

# Misinformation and Credible Analysis Tool




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# The Problem




 **Noah Shachtman**   
@NoahShachtman 

Uhhhh why is the LAPD running recruitment ads on Breitbart?!

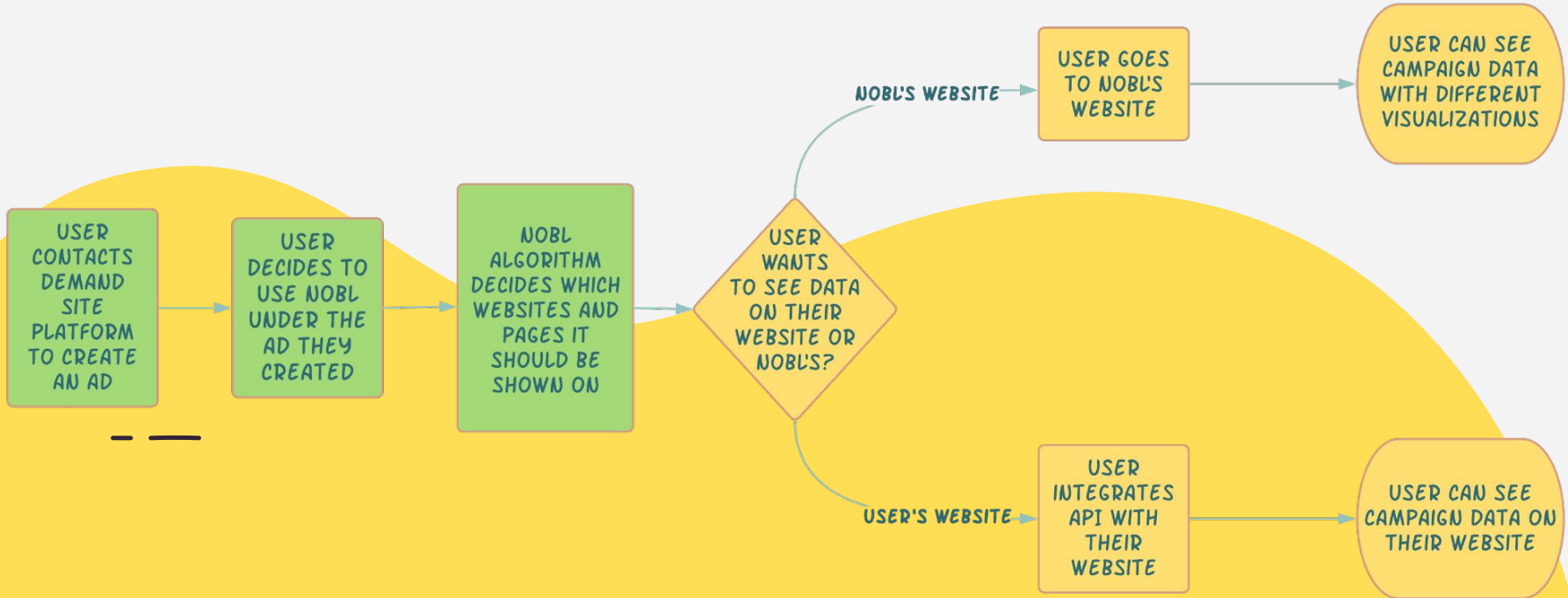
10:10      LTE  

  **BREITBART**

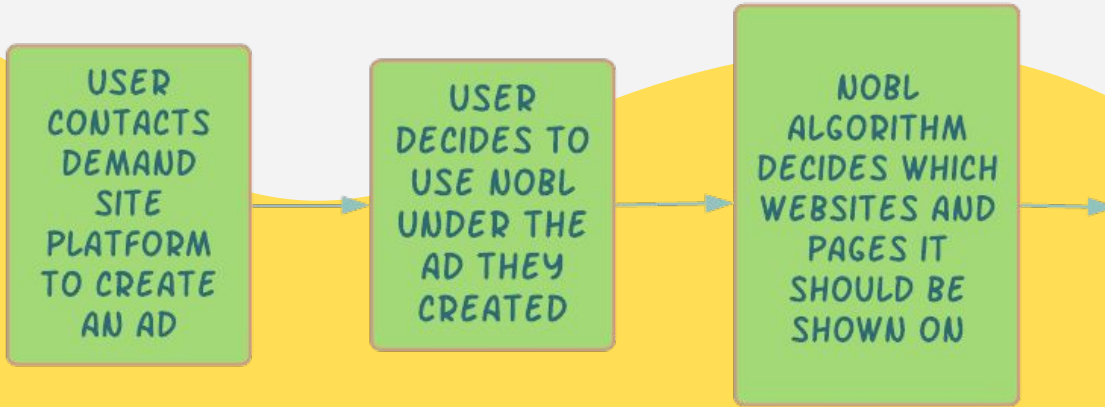


 13.7K  7:11 PM - Sep 27, 2019 

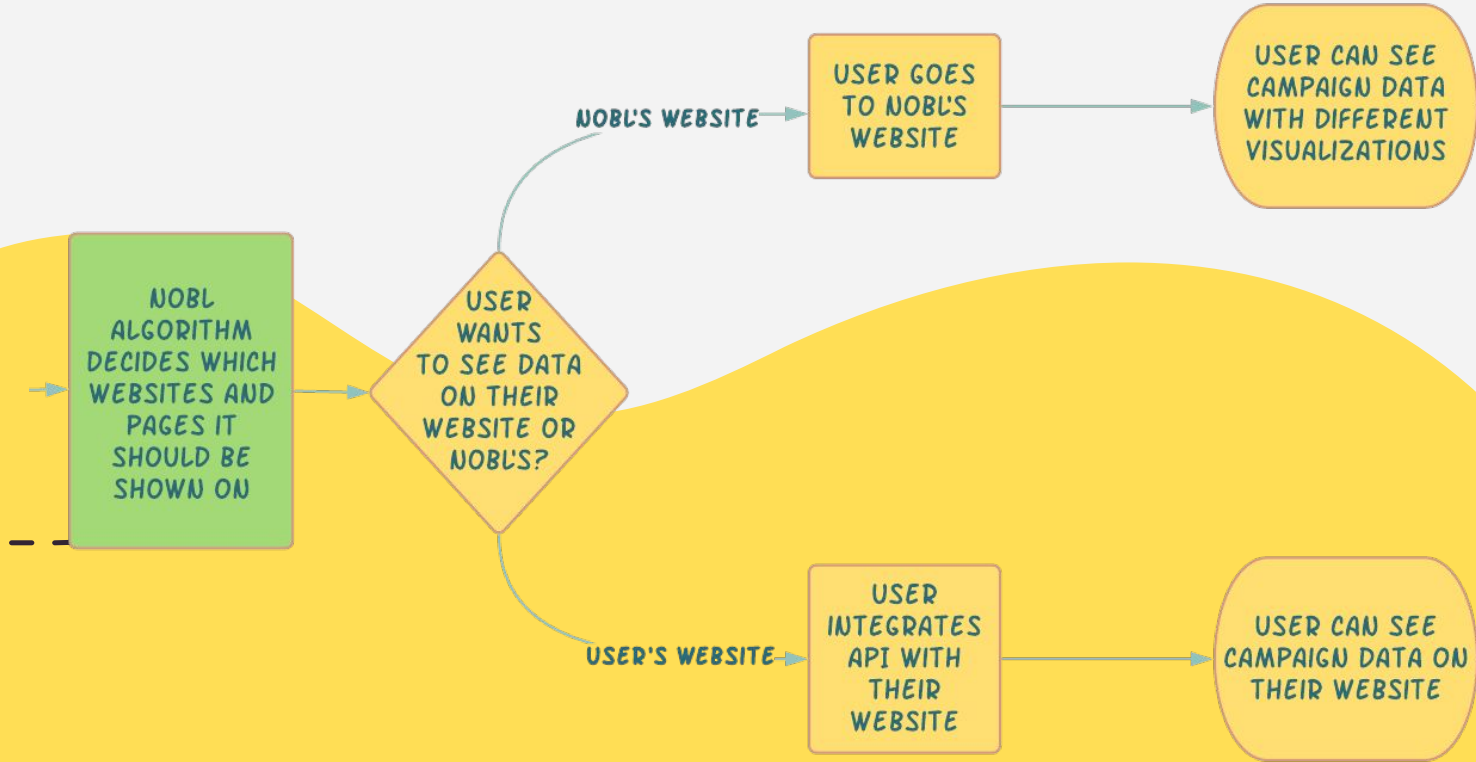
# NOBL Media's Workflow



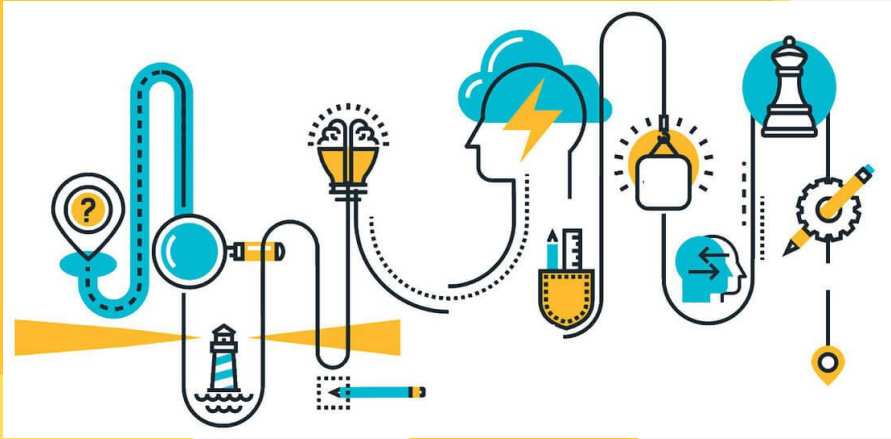
# The Completed Processes



# Missing Functionality



# Solution Overview



1. Web Application
2. API

# Design Concept by NOBL Media



My Campaign: Trial | [Support](#)



