WATCH YOUR BACK

Demo 2.0 | MIS 510 | 05/07/2014

Yuan-Jen Lee
Ching-Tang Lin
Yufeng Mao
Su Zhao
Team Introduction & Roles

Yuan-Jen Lee
- Google Maps API
- EC2
- Social media
- Data preprocessing

Ching-Tang Lin
- Front-end development
- Back-end development
- Integrated 10+ APIs

Yufeng Mao
- Developed the iOS app
- Designed the website layout
- Tableau data analysis

Su Zhao
- Analyzed criminal data
- Wrote content & Report
- Gathered live tweets
Objectives

• Advance the accessibility of related sources to our target users
  • University students
  • “Re-locators”

• We provide
  • Sexual crimes related news
  • Personal defense equipment and videos
  • Web analytics
System Architecture

ASP.NET

IIS7

EC2

Microsoft SQL Server 2012

Facebook

Twitter

Google

Amazon

YouTube

Tableau
APIs

1. Facebook
   • Share
   • Like
2. Twitter
   • Share
   • Live Twitter Feeds
3. Google+
4. Google Maps
5. Google Translate
6. Google Custom Search
7. YouTube Video Search
8. Amazon Products Search
9. RSS
10. Tableau
Revenue Model

University / Local merchandise Sponsor

Sell the Functionalities to Other Service Websites

Amazon Commission Fee

iOS App Store
Novelty

Functional iOS app

Clear visualization using Tableau

Integrated multiple social media pages to increase public awareness
## Competitors

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<tr>
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<th>Government</th>
<th>Commercial</th>
<th>Watch Your Back</th>
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<tbody>
<tr>
<td></td>
<td>AZ</td>
<td>NC</td>
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<tr>
<td>Data up-to-date</td>
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<tr>
<td>Integrated Social Media</td>
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<td>Web analytics report</td>
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Future Plan

- Broaden data coverage
- Mobile app to different mobile OS
- Improve website visibility