

Project Title: SiteReader : a Feed Reader that every publisher will propose on his website

Track: ALL tracks
Semester: Fall 2010
Number of students: 2-4
Supervisor(s): Prof. Navid Nikaein

Industrial contact:
Stefano Crosta (stefano@slicefactory.com)
<http://www.slicefactory.com>

Project Description:

Slice Factory is a Sophia Antipolis web startup that aims at building a web platform that provides tools and APIs to extract, mix, share and publish web content, to create rich mashup web applications without boundaries.

Our products range from web applications to browser extension, trying to provide a pervasive improved experience to web browsing.

Our upcoming product is an RSS reader cross-browser extension for a given website that can be automatically generated; it comes with an embed code for publishers to be put on their website.

How does it work?

The publisher goes to our website, puts in his website URL, and we build real-time a (cross-)browser extension with his website name, logo and RSS feeds. The publisher gets an embed code that he will put on his website, showing a button/logo inviting the readers to install the rss reader into their browser.

For the publisher (a website) the advantage is clear: stronger and more dynamic than a bookmark, the extension will guarantee that the user will come back to the website, attracted by the automatic notifications and the easy-to-use feed reader; since the extension is built for his website it carries his logo and name.

For the user, it's a nifty, not invasive, simple way to stay updated with his favorite news. This product is currently in a private beta-test phase.

Now we would like to extend this model to mobile phones.

Depending on both the user's and the publisher's preferences we would like to provide a dual mode:

- ✧ a single Feed Reader application, that has to be installed only once. Every click on the "install" button on a publisher website will add the site feeds to the application
- ✧ a Feed Reader application per website (with customizable logo, name, feeds)

The same code should be able to support both models.

Publishers will be able to pay to get a customized application.

We can provide assistance technical with feed-reading code and server-side browser detection to provide different links to different platforms.

The application will provide badges and push notifications as well as an options page to configure the feeds.

An example of the desired result is the “Le Monde” application.

<http://itunes.apple.com/app/le-monde-fr/id294047850?mt=8>

Desired Platform:

iPhone;

Android compatibility through PhoneGap/RhoMobile/etc.. could be evaluated and would be a plus.