

Bualoi Production Milestone 2

Project Proposal Group 11

BualoiDev

Member

Member

- 1 Nasmeen Islam
- 2 Tanadol Jaichuen
- 3 Wiroonpuri Silasap
- 4 Kawin Rattanapun
- 5 Tanaphom Hirunyathorn
- 6 Chawanakorn Auckayachinda
- 7 Paponthanai Ounsopa
- 8 Nontanun Ausungnoen
- 9 Pana Wanitchollakit

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Introduction

37,810M Baht



<https://www.statista.com/outlook/amo/app/entertainment/worldwide>

1.159T Baht



<https://www.ditp.go.th/wp-content/uploads/2023/11/03-07>

กลุ่มงานนักแสดงวงการบันเทิงผู้จัด

เพื่อฝึกภาคภาษาและสร้างสรรค์ผลงานให้ประเทศไทย

กลุ่มที่สร้างโดย Paithoon Boonmeema

นักแสดงทางงานวงการบันเทิง

กลุ่มการสอน - สมาชิก 6.1 เมื่อ ตอน

เข้าร่วมกลุ่ม

แจ้ง

...

เกี่ยวกับ การสอน แนะนำ ผู้สอน งานบริการ สื่อ ไฟล์

└ Introduction

นักแสดงหารางวัลการบันเทิง

43 นาที ถูกใจ คอมเม้น แชร์
คุกกระดองกลับมารักษา 3 รายการ

ตอบในชื่อ Samrong Meen

Nichakorn Tandon
3 ราย.

งาน : หนัง ดำเนินเรื่อง !!
 คิว่า : 11 กันยายน 2567
 เล่นเจรจ์ก็ตี๊
 ผลงานที่ : สุดยอดเยาวชนกีฬาลอด
 ต้องการ พนักงานออฟฟิต
 ชาย-หญิง อายุ 24-30 คุณว่างานออฟฟิศ สาย หล่อ
 BG 1,000 บาท
 ข้อมูลและความติดตามไปยังโซเชียล
 ที่คอมการ์ด+ID Line ให้ได้ไปส่งท่านนี้ ในรับใบแทน

5 ถูกใจ แสดงความคิดเห็น แจร์

11 ความคิดเห็น

คุกกระดองเพิ่มเติม

Bam Worawaran
สวัสดีค่ะ สนใจงานค่ะ
ขออนุญาตฝากคอมการ์ดนะครับ
Line :bam_voravarap... คุณเพิ่มเติม

BAM

 Age: 21 years Height: 180 cm. Weight: 80 kg

เข้าร่วมกลุ่ม แจร์ ค้นหา ...

เกี่ยวกับ

กลุ่มงานโซเชียลงานสำหรับนักธุรกิจ นักแสดง เพื่อหารางวัลหรือหัวข้อต้องการ
งานนักแสดง งานเกี่ยวกับ สามารถอัปโหลดและเรียบเรียงผลงานในเพจกลุ่มนี้ได้
กันนี่... คุณเพิ่มเติม

สาธารณะ

ทุกคนสามารถเห็นได้ว่า ใครอยู่ในกลุ่มและโพสต์อะไรบ้าง

แสดงให้เห็นเห็น

ทุกคนจะสามารถติดตามหากกลุ่มนี้พับ

ลือล่าสุด

Casting Calls
 "ป้าจูบป้า"
 รับสมัคร
 ผู้รับ
 วัย: 30-40 ปี
 สถานที่: กรุงเทพฯ
 วันที่: 15/09/2023
 สถานที่: สถานที่ท่องเที่ยว
 จำนวน: 10 คน
 ค่าตอบแทน: 800 บาท

CASTING CALL
 หาบ้าแลงด์หล่อ
 รับสมัคร
 DATE: 15/09/2023
 LOCATION: กรุง
 อายุ: 25-35
 ภายนอกหล่อหัวใจ
 จำนวน: 800

CASTING CALL
 หาบ้าแลงด์หล่อ
 รับสมัคร
 DATE: 15/09/2023
 LOCATION: กรุง
 อายุ: 25-35
 ภายนอกหล่อหัวใจ
 จำนวน: 800

Organization background

Bualoi Production

- 1 Support the creation of new networks and collaborations within the industry
- 2 Address inefficiencies in the media and film production industry by improving the connection between media producers and directors.
- 3 Enable professionals in the industry to showcase their work and skills, expanding access to diverse job opportunities.

Problem Statement

1. Interest in Media Production

Problem

There are significant challenges in finding or accessing sources for media production.

Cause & Effect

Limited access to databases or networks leads to wasted time and risks finding suitable teams.

Solution

Develop a platform for connecting with media producers.

Problem Statement

2. Contracts or Agreements Lack Clarity

Problem

Contracts or agreements often have misunderstandings.

Cause & Effect

A lack of standards and communication leads to strained relationships and legal complications.

Solution

Create standardized contract templates and prepare tools to facilitate clear agreements.

Problem Statement

3. Finding Team Members or Showcasing Skills

Problem

It is challenging to present skills and reliability to employers.

Cause & Effect

The difficulty in showcasing skills leads to fewer opportunities in the media production industry.

