Statement of Intent

Creating an application that not only pulls data from the social web but also visualizes it in an aesthetically pleasing and useful way
Goals of the Project

1. Build an application that pulls data from the social web
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2. Visualize this data in a useful and aesthetically pleasing way
Areas with High / Low Crime Rates

CRIME:
Where crimes have occurred in the city. Showing places to avoid.

I was mugged outside of the Art Institute.

I saw someone get shot on S. Michigan Avenue.
Know nearby sales while walking on streets

20% off sale at Macy’s. Hurry only lasts till noon.

Utrecht is having a paper sale, everything is 50% off.

SALES:
This shows where the sales are occurring throughout the city.
Know the sociability of an area

**Tons of People at the Pritzker Pavilion**

**Tons of People at Grant Park**

**SOCIAL RATING:**
Shows you where large groups of people in one area of the city.
Wish for anything on a map
Organization of the Team

Jim Burstein

NAVTEQ
Milestones:

1. Developed a program that retrieved Tweets from Twitter in the form of JSON files, using their RESTful search API.
2. Developed a program that retrieved Feeds from FourSquare in the form of raw JSON text, using their RESTful API and FourSquare API.
3. Finalize User Interface, Test and Implement Algorithm, Feedback from NAVTEQ
4. Build a fully functioning app

IPRO Day
Current Major Challenges

Defining the Problem
- Data Organization; How to store data?
- Visualization; How to display data?

Technical Challenges
- Pulling data from social networking websites
- Extracting useful information from the data pool
Anticipated Major Challenges

- Extracting meaning from status updates
- Filtering most valuable and useful ideas from others
- Determining the most effective visual representation
Questions?