[Welcome, Bill](#)

[Campaigns](#)

[Overview](#)

[Toxicity](#)

**Topics**

[Campaign Data](#)

[Get Code](#)

[Get Log](#)

## CAMPAIGNS / TOPICS

### My Campaign: Trial

Campaign ID: 051520-00001

Start Date: 05/15/20

Status: Completed

Brand Value Calculator:

Campaign Cost or

CPM

**CALCULATE**

#### Most Impressions

# 11.2k

Lifestyle & Leisure: 11,247  
Unique URLs: 7,990

#### Fewest Impressions

# 0.4k

Religion & Belief: 437  
Unique URLs: 419

# Domain-Level Requirements

API FUNCTION



WEB APPLICATION  
GRAPHS



EXTERNAL API





# Functional Requirements

What functions the system provides

Data Functions

Security Functions

API Data Retrieval

Data Exporting

Campaign Selection

Data Visualization

User Authentication

User Invitation



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# Performance Requirements



Expectations on the system's performance

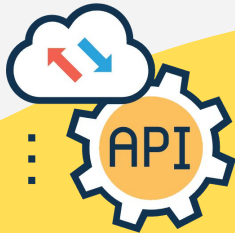
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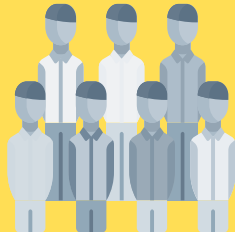
Charts/Graphs Rendering Speed - Responsiveness



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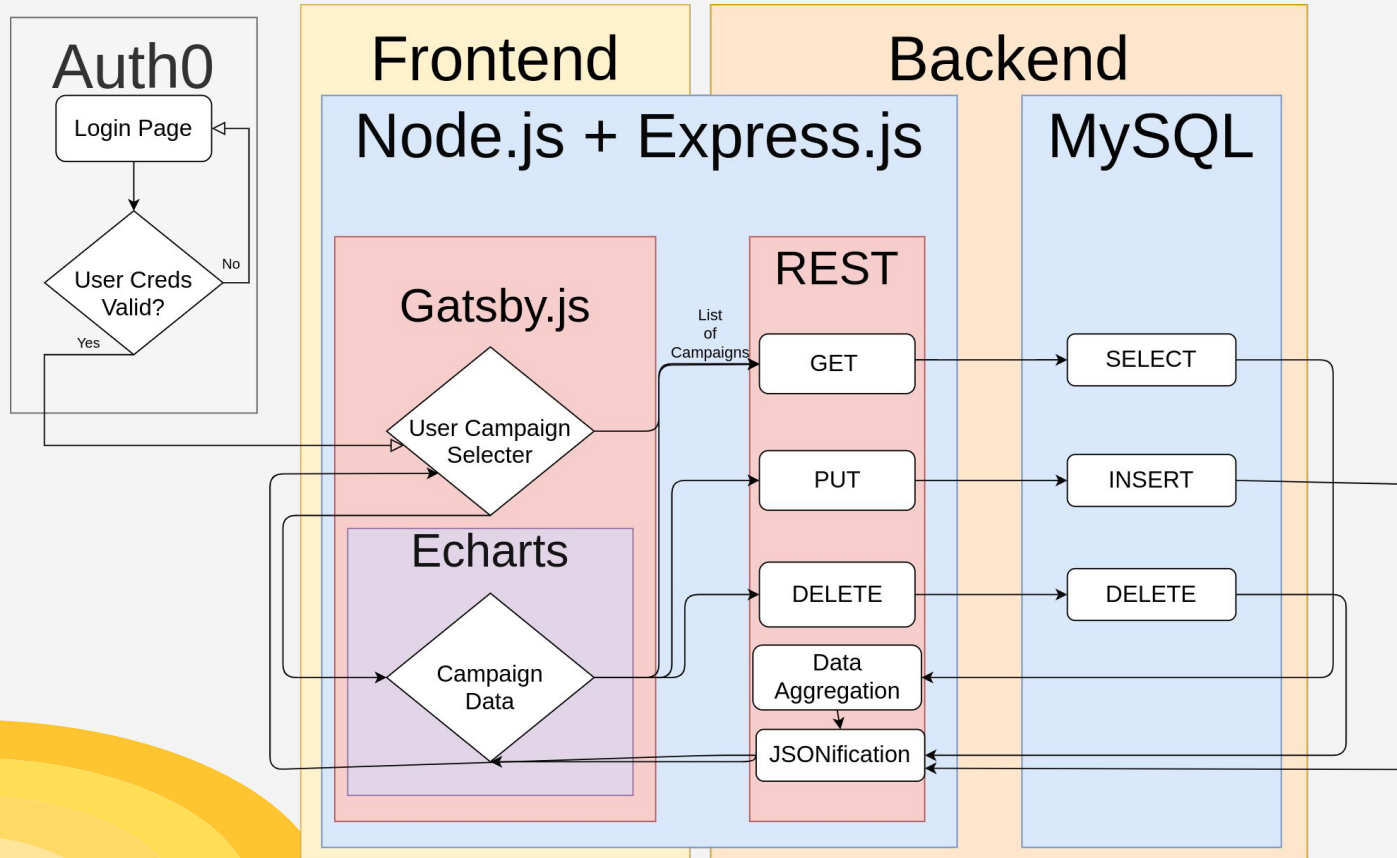
API Response Speed - Avoid bottlenecking website