Solution

Create a searchable database that allows sorting based on the specific skills and attributes required.

Problem Statement

4. Concerns Over the Quality of Production

Problem

There are concerns regarding transparency, competency, and reliability in production quality.

Cause & Effect

A lack of trustworthy sources leads to doubts or risks in production quality.

Solution

Enable third-party certification uploads, verification, and customer reviews to track performance.

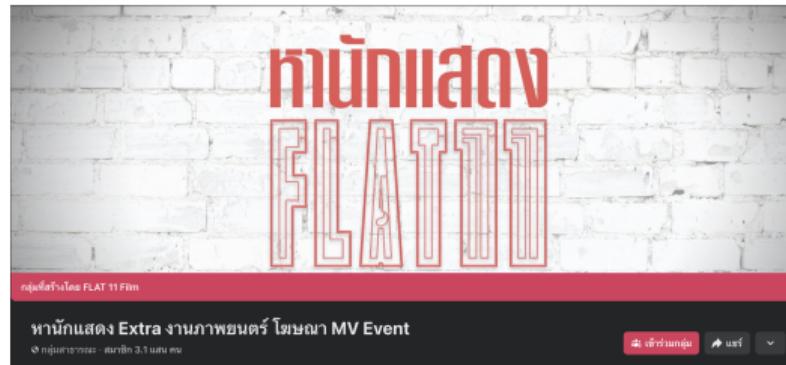
Definition

Term	Condition
Production crew	A team or individuals specialized in media creation.
User	A person who interacts with the Bualoi Productions platform.
Customers	Individuals or organizations providing funding and seeking media content production.
Subscription	A payment system that grants access to the platform's features.
Production	The process of planning, creating, and finalizing media content.
Deadline	The final date by which the work must be delivered.

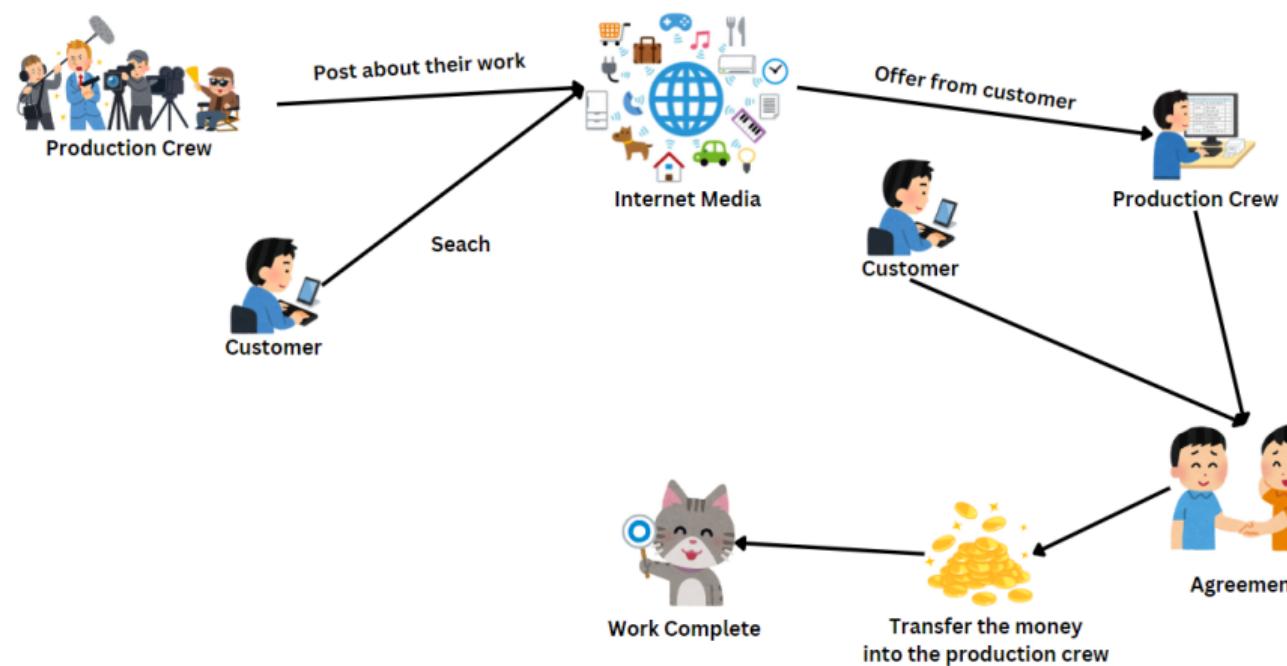
Objective

- 1 Develop a secure and high-performance online platform to connect media producers with professionals from various fields.
- 2 Make the process of searching for and hiring media professionals quicker and easier.
- 3 Increase collaboration and opportunities for working together in the media industry.
- 4 Generate revenue through subscription fees and commissions from transactions.

