

# What's New? Information and Entertainment Application for Android and iPhone

(MA/BA/SA)

## Application Description

There are plenty of mobile applications out there for whenever you have a task to accomplish. But what if you don't look for something in particular and just want to be entertained? Imagine for example when on the train or waiting in a queue, you take out your smartphone and fascinating information is just pushed to your display, without the need to browse for it.

The target of this project is to realize this application. Developing the time-killer application of tomorrow touches a lot of different areas. Finding and filtering interesting content on the web and providing the information in the best possible manner on mobile devices, are just examples of the interesting problems one will face in this project.

By delivering a various selection of information types like photos, videos, news, blogs and social updates, the application attracts the interest of people with different online behavior and will therefore have to adapt the content to the preferences of the individuals. Due to this, another important part of the project will be to develop a powerful recommendation algorithm for diverse multimedia content.

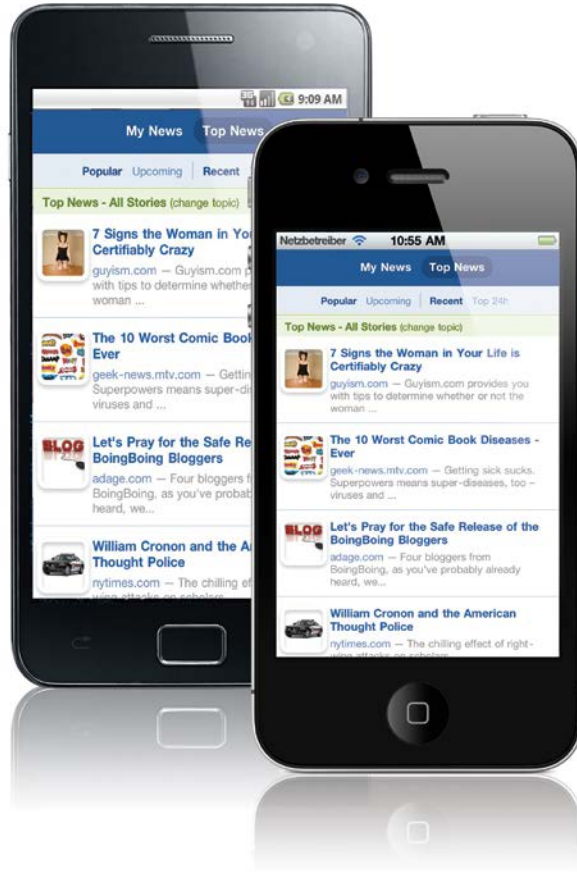
## Developing Possibilities

Depending on your interests and experience, this features listing can give you an overview where you would best fit into the project:

. *Global User Interface* – the application ideally runs in the browser, harvesting the power of AJAX and HTML5 to deliver a unified user interface. However, we are open to implementing platform based applications that display the information in a platform characteristic way. While Web2.0 is a well-received keyword on your CV, experience in programming for iPhone/iPad and Android is becoming a big advantage at any IT interview.

. *Content Recommending System* - the Internet continuously provides new content and we are talking hundreds - even thousands of new items daily. A recommender system would analyze the preferences of users and push personalized information to each one of them. Showing interesting items is the key factor that decides if people continue to use the application. Recommender Systems is an interesting topic that has been the key to success of several online companies like LastFM, Netflix and many more.

. *High Quality Content* – discovering and analyzing content providers will have a direct impact on the user's satisfaction. Content providers can be popular Youtube channels, respectable news providers, successful niche blogs etc. Statistics from Digg.com, Twitter, Facebook can be helpful



in weighting the quality of different sources. Crawlers aggregate the different sources in one database. If you already have a feeling for popular content providers, this is the chance of wrapping your knowledge in an academic and industrial context.

. *Centralized Data Server* – at the heart of the system, the server will cache all the data and respond to user requests. Working on the server part will increase your experience on web services implementation, data crawling technologies, database management etc.

### **Required Skills**

. *Client Side Applications*: Graphic and UI design skills combined either with Javascript, Java or Objective-C programming skills.

. *Server Side Application*: Java combined with interest in data mining and machine learning.

### **Remarks**

We offer and promote the possibility for several students to work on the implementation as a group project.

The amount of work for any of the modules listed in *Developing Possibilities*, will depend on the project type (Master or Semester Project) and will be discussed individually.

### **Coordinators:**

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