

**Business Analysis Report of *Everyone Is a Director***

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## 1.Simple Description

Our project, which we called it “Everyone is a director”, is about directing a video with post-processing, sample viewing a platform for communication and so on (maybe there will be more functions later).

Nowadays, the market is full of many kinds of video software, such as Tic-tok, Youtube, billibili and so on. Each of these applications has its own features. For example, Tic-tok makes us shoot a short video limited to 15 seconds. Besides, we can upload some videos made by ourselves, and the website will recommend some videos that you may be interested in and subscribe. Bilibili may be the most famous video website in China. We can nearly do everything on that. This website cooperates with many other companies that design some funny games. Also, everyone can have a live on the website if you want any time. Bilibili have all of the functions that Youtube have. However, there are still some requirements which still not be fulfilled.

We have done some research in the market. Finally, we find that there is still not an application for people who want to be a director to make a film by their own.

The main problems are:

1. How to fulfill users’ willing to be a director?
2. How to let users make their own films?
3. How to make someone who get some interests in your project cooperate with you?
4. How to handle with the videos when we finish our shots?
5. How to decrease the cost of filming?

Based on the problems above, we came up with the idea. That is ‘Everyone is a director’.

## 2. Goal & Vision

1. Now we will let the users carry out an idea, write a script, shoot a film, do the edition all by his or her own and for fun. It means we will help users in making a movie in every period.

* When users have a brief idea or feeling, we have a platform that everyone can share them to each other, having communication and discussion, which will make every exchange their ideas more convenient.
* When users are good at making stories, we have a variety of script models to help them agilely write a professional script because most of our users are not major in these aspects. We will train some people or spend some money asking some masters to do some instants.
* When users want to start in a prepared script, they can try to show their talent.

2. In each period of filming, we have discussion groups and neighborhood for users to share their ideas and find cooperators. Besides, we will have a system which are similar to GitHub (a platform for software engineer to complete a project together). Everyone in the same group can modify the scripts and upload their ideas. Maybe you are worried about if there are some people doing some malicious damage, what can we find the original file? We also have some databases in several remote servers. If the file lost, we can ask the customer service agent for helping. After a prompt audit, we will recover

3. We invent many special techniques including dual-view(多视角) shot systems, which means many users can make their each mobile phone a single camera in different angles.

4. We will design a complete system for users to edit their films online, or maybe have a cooperation with some companies that professionally processes the video after shooting.

5. Users can do all the things on their mobile phones, all of the scripts are written by themselves, all actors are found online. Thereby, the cost will cut down.

## 3. Value proposition:

What we will deliver to our users is an application for Android and IOS mobile phone. The application will have this kind of performance:

* A platform for people to share their original ideas and form their team.
* A deposit for the team to save their work procession. Each member in the group can work for a project together (scripts and videos).
* A model system for people who not really know how to make a film. This system will help the users to finish their dream step by step.
* A dual-view shot system for the team members to get the pictures and videos.
* A post-processing system for the team to edit the film according to their own thoughts.

## 4. Project scope

### (1) The scope description:

Our project includes everything from the simple product description in the early stage to the final deployment stage. In this process, the arrangement of personnel, funds and time is within the scope of the project. However, the update and maintenance of the system after deployment is not within the scope of this project.

### (2) The project objectives

In three months, we plan to develop a reliable, attractive and secure app with a budget of 300,000 yuan. It is used to help some amateurs who like to shoot movies to complete the film production faster. And also, we hope it brings profits to the development team and Improves team development techniques.