As-is System Overview



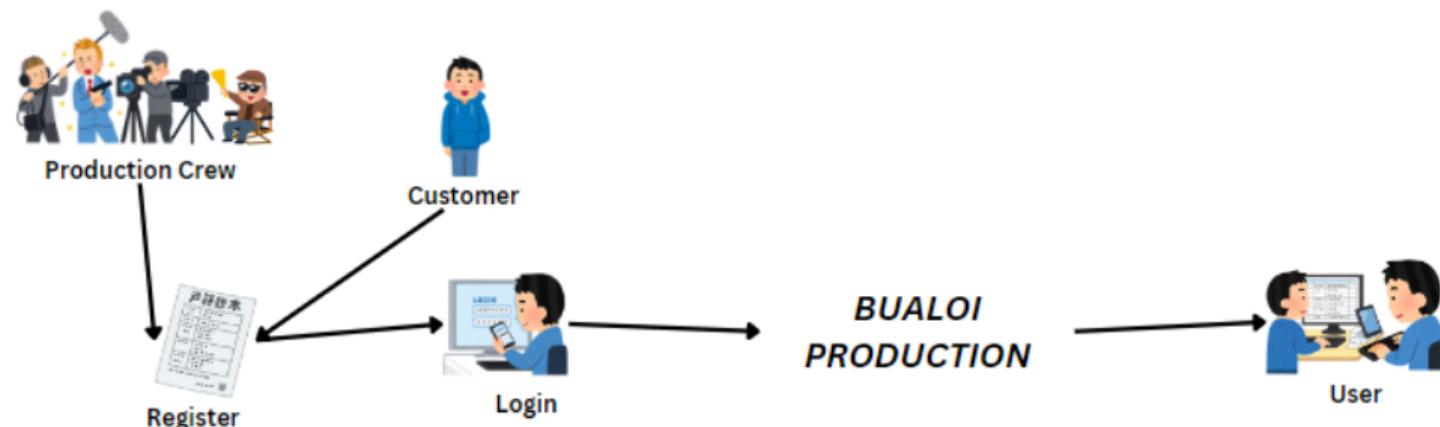
As-is System Overview



To-be System Overview

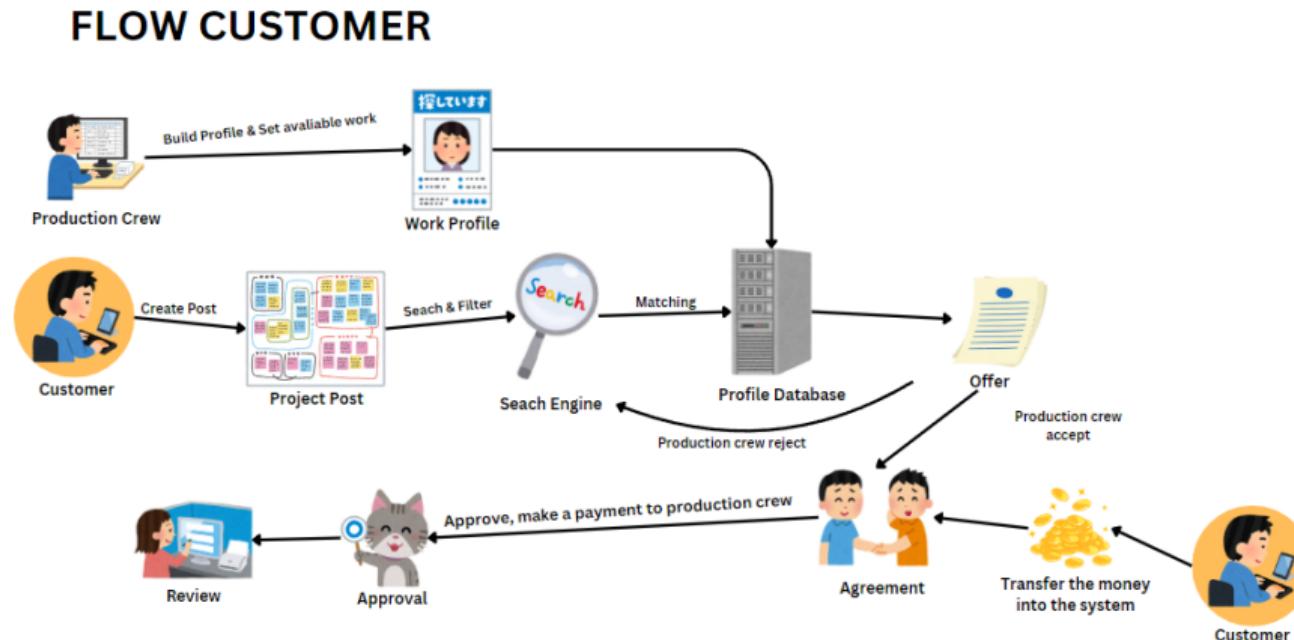
Flow Login

FLOW LOGIN



To-be System Overview

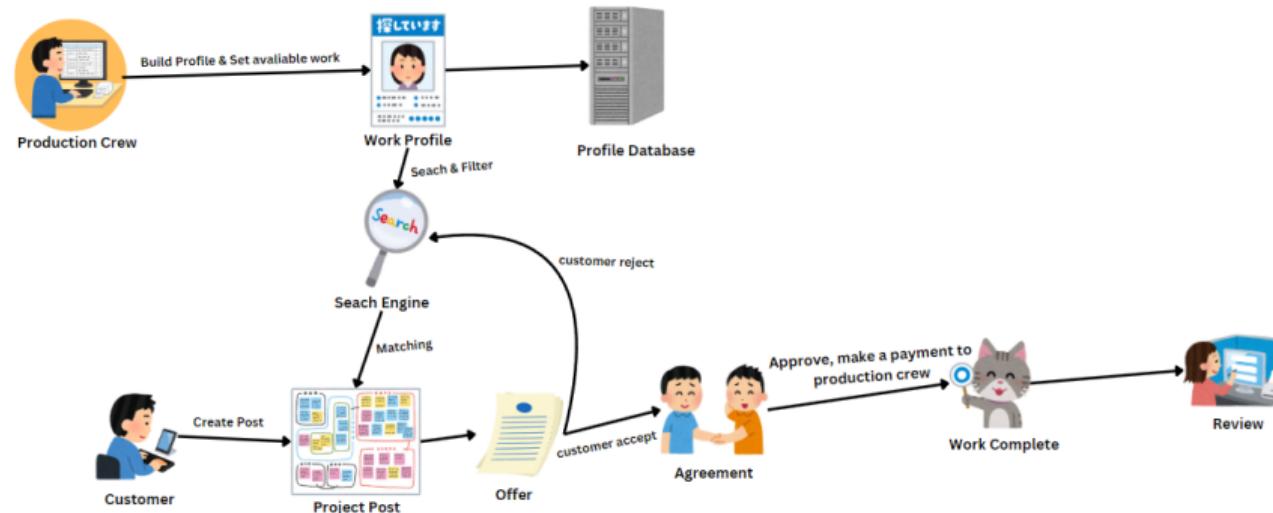
Flow Customer



To-be System Overview

Flow Production Crew

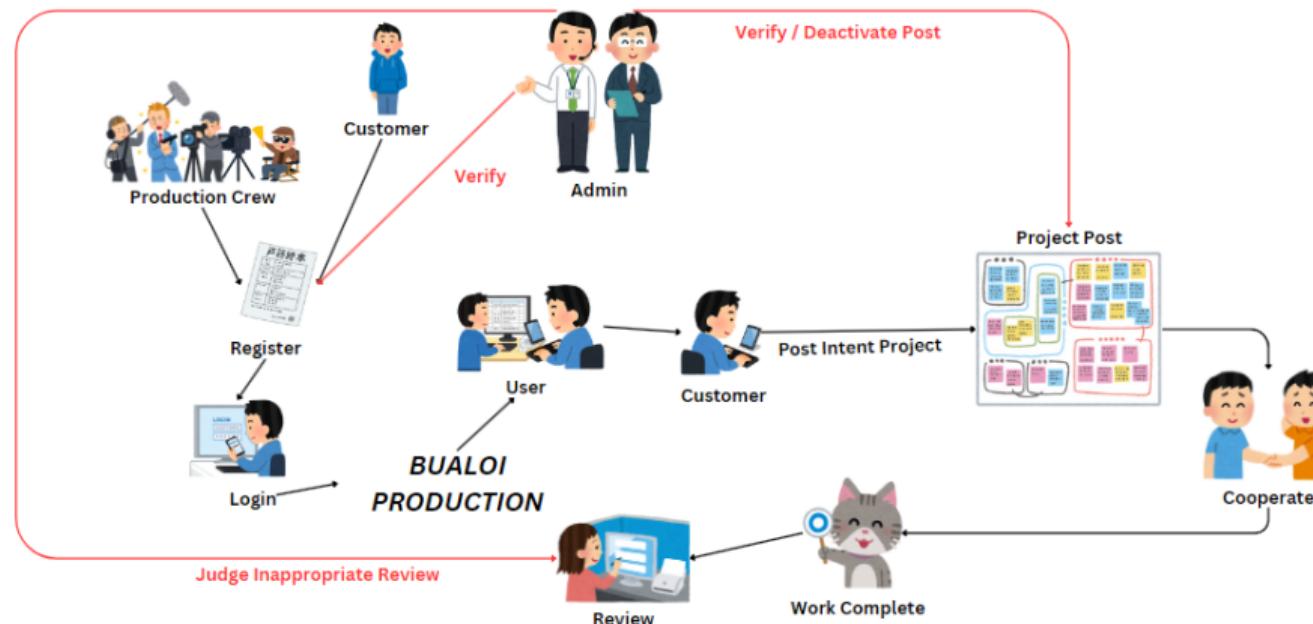
FLOW PRODUCTION CREW



To-be System Overview

Flow Admin

FLOW ADMIN



Constraints

- 1 The system can be deployed by March 31, 2025.
- 2 The system must be compatible with all web browsers, including smartphones.
- 3 The system must comply with the Personal Data Protection Act (PDPA).
- 4 The system must ensure secure payment transactions through reliable payment channels.
- 5 The system must be able to accommodate a growing user base.
- 6 There must be a system for verifying and validating the identity of media production teams and media producers.

Scope of the project

Functional Requirements

User Management

- 1 Identity verification and account management system.
- 2 Admin system
- 3 Support system
- 4 Notification system

Functional Requirements

User Interaction

- 1 Posting system
- 2 Project history system
- 3 Search and Filtering system
- 4 Review system

Product & Transactions

- 1 Payment system
- 2 Subscription system.

