

**MICHIGAN STATE**  
**UNIVERSITY**

# Beta Presentation

## Context-Driven Content Delivery

### The Capstone Experience

Team Motorola Mobility

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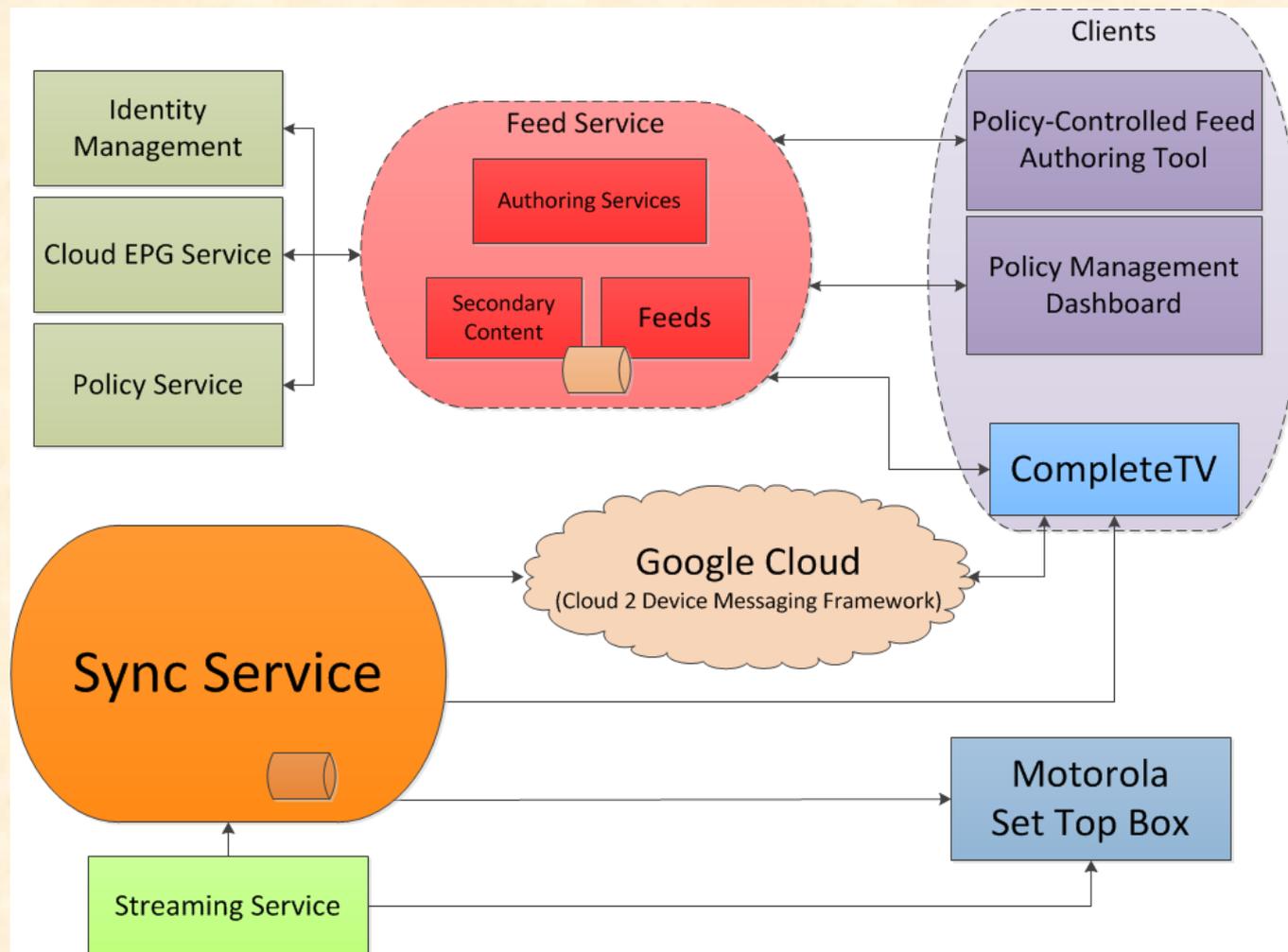
*From Students...  
...to Professionals*