### (3) The project deliverables

In the project, the main deliverables are as follows:

1. Business Analysis Report
2. WBS
3. Software Requirement Specification
4. system architecture document
5. Software Technical Proposal
6. Modeling Report
7. Project codes
8. Unit Test Analysis Report
9. Integration Testing Analysis Report
10. System Testing Analysis Report
11. Acceptance Testing Analysis Report
12. Manual

### (4) The project milestones

|  |  |  |
| --- | --- | --- |
|  | Start time | End time |
| simple description for product | 2019/4/24 | 2019/4/25 |
| organize the group members | 2019/4/25 | 2019/4/26 |
| make a project budget | 2019/4/26 | 2019/4/28 |
| startup meeting | 2019/4/29 | 2019/4/30 |
| requirements analysis | 2019/4/30 | 2019/5/14 |
| architecture design | 2019/5/15 | 2019/5/23 |
| detailed design | 2019/5/23 | 2019/5/30 |
| coding | 2019/5/31 | 2019/6/30 |
| unit testing | 2019/6/3 | 2019/7/1 |
| integration testing | 2019/7/1 | 2019/7/7 |
| system testing | 2019/7/7 | 2019/7/13 |
| acceptance testing | 2019/7/14 | 2019/7/18 |
| Document delivery | 2019/7/19 | 2019/7/21 |
| Software delivery | 2019/7/21 | 2019/7/24 |

**More detailed** project milestones can be seen in the attachment *wbs.*

### (5) The project technical requirements

The system must adopt international advanced mobile development technology, and the development process requires detailed development documentation. The system must have high performance, in line with the direction of technology development in the world today, and the need for technology upgrade.

     In order to ensure the normal operation of the system, the system must have high reliability: high reliability design and construction should be carried out for system layout, structural design, and daily maintenance.

     Carry out the idea of "technical service and application", rely on advanced technology, pay attention to safety and reliability, and focus on practical effects.

     The system is based on intelligent, networked, standardized and digital design ideas. Under the premise of complete system functions, the interface should be clear, friendly and easy to use.

### (6) Project exclusions

We define the project exclusions are as follows:

(1) Training:

Training for the use of new system.

system business training.

(2) Maintenance:

software system maintenance.

maintenance of hardware equipment.

(3) Feedback:

feedback on the use of the software system is not in the scope of this project.

(4) Update:

software update - in the later stage, according to business needs, the update to the software system is not included in the scope of this project.

Hardware update - The update of the hardware device based on the actual development situation is not in the scope of this project.

(5) Operation:

After the development of the software system is completed, the operation of related business is not in the scope of this project.

### (7) Acceptance Criteria

(1) Overall acceptance criteria

The overall acceptance criteria are the minimum requirements for the quality of the software system proposed by the team in combination with national standards and software industry. All delivered software must meet the requirements of this standard. Acceptance criteria：

1) The test case covers all requirements and the proportion of test cases failing through is less than 1.0%;

2) There is no error which belong to level 1;

3) There is no error which belong to level 2;

4) The number of errors which belong to level 3 is ≤ 5;

5) All submitted errors have been corrected;

(2) The severity level of the software error

The severity of software errors ranges from heavy to light, as follows:

1) Failure to perform normal functions or important functions, or endangering personal safety;

2) Seriously affect the realization of system requirements or basic functions, and there is no way to solve them;

3) Seriously affect the realization of system requirements or basic functions, but there are reasonable solutions;

4) Inconvenience or trouble for the operator, but does not affect the execution of normal functions or important functions;

5) Other errors;

(3) Evaluation criteria

A. Excellent

1) Acceptance materials are provided intact.

2) All functions required by the project software can be realized

3) The software interface is friendly and easy to interact.

4) The software has novel functions and strong innovations; on the basis of the original function design, there are new ideas which are reflected in the software implementation.

B. Qualified

1) Acceptance materials are provided intact.

2) The functions required by the project software can be realized

3) The software interface is friendly and easy to interact.

C. Unqualified

1) Acceptance materials are incomplete.

2) The main functions required by the software project are incomplete.

3) The software interface is too rough and not easy to interact.

### (8) Constraints

1. personnel:

Not everyone will be fully committed to the development of the system, and everyone has different levels of participation depending on their situation. Each person should complete the tasks assigned to him at the current stage as planned, and promote the project process to proceed reasonably.

1. time:

All work must be completed in a timely manner as planned, and delays in a small work delay or stagnate the follow-up work, resulting in the project being unable to deliver on time. Therefore, there should be flexible time in the plan.