Non-Functional Requirements

Non-Functional Requirements

- 1 Operational Requirements
- 2 Performance Requirements
- 3 Security Requirements
- 4 Cultural and Political Requirements
- 5 Reliability Requirements
- 6 Usability Requirements
- 7 Scalability Requirements
- 8 Privacy Requirements
- 9 Maintainability Requirements

The selected SDLC methodology and rationale

SDLC Method

Throwaway prototyping

Reasons:

- 1 Using unfamiliar technology.
- 2 The system design is complex.
- 3 User requirements are unclear.
- 4 The system must be reliable.

Work Breakdown Structure

Task Number	Task Name	Duration (days)	Dependency	Status
1	Planning	7	-	Complete
2	Analysis	15	1	Complete
3	Analysis Iteration 1	9	2	Open
4	Design Iteration 1	11	3	Open
5	Implement Iteration 1	7	4	Open
6	Analysis Iteration 2	9	5	Open
7	Design Iteration 2	13	6	Open
8	Implement Iteration 2	7	7	Open
9	Analysis Iteration 3	6	8	Open
10	Design Iteration 3	10	9	Open
11	Implement Iteration 3	7	10	Open
12	Design Final System	7	11	Open
13	Implement Final System	55	12	Open
14	Deliver finished system	-	13	Open