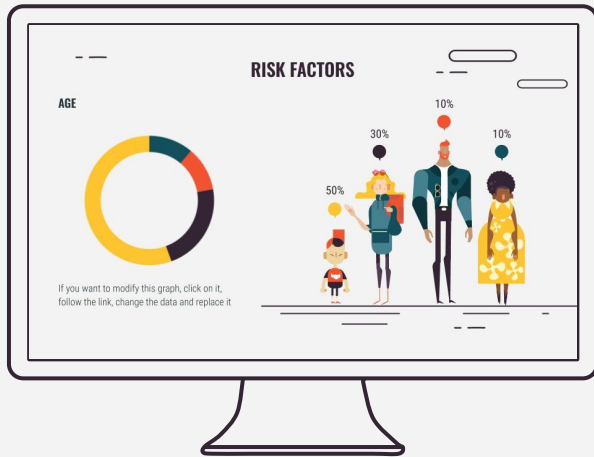
API Concurrent Use - Capacity for Simultaneous Users

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# Implementation Overview



# Software Walkthrough




1. Authentication
2. Campaign Selection
3. Data Visualization
4. Data Exporting



## Welcome

Log in to NOBL Media to continue to the NOBL  
Dashboard.

[Forgot password?](#)





Loading...



Overview

Reports

Campaign Selection

Logout

My Campaign: 3001-TB-2161 | Sun Life Financial | National Brand | Q4 | 2021

Campaign ID: 4

Start Date:

Status: Live

## NOBLness

Median

2.0

Average

2.5

Mode

3.0

Average NOBL Score by Domain



[Overview](#)[Reports](#)[Campaign Selection](#)[Logout](#)

# My Campaign: 3001-TB-2161 | Sun Life Financial | National Brand | Q4 | 2021

Campaign ID: 4

Start Date:

Status: Live

[Download Report Here!](#)



## Challenges

## Resolution



**Our project has struggled to integrate with AWS**

**Integration with AWS has been made into a regular part of the development process**



**The utilization of Typescript has added extra overhead**

**Typescript has ultimately proved to increase project stability and code quality**



**Delayed by lack of access to MySQL Data from client**

**This is has been less of an issue in the long run and we are on schedule**



**Team is split into frontend and backend team**

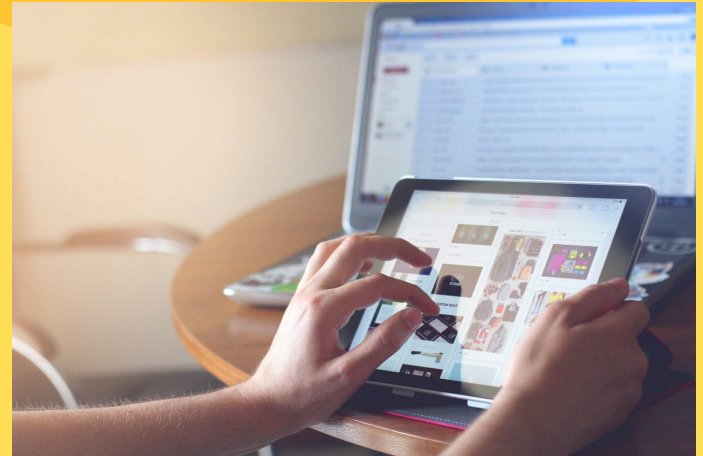
**More crossover work between the teams has occurred and the team is less divided now**

