

# THE RED COLOR MAP WEBSITE

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Pickspace – The Global Coworking Space Directory

<https://pickspace.net>

<http://redcolormapweb.azurewebsites.com>



200,000  
pageviews

~2000  
concurrent users

46% - Israel  
23% - USA  
14% - Holland

52% - Chrome  
15% - Firefox  
14% - IE

# HOW IT ALL STARTED?



Ariel Ben Horesh



Asher Barak

<http://asherbaraksw.blogspot.co.il/2014/07/RedAlertUX.html>

# THE API

- <http://www.oref.org.il/WarningMessages/alerts.json>

- Looks like:

```
{  
  id: 143434,  
  title: 'פיקוד העורף התרעה במרחב',  
  data: [ 'עוטף עזה 217', 'עוטף עזה 219' ]  
}
```

# GOAL # 1: CREATE AREA DB

1. Get all cities in area codes from Oref.org.il  
→ MapAreasFetcher
2. Get coordinates of each city  
→ PolygonsFetcher
3. Make sure all coordinates are correct (~1900 cities)

# DECISIONS

- Map?

Google maps

- Server-client connectivity?

SignalR

- DB?

None. Text file for areas.

- Client technology?

jQuery. No UI framework.

- Hosting?

Azure Web Site

- Mobile support?

No

- Support old browsers?