Bualoi Production Milestone 2

The selected SDLC methodology and rationale

Gantt Chart

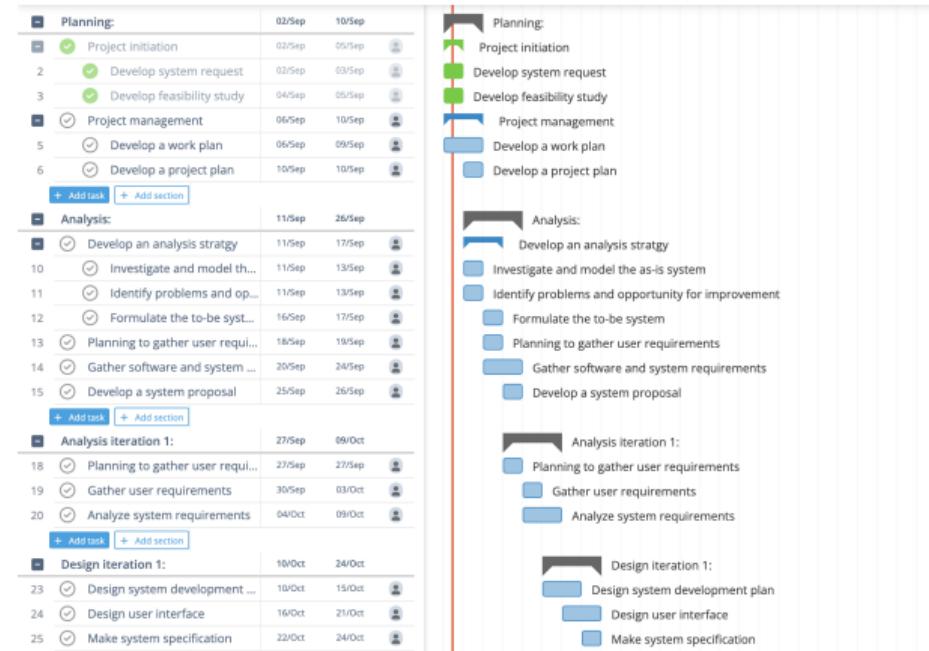


Figure: Planning - Design iteration 1

└ The selected SDLC methodology and rationale

└ Gantt Chart

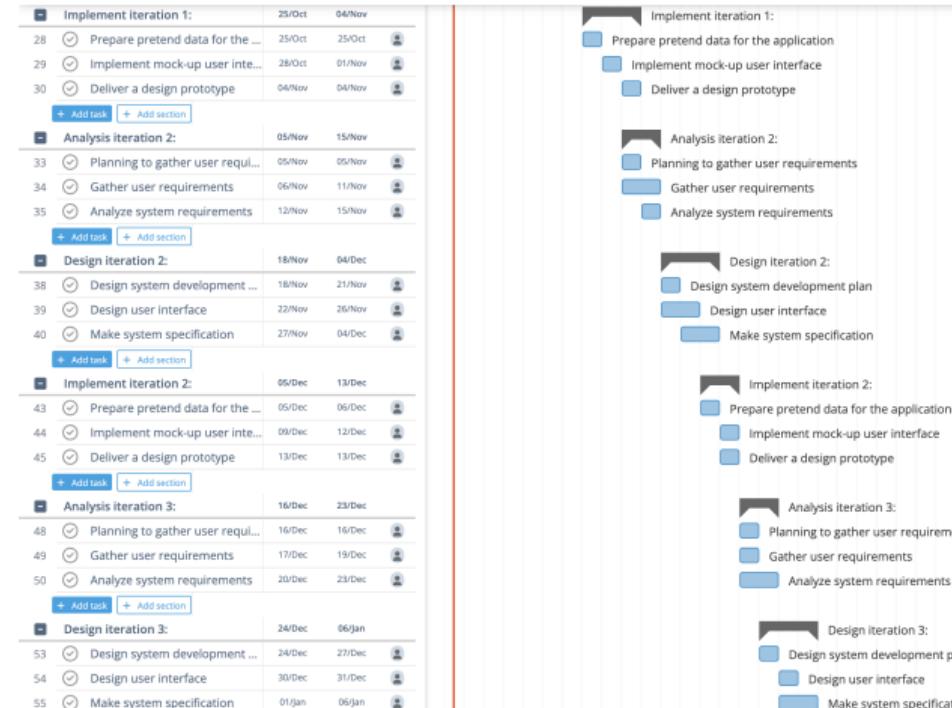


Figure: Implement iteration 1 - Design iteration 3

└ The selected SDLC methodology and rationale

└ Gantt Chart

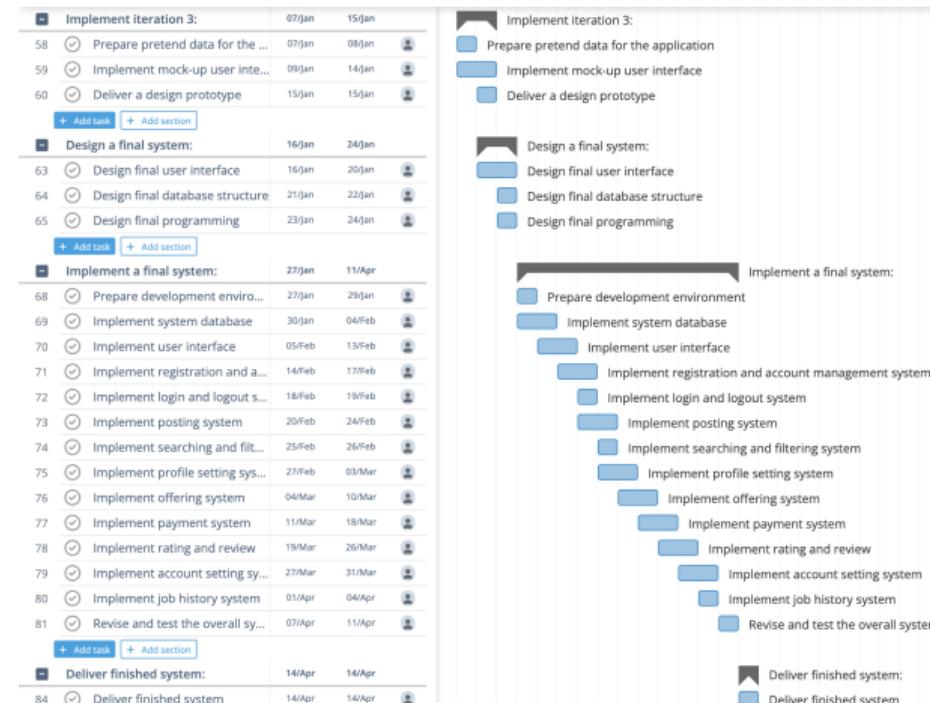


Figure: Implement iteration 3 - Deliver finished system

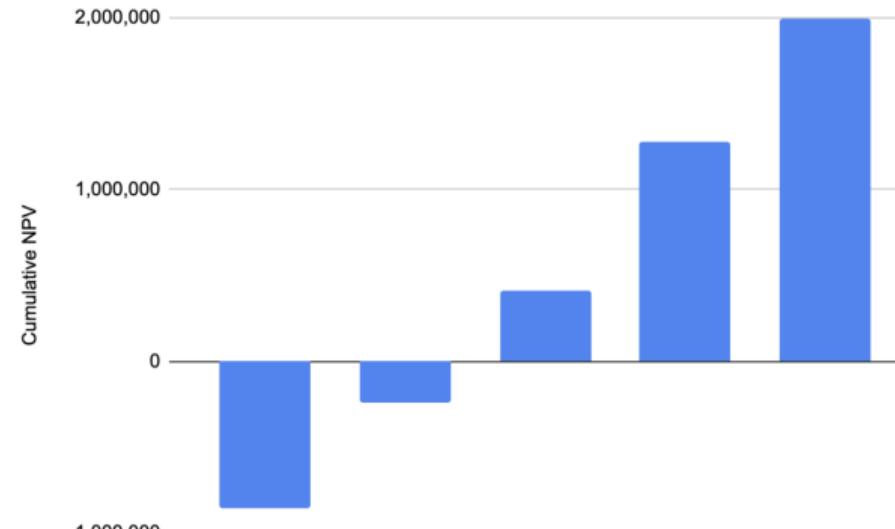
- └ The selected SDLC methodology and rationale

