MICHIGAN STATE
U N I V E R S I T Y

Beta Presentation
Context-Driven Content Delivery

The Capstone Experience

Team Motorola Mobility

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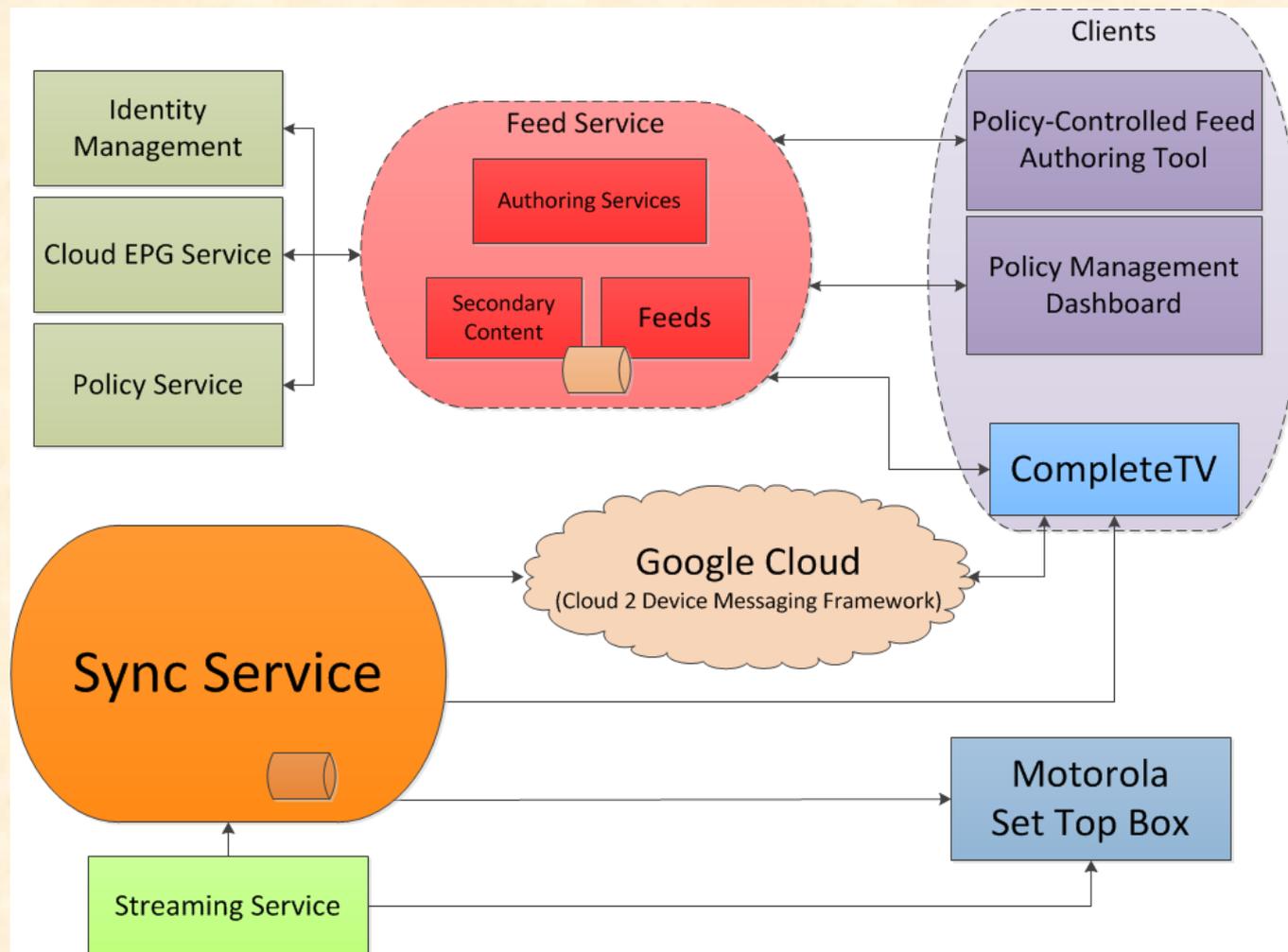Michigan State University