# Project Overview

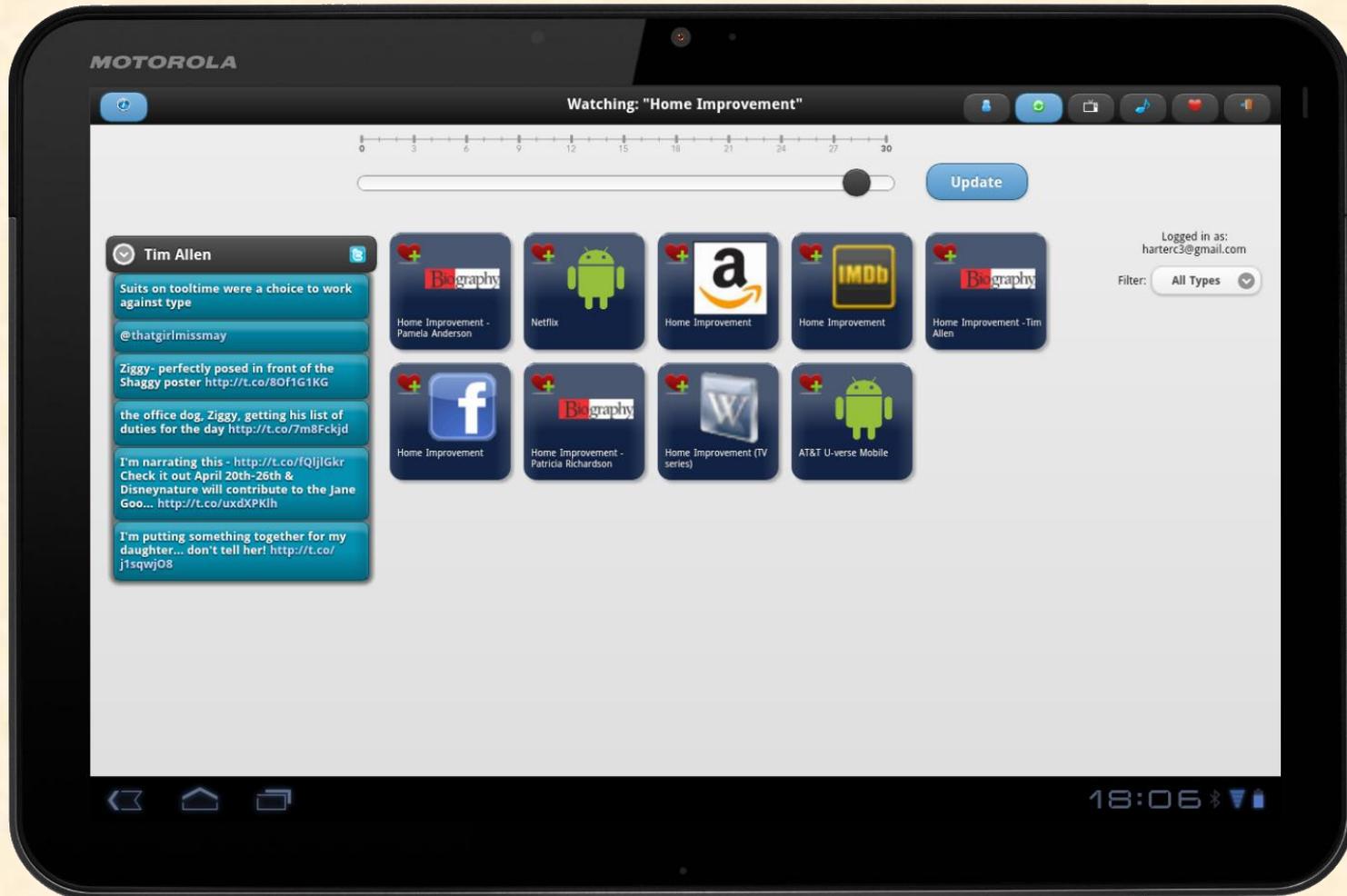
- Context-Driven Content Delivery
  - Push relevant secondary content to users based on user's context and also the television program (primary content) currently being watched
  - Inheriting project from previous semesters
- Feed Authoring Tool
  - Upgraded Content Authoring Tool
  - Now includes Feed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