# Testing Plan

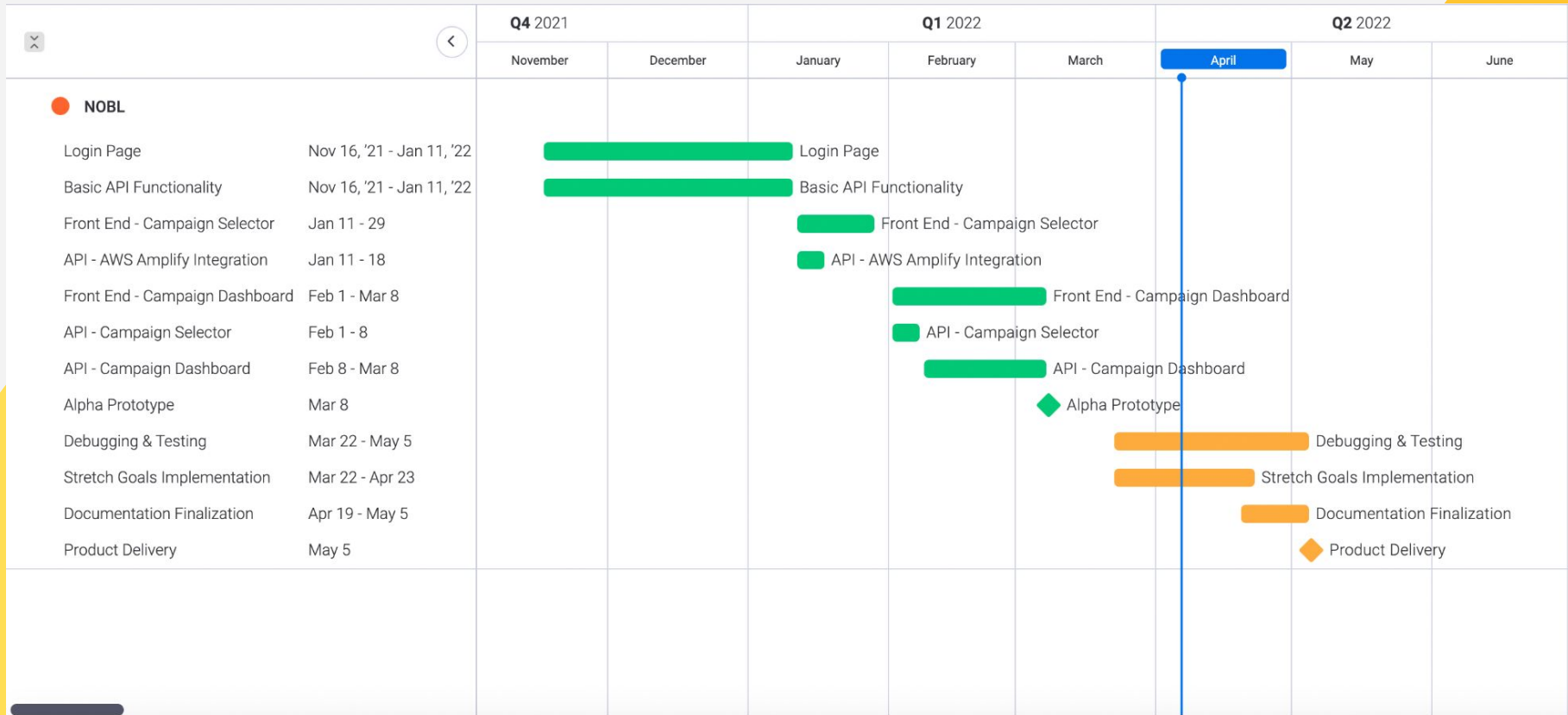
**Unit and Integration Testing**  
AVA.js

## **Usability Testing**

Test Service with clients  
similar to NOBL Media's  
clients



# Schedule



● Done ● Working On It

# Conclusion



## Key Takeaways

Project is Feature Complete

Testing+Refinement is underway

Client is happy with Product

UGrads is our next target