Spring 2012

From Students…
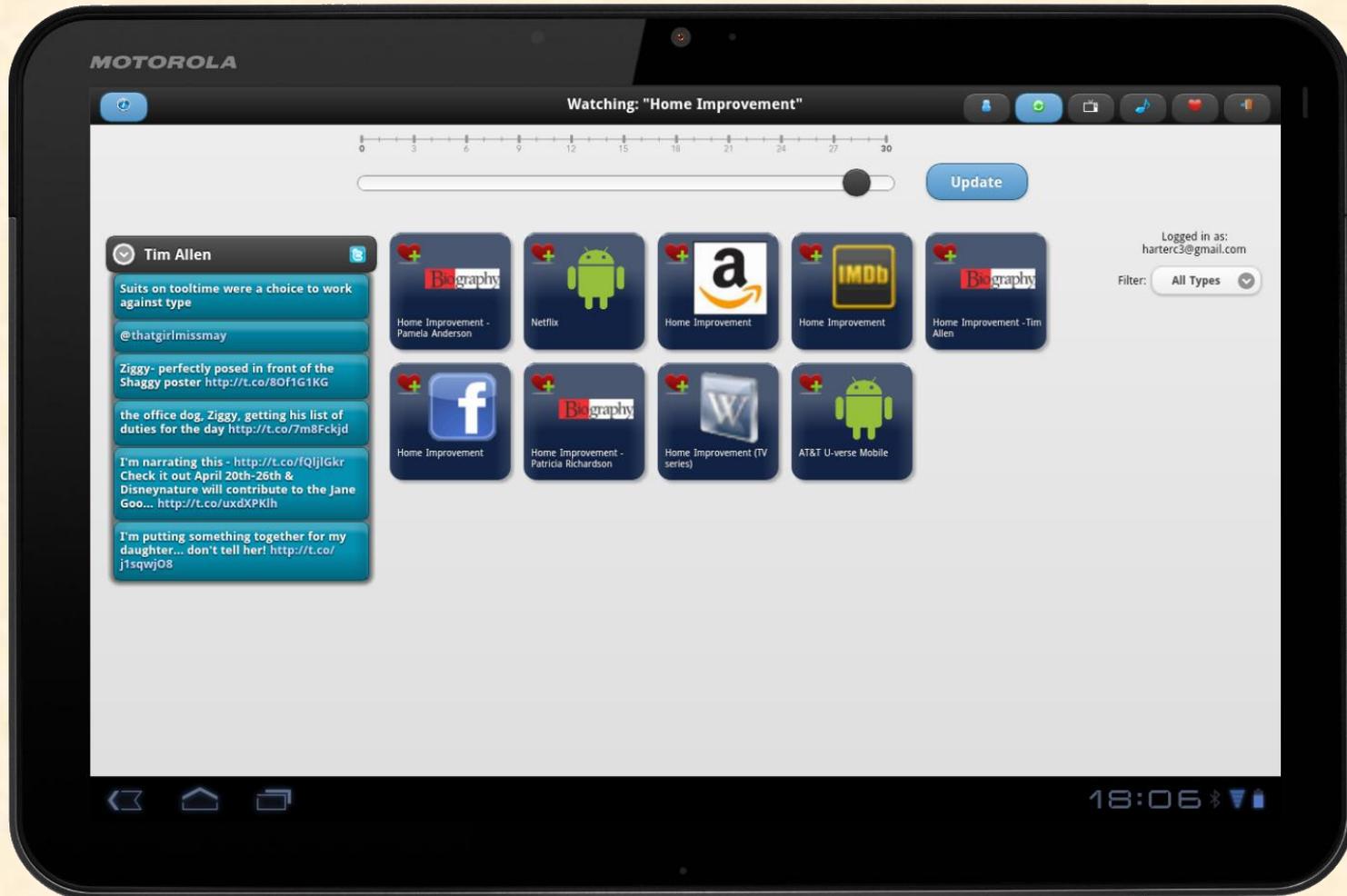   *…to Professionals*

Project Overview

- Context-Driven Content Delivery
  - Push relevant secondary content to users based on user's context and also the television program (primary content) currently being watched
  - Inheriting project from previous semesters
- Feed Authoring Tool
  - Upgraded Content Authoring Tool
  - Now includes Feed Management
- Policy Dashboard
  - Authoring of business policies around different user context

System Architecture

CompleteTV App

Updated Feed Management

Updated Association Management

What's left to do?

- Documentation
  - Project Plan
  - User Manuals
- Policy Dashboard
  - Implementation
- Feed Authoring Tool
  - Bugs
  - Style
- CompleteTV Application
  - Bugs