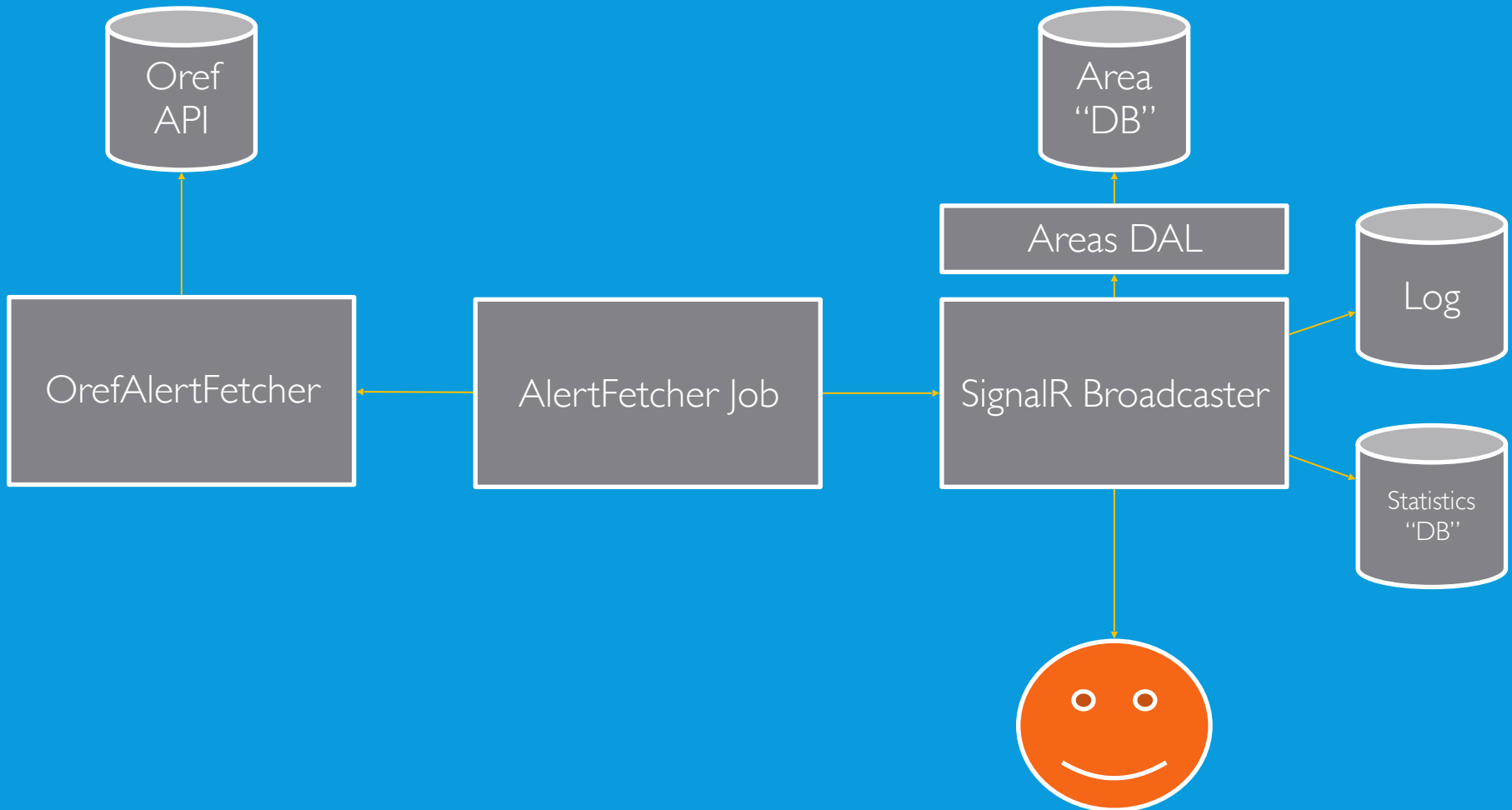
No

# POC



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# ARCHITECTURE





# LIBRARIES USED

## Server

- SignalR
- Json.NET
- Web Backgrounder