- └ Cost Estimation

Cost Estimation

Task	Responsible Role	Effort (person-months)	Average Labor Rate (Baht/Month)	Labor Cost
Planning	Project Manager, System Analyst	0.38	87,500	33,415
Analysis	Project Manager, System Analyst, Business Analyst, Infrastructure Analyst, Technical Leader	0.82	94,000	76,923
Analysis Iteration 1	System Analyst, Infrastructure Analyst	0.49	94,000	46,154
Design Iteration 1	System Analyst, Infrastructure Analyst	0.6	62,500	37,507
Implement Iteration 1	Software Developer	0.38	40,000	15,276
Analysis Iteration 2	Project Manager, System Analyst, Business Analyst, Infrastructure Analyst, Technical Leader	0.49	94,000	46,154
Design Iteration 2	System Analyst, Infrastructure Analyst	0.71	62,500	44,326
Implement Iteration 2	Software Developer	0.38	40,000	15,276
Analysis Iteration 3	Project Manager, System Analyst, Business Analyst, Infrastructure Analyst, Technical Leader	0.33	94,000	30,769
Design Iteration 3	System Analyst, Infrastructure Analyst	0.55	62,500	34,097
Implement Iteration 3	Software Developer	0.38	40,000	15,276
Design Final System	System Analyst, Infrastructure Analyst, Quality Assurance	0.38	75,000	28,642
Implement Final System	Software Developer, Quality Assurance	3	63,333	190,034
Total		8.89		613,847

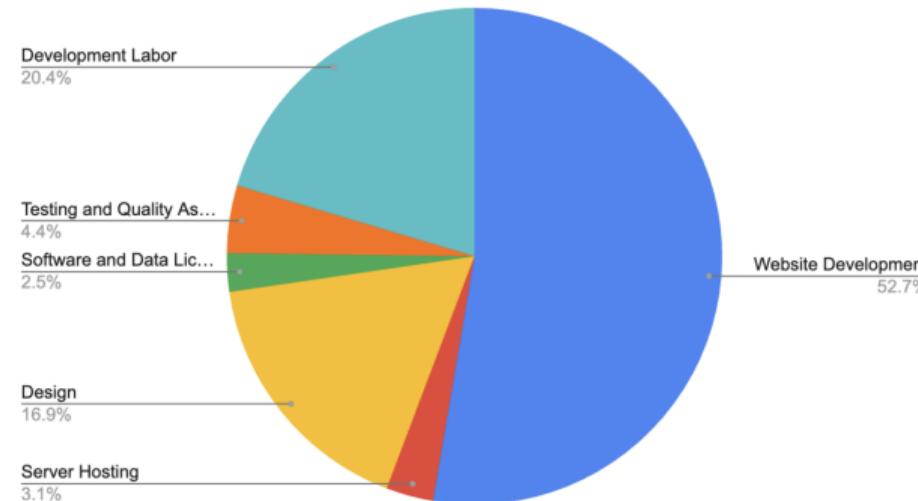
Cumulative NPV Over Time



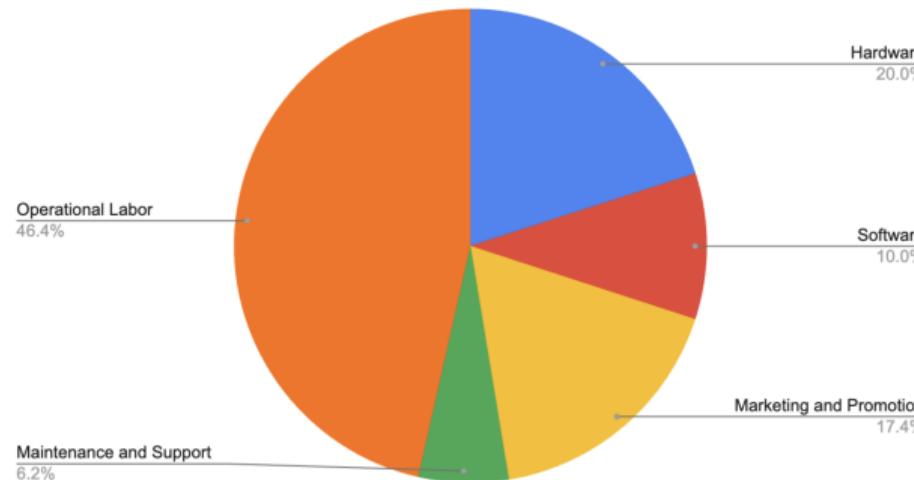
ROI: 108.42%

Break Even Point: 2.3 Years

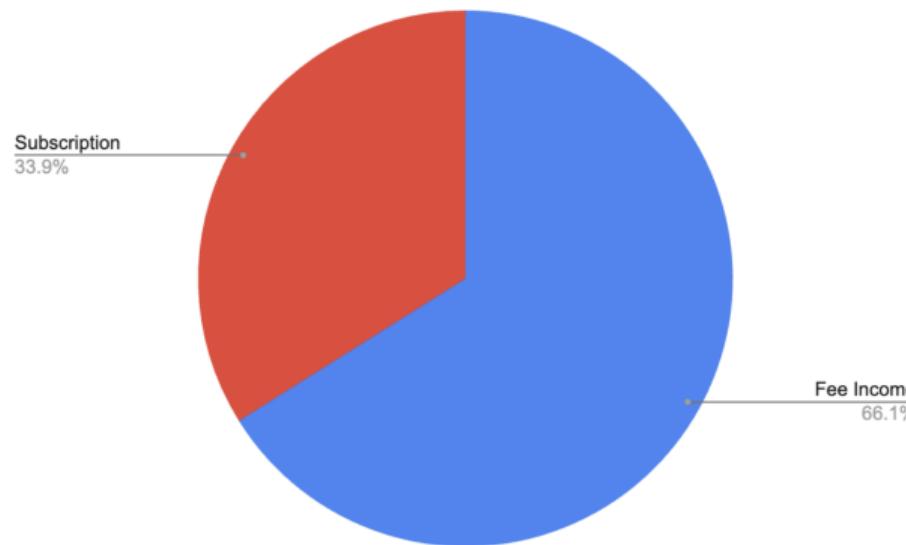
Development Cost



Operational Cost



Income



The Benefits of the Project

Benefits

Production crew

- 1 Gained opportunities to reach new customers.
- 2 Media production professionals become more recognized.
- 3 Build credibility and trust with media producers.