1. funds:

The funds available in the project are limited. The project team needs to use the funds according to the plan. The extravagant behavior will result in insufficient funds, which will affect the normal completion of the project.

1. technology:

In the process of project development, various technical problems must be solved or alternative methods must be found.

1. Equipment and other resources:

The choice of equipment is determined by various factors such as capital, technology, time, and environment. The equipment does not need to be state of the art, but it needs to be suitable.

### (9) Assumption:

1. Resources:

Assuming that human resources are sufficient, it may be possible to complete the task on time, otherwise the duration will be delayed.

Assume that the funds are sufficient, otherwise the construction period will be postponed

1. technology:

Assuming that the technical capabilities of the development team are very powerful, so the software functions may can be implemented, otherwise it may be necessary to hire an expert or an outsourcing company.

1. compatibility:

Assuming that the software and hardware are compatible, the software can run normally. Otherwise, the software needs to be modified or the hardware needs to be updated. Accordingly, the cost will increase.

1. others:

Assume that the project will not be stopped due to capital

turnover, otherwise the project will be suspended.

Assume that the project will not expand again in the middle, otherwise the project design needs to be changed or needs to be redesigned, or even the entire project needs to be restarted.

## 5. Problem analysis

PROBLEM STATEMENT MATRIX

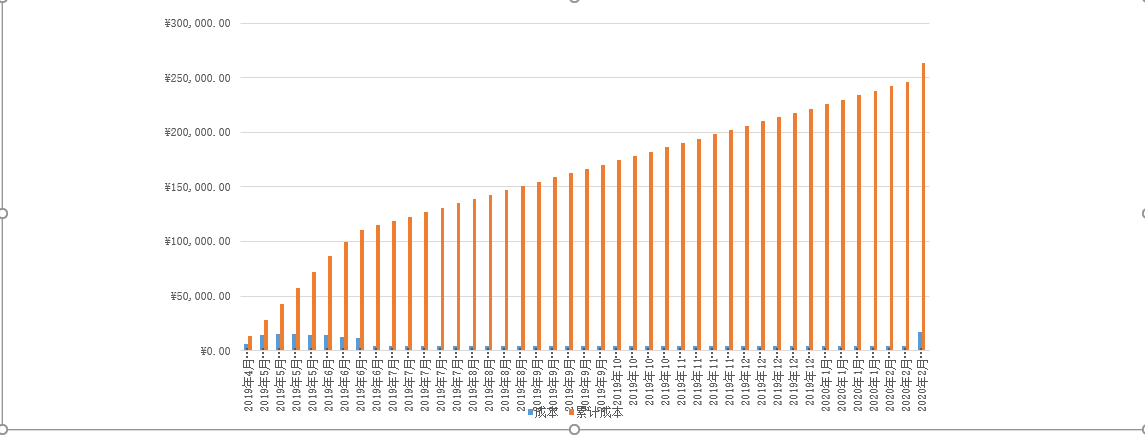
|  |  |
| --- | --- |
| **PROJECT: < Everyone is a derictor>** | **PROJECT MANAGER: <张东清 顾堃略>** |
| **CREATED BY: <顾堃略>** | **LAST UPDATED BY: <张东清>** |
| **DATE CREATED: 03/24/2019** | **DATE LAST UPDATED: 05/04/2019** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Brief Statements of Problem, Opportunity, or Directive** | **Urgency** | **Visibility** | **Annual Benefits** | **Priority or Rank** | **Proposed Solution** |
| 1.The content of the amateur video is single and rough, making it difficult to meet the growing cultural needs of people | 3month | high | uncertain | **1** | We provide the platform for the users to filming a real-quality movie. |
| 2.When users watch videos, the interactive experience is not good enough to satisfy the people's desire to communicate | 4month | high | uncertain | **1** | We provide many technologies for people to have a better experience. |
| 3.The connection between the user and the user is weak, and it is impossible to truly realize the communication between people | 3month | high | uncertain | **2** | We set up the an neighborhood  For all users to communicate  Together |
| 4.Video production is limited to our own understanding, there is no broader platform for communication, and creating more inspiration | 5month | high | uncertain | **2** | We regular the whole flow of filming a film, somebody with the same interest can cooperate. |
| 5.The original system wastes much time to satisfy the user’s requirements, which will result in data redundancy and unfriendly interface. | 1 months | low | uncertain | 1 | New Development |
| 6. The administrator is Unable to get feedback and suggestions from the user on time | 1 month | high | uncertain | 2 | Add user feedback module during system development |
| 7.Have no function for communication of users | ASAP | high | uncertain | 2 | Add a platform for users to communicate |