- Ninject
- Log4Net
- ELMAH
- Contactme.com

## Client

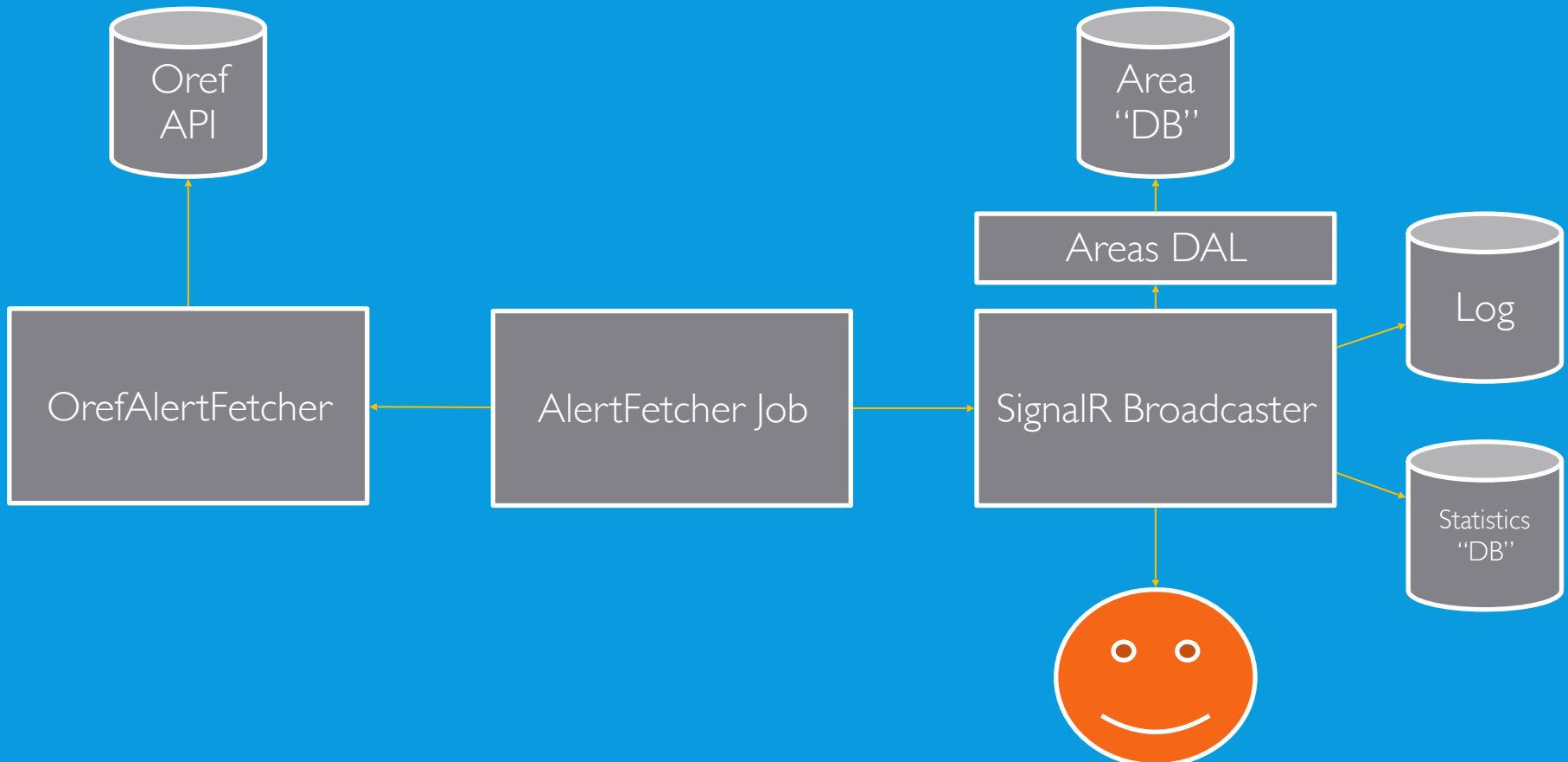
- SignalR
- jQuery
- Bootstrap
- Google Maps API v3
- Select2
- Underscore.js
- Moment.js
- FancyBox