# System Architecture



# CompleteTV App



# Updated Feed Management

The screenshot displays the Motorola Mobility Content Authoring Tool interface. At the top, the Motorola logo and 'MOTOROLA MOBILITY' are on the left, 'Content Authoring Tool' is in the center, and a 'Logout' link and 'Currently Logged in as:' are on the right. Below the header is a navigation bar with tabs: 'Home', 'Secondary Content Management', 'Feed Management', and 'Association Management'. The 'Feed Management' tab is active.

Under the 'Feed Management' tab, there are three buttons: 'Create', 'Edit', and 'Delete'. Below these is a search bar labeled 'Search for Feed Content'. To the right of the search bar is a section titled 'Associated Secondary Content For Selected Feed'. This section contains a table with the following entries:

Feed Name	Source	Action
Everybody Loves Raymond - General Feed	IMDB - James Lipton	Delete
The Simpsons - General Feed	IMDB - The Simpsons - Homer The Father	Delete
Home Improvement - General Feed	Homer Simpson Facebook Page	Delete
Looney Toons - General Feed	Amazon - Simpsons - Season 22	Delete
Everybody Loves Raymond - The Shower Feed	Hulu - Homer the Father Clip	Delete
Everybody Loves Raymond - The Last Laugh Feed		
Home Improvement - Haunting of Taylor House Feed		
Home Improvement - Sisters and Brothers Feed		
The Simpsons - Homer The Father Feed		
The Simpsons - Boy Meets Curl Feed		

Below the table is a search bar labeled 'Search for Secondary Content'. To the right of this search bar is a list of secondary content items, each with a source icon and a title:

- The Simpsons: Complete First Season
- Hulu - Simpsons Curling Clip
- Amazon - Sure Shot Curling Stick
- Space Jam Trailer
- IMDB - James Lipton
- Everybody Loves Raymond - Funny Moments
- The Simpsons - Movie Trailer
- Everybody Loves Raymond - Shower Clip
- Everybody Loves Raymond - Last Laugh Clip
- Home Improvement - Sisters and Brothers Clip
- Amazon - Everybody Loves Raymond - Complete Series
- Everybody Loves Raymond: Complete 9th Season
- Amazon - Home Improvement - Complete Second Season
- Patricia Heaton Wikipedia Article
- Ray Romano Wikipedia Article



# Updated Association Management

**MOTOROLA MOBILITY** Content Authoring Tool Logout Currently Logged in as:

Home Secondary Content Management Feed Management **Association Management**

Currently Selected Primary Content Change Primary Content

**The Last Laugh**  
Interviews with the cast and producers, highlights from past seasons, and the last week of production.

**Timeline View** Feeds Secondary Content

Zoomed in on: 00:00:00 - 00:20:00

Timeline: 00:00:00 | 00:15:00

Feeds:

- Everybody Loves Raymond - General Feed
- The Simpsons - General Feed
- Home Improvement - General Feed
- Looney Toons - General Feed
- Everybody Loves Raymond - The Shower Feed
- Everybody Loves Raymond - The Last Laugh Feed
- Home Improvement - Haunting of Taylor House Feed
- Home Improvement - Sisters and Brothers Feed
- The Simpsons - Homer The Father Feed
- The Simpsons - Boy Meets Curl Feed



# What's left to do?

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

