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Project 2 - White Paper

What is your business
A one of a kind streaming service, where users can find any movie or TV show they can
ever want. No more subscribing to multiple streaming services just to find that only one
or the other hosts the movie or show they want to watch.

What is the business ethos
Offering a minimalist movie platform service that helps users save time, and minimizes
the amount of subscriptions they have to have to access any motion-picture they want.

What do you produce/make/offer/sell
We offer a wide range of movies/tv shows. A streaming service that allows you to watch
the shows and movies you like with an easily navigable platform .

Who is your target audience
Our service provides shows/movies for all types of people of different ages. This way we
can ensure the whole family can watch TV together and have all their favorites in one
spot.

**What are the key motivations of why you expect people to visit your website and
how you will attract and motivate people therein**
We want to provide people with the most up-to-date shows and movies all in one place.
This will keep users from continuously using our service and spread the word. Allowing
for a huge selection ensures we will be able to attract users of all ages.

**Do they want general information / research (such as background on a topic /
company), or are they after something specific (such as a particular fact or
information on a product)?**
We offer general information such as ratings for movies/tv shows and they can
specifically search for certain movies and shows they would like to watch.

**Are they already familiar with the service or product that you offer or do they
need to be introduced to it?**
Yes, other streaming services already exist such as netflix, amazon prime, hulu, etc.
This allows for a smooth transition if they already have used those other services
before.

Are they looking for time sensitive information, such as the latest news or updates on a particular topic?
Yes. We offer live streaming services as well, including News television channels. Some users may depend on our service to get their daily digest of news.

Do they want to discover information about a specific product or service to help them decide whether to buy it or not?
Users are offered a platform to discover whichever film and movie are best suited for their interest. Our website also provides a hand-picked movie selection on the home page along with a warm welcome.

Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details
Customers can contact us via email or telephone.

Will visitors be familiar with your subject area / brand or do you need to introduce yourself?
Yes, other streaming services already exist such as netflix, amazon prime, hulu, etc. This allows for a smooth transition if they already have used those other services before.

Will they be familiar with the product / service / information you are covering or do they need background information on it?
Background information won't really be required as anyone using the internet will be quite familiar with streaming movies/tv shows on a website.

What are the most important features of what you are offering?
An all inclusive streaming service, covering most facets of streaming including all the most popular motion pictures, TV shows, News channels, and ratings data.

What is special about what you offer that differentiates you from other sites that offer something similar?
Most other sites host only a select amount of shows and movies, whereas on our site, users can access almost any TV show or movie that is available anywhere else, and for a small fee. Alongside we provide a hand-selected selection of movies/tv-shows.

Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area
Though there aren't many questions one might need to ask, the site is as simple as it gets. You choose a movie/show you want to watch and proceed to enjoy it.

Challenges and code overview

Our website is a nodejs application we designed to host not only our html files, but our internal API's. Our application consists of the exemplification of conducting http requests in NodeJS through an api we designed that allows users to be able to quickly search for movies and films. Developing the api was one of our challenges as we had to account for http errors and parse the responses appropriately. We developed a proxy for the movie api that we use internally within our api. Another challenge we faced was the exemplification of storing user information which we show in the accounts section of our website. While our approach may not be applicable in a real-world application since it does not account for security (as it is for exemplification purposes), we were still able to display how we can utilize NodeJS to be able to store from and read an internal file. Displaying the appropriate video title and video selected by the user was another challenge. We had to figure out a methodology by which we could use one html page (representing the movie/film playing) to be able to be adaptive and pertain to the user selection. To do this we utilized an app engine "ejs" in order to respond to the user with a rendered html file of their selection. We accomplished this through the use of the URL query "movieID" by which we recognize each individually selected movie/film by an identifiable ID. These were some of the challenges and solutions we developed for our website.