# FEEDBACK FROM USERS

- Time to stay in shelter
- My location
- Alarm sound
- English version
- Mobile support
- Bugs
  - API inconsistency
  - SignalR disconnection
  - שובו בשלום...

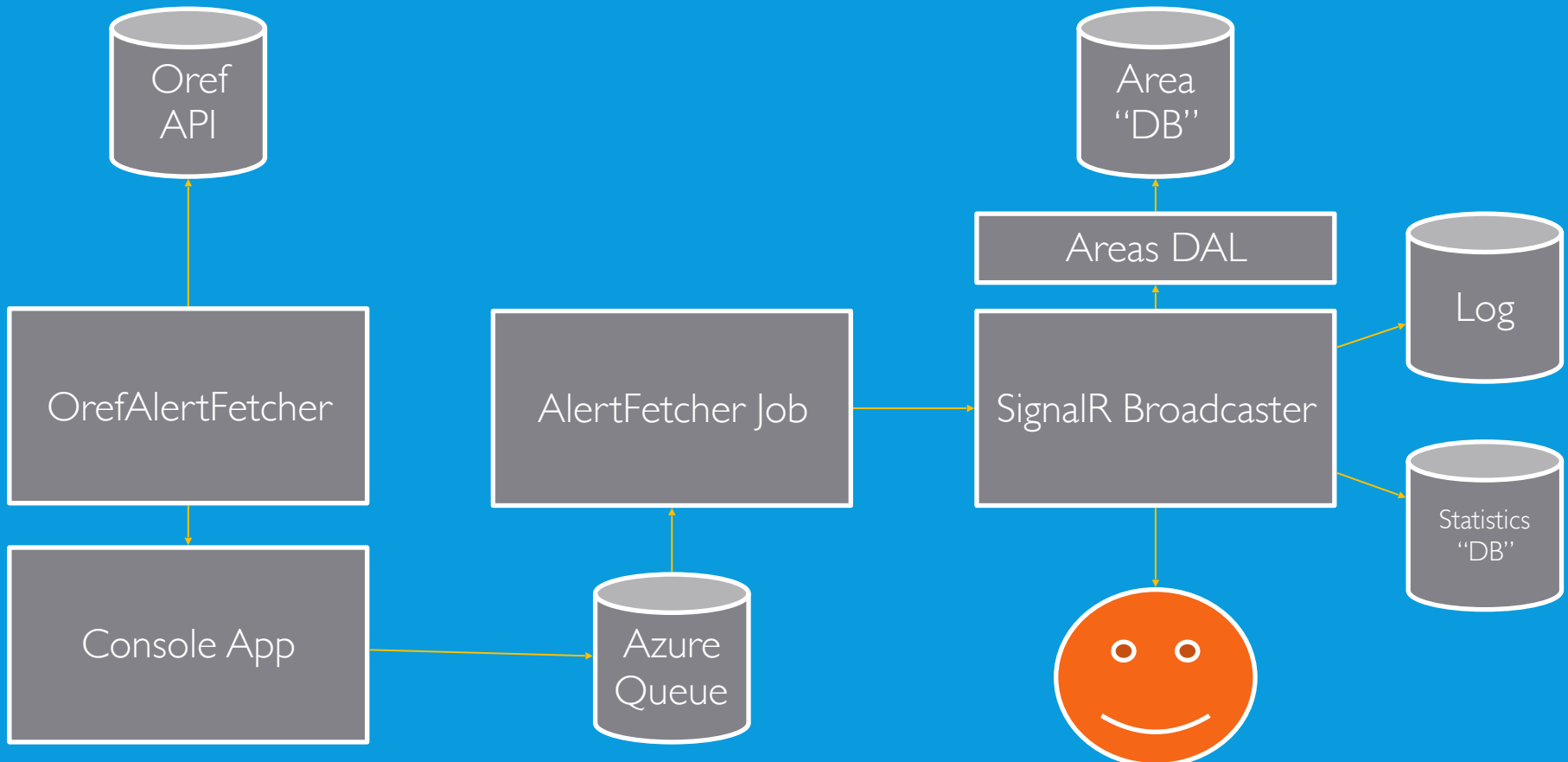
# OBSTACLES

## I. DDOS on Oref API



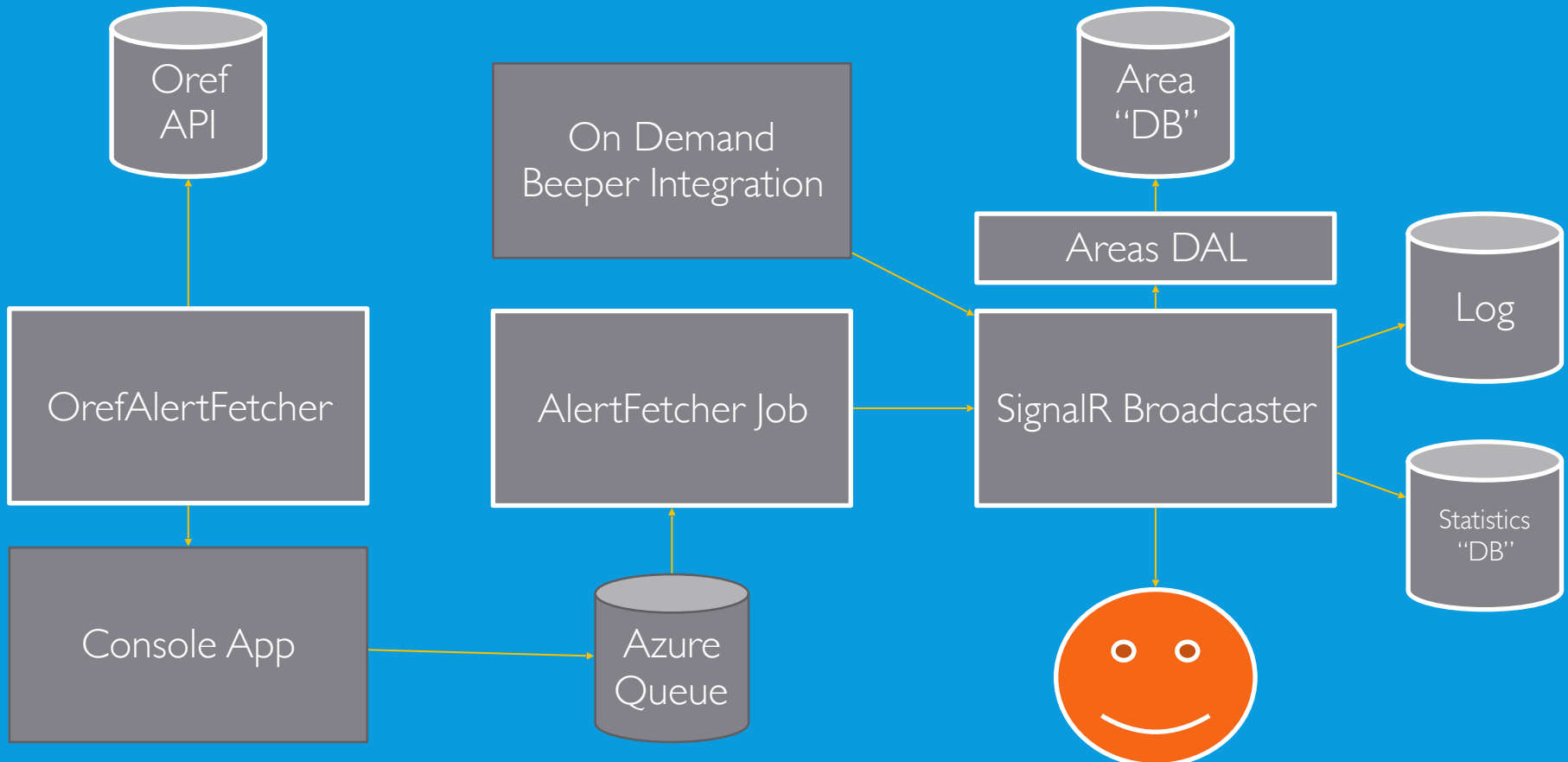
# OBSTACLES

## I. DDOS on Oref API



# OBSTACLES

## I. DDOS on Oref API



# OBSTACLES

2. Me not paying attention...
  3. Too many visitors
- Azure Web Site scalability +  
SignalR scalability via Azure Service Bus

# THE AFTER THOUGHT

- The good:
  - Azure
  - Ninject
  - ELMAH
  - Contactme.com
- The bad:
  - No DB
  - Poor mobile support
  - No UI framework
  - No real domain
  - No Facebook and Twitter dedicated accounts
  - No exit 😞

# EMAILS FROM USERS

Name: [REDACTED]

Email: [REDACTED]

Message:

I'm praying for Israel and defending her!!! I hold to the scripture: "I will bless those who bless you, And I will curse those who curse you." I believe that God is truly watching over Israel and He is In Control of History, itself. I have discovered the EVID. AGAINST ALL ODDS, about God miraculously intervening with His angels during the "Six Day War". He can intervene any time He chooses. I'll continue to pray for God to "put His angels around Israel, protecting her

Name: [REDACTED]

Email: [REDACTED]

Message:

I represent COD TV - we are making a series of LIVE TV programmes this week from Israel covering the conflict - we would like your permission to use your Alert map on-air?

Name: [REDACTED]

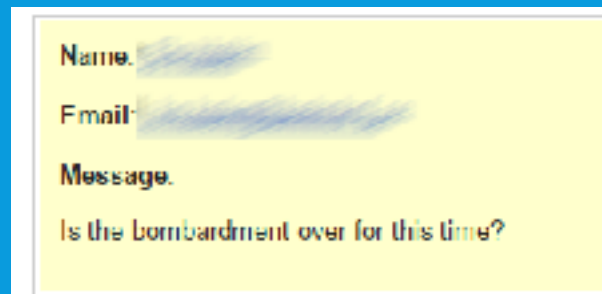
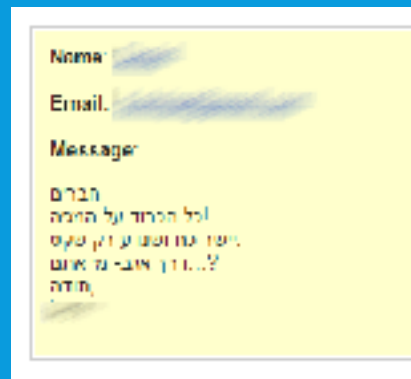
Email: [REDACTED]

Message:

THANK YOU for this map!  
I've been sharing it with my friends and family, mainly in Brazil, and I recommended it in my radio show in Portuguese.  
You did a great job.



# EMAILS FROM USERS



# THANK YOU!

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