## 6.Cost analysis

1. Cost table

|  |  |  |  |
| --- | --- | --- | --- |
| 资源名称 | 工时 | 预算工时 | 预算成本 |
| **类型: 工时** | **2,549.2 工时** | **3,000 工时** |  |
| Zhang DongQing | 320 工时 |  |  |
| do market analysis and business analysis | 8 工时 |  |  |
| analyze the core users | 4 工时 |  |  |
| analyze the core functions | 4 工时 |  |  |
| statements of group members | 16 工时 |  |  |
| assign positions | 16 工时 |  |  |
| startup meeting | 16 工时 |  |  |
| function requirements analysis | 60 工时 |  |  |
| non-functional requirements analysis | 60 工时 |  |  |
| design the system architecture | 24 工时 |  |  |
| design the software architecture | 32 工时 |  |  |
| design the data structure | 16 工时 |  |  |
| do the detailed design | 64 工时 |  |  |
| Cheng Wei | 352 工时 |  |  |
| make a human resources budget | 12 工时 |  |  |
| make a non-human budget | 12 工时 |  |  |
| startup meeting | 16 工时 |  |  |
| do the detailed design | 64 工时 |  |  |
| assign the coding task for members | 16 工时 |  |  |
| code writing and integration | 232 工时 |  |  |
| Gu KunLue | 251.6 工时 |  |  |
| make a human resources budget | 12 工时 |  |  |
| make a non-human budget | 12 工时 |  |  |
| startup meeting | 16 工时 |  |  |
| function requirements analysis | 60 工时 |  |  |
| non-functional requirements analysis | 60 工时 |  |  |
| design the system architecture | 24 工时 |  |  |
| design the software architecture | 32 工时 |  |  |
| design the data structure | 16 工时 |  |  |
| submit the project documents | 8 工时 |  |  |
| submit the manul | 6 工时 |  |  |
| version deployment | 4 工时 |  |  |
| version release | 1.6 工时 |  |  |
| Zhao ZhenJian | 227.6 工时 |  |  |
| startup meeting | 16 工时 |  |  |
| function requirements analysis | 60 工时 |  |  |
| non-functional requirements analysis | 60 工时 |  |  |
| design the system architecture | 24 工时 |  |  |
| design the software architecture | 32 工时 |  |  |
| design the data structure | 16 工时 |  |  |
| submit the project documents | 8 工时 |  |  |
| submit the manul | 6 工时 |  |  |
| version deployment | 4 工时 |  |  |
| version release | 1.6 工时 |  |  |
| Chen Wei | 1,398 工时 |  |  |
| startup meeting | 16 工时 |  |  |
| function requirements analysis | 60 工时 |  |  |
| non-functional requirements analysis | 60 工时 |  |  |
| design the system architecture | 24 工时 |  |  |
| design the software architecture | 32 工时 |  |  |
| design the data structure | 16 工时 |  |  |
| do the detailed design | 64 工时 |  |  |
| write the test cases | 232 工时 |  |  |
| write test scripts | 232 工时 |  |  |
| run the test scripts | 232 工时 |  |  |
| analyze unit test results | 232 工时 |  |  |
| make an integration testing plan | 16 工时 |  |  |
| design the integartion testing cases | 16 工时 |  |  |
| write test scripts | 24 工时 |  |  |
