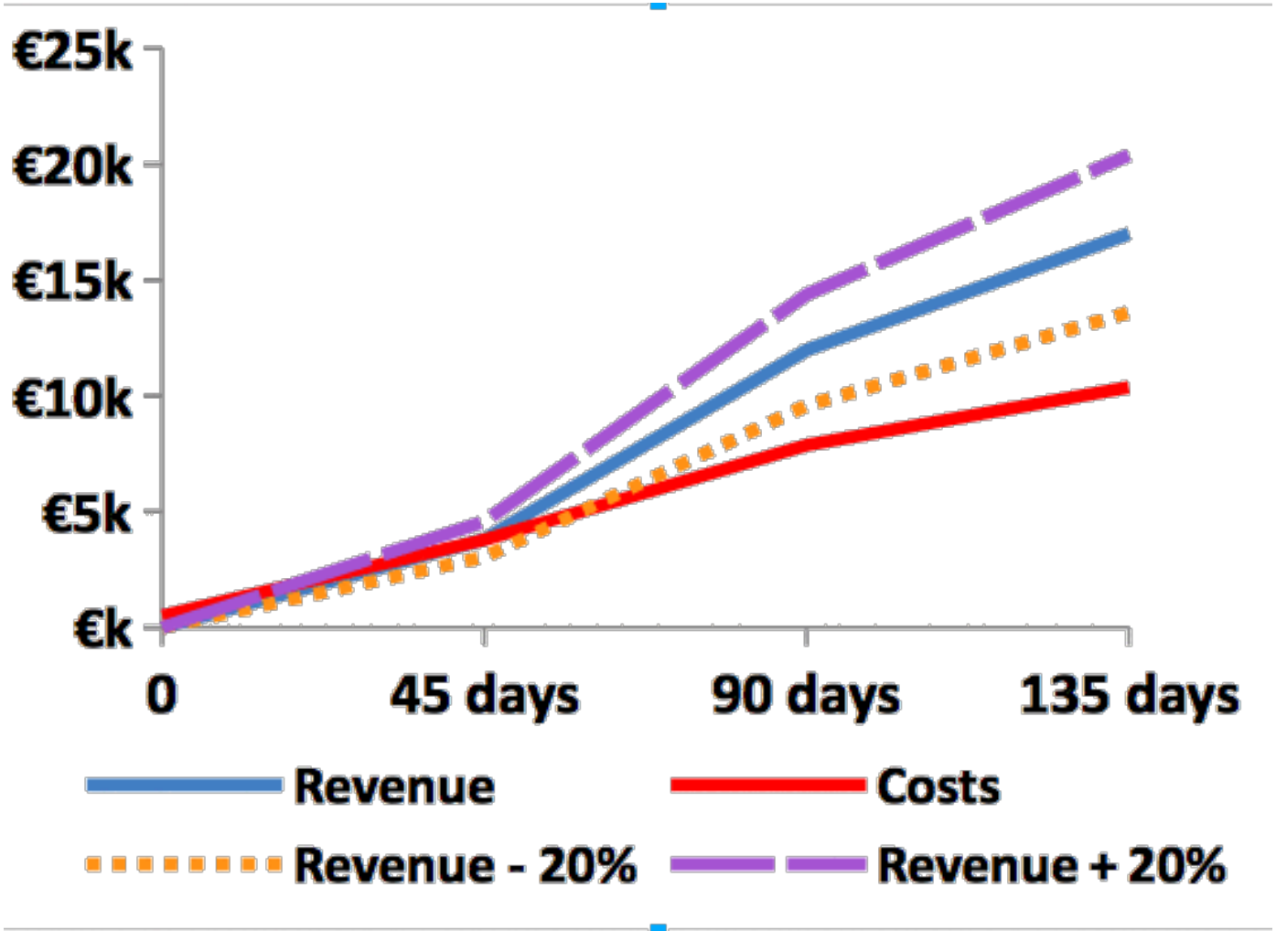
Staff

Server Cost

Promotions

Marketing

Revenue Vs Cost



Critical Processes

Build User Base

Relationship with key partners

Be revenue focused

Critical Resources

Content Feeds

Marketing Partner

Finance Resource

Business and Technical Skills

.REVIEWS

User Survey

Survey Monkey: 44 Responses

2 Technology Companies - Ericsson and Openmind Networks

Feedback from UI experts

MORE
NEW
YES
USE
GOOD
LAYOUT
STORY
VERY
ARTICLE
TECHNOLOGY
TWITTER
RELEVANT
PAGE
LOOK
INTEREST
SPACE
LATEST
READ
TEXT
CHANGE
GADGETS
CLEAR
LIST
TIME
APPLE
EASY
NOTHING
ETC
ALOT
ONCE
BOX
TABS
TWO
EASE
GO
GIVE
STILL
THOSE
EACH
OPEN
MANY
GOOGLE
FIT
WEB
LACK
SITE
APP
THING
FIRST
OS
WANT
JOBS
IDEA
INFORMATION
BREAK
CHECK
BUSY
CHIP
CONSIDER
REFER
GAMES
COLOUR
IOS
POSSIBLE
COLUMN
SIMPLE
NEED
BUTTON
FONT
SCREEN
LINK
GREAT
QUIET
NICE
FEED
TOPIC
HEADLINES
HEADER
BIT
DON
FINE
TECH
WORK
LEFT
BLANK
DISPLAY
INFO
SELECT
WELL
BETTER
BEST
BROWSE
CUT
BEING
WAY
UP
SEE
SECOND
POPUP
RIGHT
VISUAL
SECTION
ADD
ABILITY
THINK
DIDN
BIG
MAKE
ONE
REALLY
RANGE
CLUTTER
SCIENCE
DESIGN
CLICK
SMART
SPONSOR
FEEL
LOG
CLEAN
TELECOM
WEBSITE
SOURCE
BROAD
IMAGE
PREFER
CONTENT
GRAPHIC
SOMETHING
OUT
PANEL
PLAIN
POP
SHOW
ADVERTS
FULL
LESS
RELATED
HALF
RID
CREATE
PROGRAMMING
FOCUS
GREY
BASED
CONCEPT
LITTLE
BAR
TWEET
MUCH
MOBILE
PUT
AGAIN
AMOUNT
OPTION
SIDE
LOT
MOVE
FOLLOW
USER
ADS
RE
WITHOUT
SCROLL
CURRENT
EYE
AROUND
FOUND
SIGN
LOGIN
SIMILAR
SEEM
HAVING
ANDROID
BRANDS
MAYBE
INCLUDE
ATTRACTIVE
DESKTOP
VERSION
SECURITY
WHITESPACE
COMMENT
IMPRESSIVE
CHOSEN
ABOVE

Actions Taken

Add thumbnail image to news

Mobile Friendly Website

Landing Page

Did we solve the problem?

Personalisation

22 out of 27 positive statements

Would they use it again?

24 out of 31 positive statements

Problems and Improvements

Authentication

Bigrams and Synonyms

Safari Support

Reflections

Most Successful

Personalisation

User Interface

Docker environment

Least Successful

Topic selection

Tweets

Challenges

Agreeing on UI changes

Getting good feedback

Time and Location

Learning

Docker Technology

UI Development: JQuery, Javascript, CSS3

Different Styles of Working