Vision Statement

Company: CJ Affiliate

Project title: The Great, Fantastic Project

Team: The Great, Fantastic Team

Team Lead: Joey Zhang

Team Scribe: Nathan Guan

Team Members and Emails:

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General Overview:

This web application project aims to provide bloggers with relevant advertisements to place on their blog, based on keywords that they choose from a list on the web app. The user will then be able to take these advertisements and add them to their blog.

Problem We Are Trying to Solve:

A blogger blogs about something they are passionate about and they want to share their passion with their readers. For them to recommend products, they would need to conduct hours and hours of research. Not only that, new products are added to the market every day and prices are always in flux. There is currently no way for the blogger to do all this research in a timely manner and still provide the best offers/products to their loyal readers.

Goal:

The goal of this project is to provide a way for bloggers to recommend deals and/or projects to their readers based on their blog topic(s). With this product, they input keywords from their blog that they want offers for. From there, our web application will supply offers based on those keywords to the blogger in the form of a list. The blogger will be able to select which offers they want to post onto their site through a HTML link.

Outcome:

We will produce an algorithm that will take in sample data from CJ and filter out the irrelevant products and offers. Then we will display all of the offers on a separate web application that we will also build and recommend them based on our filter (in this case, what is trending on social media). This will allow bloggers to advertise the most significant things on the blog.

Milestones:

- MVP: Web app with a display of "good" offers
- Working sorting algorithm
- Takes in sample data instead of hard-coded data
- REST API displays offers as list of text
- Search bar for list of keywords
- Selectable keywords for blogger to use
- Output HTML/JavaScript code for the blogger to post on their blog

Technologies we plan to use:

- We will create a website to display the data that we collect
- Code from CJ
- HTML, CSS, JavaScript, ReactJS

Overview:

- Sprint 1: Choose tools or APIs to use. Outline workflow.
    Work on front end web app and tool to read in offers (seperate for now)
- Sprint 2: Combine tools with web application front end
- Sprint 3: Work on tool to sort relevancy of offers
- Sprint 4: Assure bugs are fixed and MVP is ready for short demo