Benefits

Customer

- 1 Access a team of media production professionals with experience and skills in a variety of fields.
- 2 Save time in finding suitable media production professionals.
- 3 Access reviews and feedback from other media producers, which helps in assessing the quality and reliability of media production professionals.

Benefits

Bualoi Production

- 1 Enhancing the database with profiles of media professionals and producers will help attract new users to the platform.
- 2 Collecting data on user behavior will enable administrators to analyze marketing strategies and plan future projects effectively.
- 3 Generate revenue through subscription fees and commissions from transactions.

Appendix

Technical Feasibility

Section	Detail	Risk
Functional Area	The team understands and is familiar with how media production teams currently operate, but may still need additional information about specific processes to further develop the platform's efficiency.	Low
Technology	The development team has general web development skills, but building complex systems like banking transactions will take more time.	Medium
Project Size	There are 10 key requirements, and the development team consists of 9 members, with a development timeline of 4 months.	Low-Medium
Compatibility	Financial transactions and identity verification add complexity and raise security concerns.	Medium-High

Overall Risk: **Medium**

Economic Feasibility

	2024	2025	2026	2027	2028	Total
Income						
Fee Income	0	696,000	800,100	791,500	837,200	
Subscription	0	350,100	426,900	447,100	409,000	
Total Benefits	0	1,046,100	1,227,000	1,238,600	1,246,200	4,071,818
PV of Benefits	0	957,945	1,075,216	1,038,642	1,000,014	
PV of All Benefits	0	957,945	2,033,161	3,071,803	4,071,818	
Development Costs						
Website Development	358,939	0	0	0	0	
Server Hosting	21,000	0	0	0	0	
Design	115,390	13,000	0	0	0	
Software and Data Licenses	17,000	0	0	0	0	
Testing and Quality Assurance	30,000	15,000	15,900	16,854	17,865	
Development Labor	138,980	105,000	120,000	0	0	
Total Development Costs	681,309	133,000	135,900	16,854	17,865	
Operational Costs						
Hardware	42,300	65,600	65,600	65,600	65,600	
Software	21,000	21,000	21,000	21,000	21,000	
Marketing and Promotion	36,700	24,800	26,300	27,800	29,500	
Maintenance and Support	13,000	13,780	14,606	15,483	16,412	
Operational Labor	98,000	103,880	110,112	116,719	123,722	
Total Operational Costs	211,000	229,060	237,618	246,602	256,234	
Total Costs	892,309	362,060	373,518	263,456	274,099	
PV of Costs	853,884	331,549	327,313	220,924	219,951	1,953,621
PV of All Costs	853,884	1,185,433	1,512,746	1,733,670	1,953,621	
Total Project Benefits - Costs	-892,309	684,040	853,482	975,144	972,101	
Yearly NPV	-853,884	626,396	747,903	817,718	780,063	2,118,197
Cumulative NPV	-853,884	-227,488	520,415	1,338,133	2,118,197	
Return on Investment	108.42% (2118197/1953621)					

Overall Risk: Medium

Organization Feasibility

Section	Detail	Risk
Strategy Alignment	The system's goal aligns with the organization's objective of becoming a central platform for matching media production teams and clients.	Low
Stakeholder Analysis	Media producers: Teams such as directors, set designers, and screenwriters lack an online space for finding work, which this system aims to solve. Service users: They will have more options to find media production teams.	Medium

Overall Risk: **Medium**

Impact on Society

Section	Detail	Impact
Economic and Global Impact	The platform helps media professionals find more work and promotes creativity from diverse individuals.	Positive
Society Impact	The platform may increase precarious gig work, which could impact worker's financial stability and quality of life.	Negative
Environmental Impact	Reduce paper usage and deforestation due to the system's digital system.	Positive

Overall Risk: **Medium**

Team organization

- 1 **Nasmeen Islam** - Software Developer
- 2 **Tanadol Jaichuen** - UI/UX Designer, Software Developer
- 3 **Wiroonpuri Silasap** - Technical Leader, Software Developer
- 4 **Kawin Rattanapun** - Business analyst
- 5 **Tanaphom Hirunyathorn** - UI/UX Designer, Software Developer
- 6 **Chawanakorn Auckayachinda** - System Analyst, Software Developer
- 7 **Paponthanai Ounsopa** - Software Developer
- 8 **Nontanun Ausungnoen** - Project Manager
- 9 **Pana Wanitchollakit** - Quality Assurance