| make function testing | 8 工时 |  |  |
| make non-function testing | 8 工时 |  |  |
| analyze integration testing results | 16 工时 |  |  |
| do smoke testing | 16 工时 |  |  |
| do regression testing | 24 工时 |  |  |
| analyze system testing results | 16 工时 |  |  |
| function testing | 8 工时 |  |  |
| performance testing | 12 工时 |  |  |
| analyze acceptance testing results | 16 工时 |  |  |
| submit the project documents | 4 工时 |  |  |
| submit the manul | 6 工时 |  |  |
| version deployment | 4 工时 |  |  |
| version release | 4 工时 |  |  |
| Budget - hours |  | 3,000 工时 |  |
| **类型: 成本** |  |  | **¥270,000.00** |
| travelling expenses |  |  |  |
| do market analysis and business analysis |  |  |  |
| analyze the core users |  |  |  |
| analyze the core functions |  |  |  |
| function requirements analysis |  |  |  |
| non-functional requirements analysis |  |  |  |
| board wages |  |  |  |
| do market analysis and business analysis |  |  |  |
| analyze the core users |  |  |  |
| analyze the core functions |  |  |  |
| make a human resources budget |  |  |  |
| make a non-human budget |  |  |  |
| function requirements analysis |  |  |  |
| non-functional requirements analysis |  |  |  |
| design the system architecture |  |  |  |
| design the software architecture |  |  |  |
| design the data structure |  |  |  |
| do the detailed design |  |  |  |
| code writing and integration |  |  |  |
| write the test cases |  |  |  |
| write test scripts |  |  |  |
| run the test scripts |  |  |  |
| analyze unit test results |  |  |  |
| make an integration testing plan |  |  |  |
| design the integartion testing cases |  |  |  |
| write test scripts |  |  |  |
| make function testing |  |  |  |
| make non-function testing |  |  |  |
| analyze integration testing results |  |  |  |
| do smoke testing |  |  |  |
| do regression testing |  |  |  |
| analyze system testing results |  |  |  |
| function testing |  |  |  |
| performance testing |  |  |  |
| analyze acceptance testing results |  |  |  |
| submit the project documents |  |  |  |
| submit the manul |  |  |  |
| The housing fee |  |  |  |
| do market analysis and business analysis |  |  |  |
| analyze the core users |  |  |  |
| analyze the core functions |  |  |  |
| Research fee |  |  |  |
| do market analysis and business analysis |  |  |  |
| analyze the core users |  |  |  |
| analyze the core functions |  |  |  |
| make a human resources budget |  |  |  |
| make a non-human budget |  |  |  |
| function requirements analysis |  |  |  |
| non-functional requirements analysis |  |  |  |
| Market cost |  |  |  |
| version deployment |  |  |  |
| version release |  |  |  |
| Budget-cost |  |  | ¥270,000.00 |

1. Cost cumulative
2. WBS Cost analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 名称 | 实际成本 | 剩余成本 | 基线成本 | 成本 | 成本差异 |
| do market analysis and business analysis | ¥0.00 | ¥2,500.00 | ¥0.00 | ¥2,500.00 | ¥2,500.00 |
| analyze the core users | ¥0.00 | ¥2,200.00 | ¥0.00 | ¥2,200.00 | ¥2,200.00 |
| analyze the core functions | ¥0.00 | ¥1,600.00 | ¥0.00 | ¥1,600.00 | ¥1,600.00 |
| statements of group members | ¥0.00 | ¥1,600.00 | ¥0.00 | ¥1,600.00 | ¥1,600.00 |
| assign positions | ¥0.00 | ¥1,600.00 | ¥0.00 | ¥1,600.00 | ¥1,600.00 |
| make a human resources budget | ¥0.00 | ¥2,720.00 | ¥0.00 | ¥2,720.00 | ¥2,720.00 |
| make a non-human budget | ¥0.00 | ¥2,720.00 | ¥0.00 | ¥2,720.00 | ¥2,720.00 |
| startup meeting | ¥0.00 | ¥6,880.00 | ¥0.00 | ¥6,880.00 | ¥6,880.00 |
| function requirements analysis | ¥0.00 | ¥22,500.00 | ¥0.00 | ¥22,500.00 | ¥22,500.00 |
| non-functional requirements analysis | ¥0.00 | ¥22,500.00 | ¥0.00 | ¥22,500.00 | ¥22,500.00 |
| design the system architecture | ¥0.00 | ¥8,460.00 | ¥0.00 | ¥8,460.00 | ¥8,460.00 |
| design the software architecture | ¥0.00 | ¥11,280.00 | ¥0.00 | ¥11,280.00 | ¥11,280.00 |
| design the data structure | ¥0.00 | ¥5,640.00 | ¥0.00 | ¥5,640.00 | ¥5,640.00 |
| do the detailed design | ¥0.00 | ¥18,720.00 | ¥0.00 | ¥18,720.00 | ¥18,720.00 |
| assign the coding task for members | ¥0.00 | ¥1,440.00 | ¥0.00 | ¥1,440.00 | ¥1,440.00 |
| code writing and integration | ¥0.00 | ¥23,380.00 | ¥0.00 | ¥23,380.00 | ¥23,380.00 |
| write the test cases | ¥0.00 | ¥22,880.00 | ¥0.00 | ¥22,880.00 | ¥22,880.00 |
| write test scripts | ¥0.00 | ¥22,880.00 | ¥0.00 | ¥22,880.00 | ¥22,880.00 |
| run the test scripts | ¥0.00 | ¥22,880.00 | ¥0.00 | ¥22,880.00 | ¥22,880.00 |
| analyze unit test results | ¥0.00 | ¥22,880.00 | ¥0.00 | ¥22,880.00 | ¥22,880.00 |
| make an integration testing plan | ¥0.00 | ¥1,640.00 | ¥0.00 | ¥1,640.00 | ¥1,640.00 |
| design the integartion testing cases | ¥0.00 | ¥1,640.00 | ¥0.00 | ¥1,640.00 | ¥1,640.00 |
| write test scripts | ¥0.00 | ¥2,460.00 | ¥0.00 | ¥2,460.00 | ¥2,460.00 |
| make function testing | ¥0.00 | ¥920.00 | ¥0.00 | ¥920.00 | ¥920.00 |
| make non-function testing | ¥0.00 | ¥920.00 | ¥0.00 | ¥920.00 | ¥920.00 |
| analyze integration testing results | ¥0.00 | ¥1,640.00 | ¥0.00 | ¥1,640.00 | ¥1,640.00 |
| do smoke testing | ¥0.00 | ¥1,640.00 | ¥0.00 | ¥1,640.00 | ¥1,640.00 |
| do regression testing | ¥0.00 | ¥2,460.00 | ¥0.00 | ¥2,460.00 | ¥2,460.00 |
| analyze system testing results | ¥0.00 | ¥1,640.00 | ¥0.00 | ¥1,640.00 | ¥1,640.00 |
| function testing | ¥0.00 | ¥920.00 | ¥0.00 | ¥920.00 | ¥920.00 |
| performance testing | ¥0.00 | ¥1,380.00 | ¥0.00 | ¥1,380.00 | ¥1,380.00 |
| analyze acceptance testing results | ¥0.00 | ¥1,640.00 | ¥0.00 | ¥1,640.00 | ¥1,640.00 |
| submit the project documents | ¥0.00 | ¥1,760.00 | ¥0.00 | ¥1,760.00 | ¥1,760.00 |
| submit the manul | ¥0.00 | ¥1,740.00 | ¥0.00 | ¥1,740.00 | ¥1,740.00 |
| version deployment | ¥0.00 | ¥4,960.00 | ¥0.00 | ¥4,960.00 | ¥4,960.00 |
| version release | ¥0.00 | ¥8,600.00 | ¥0.00 | ¥8,600.00 | ¥8,600.00 |

## 7.Project plan

