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Bisesh, Ellie, Ghazal, Rishabh, Sho

lens

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Project Report I

lens, a platform for networking in the visual arts industry.

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# Executive Summary

## business impact

The film industry has a significant impact on the business world in a variety of ways, especially through economic contributions at both the local and global levels, its cultural influence on society, and its role in making connections.

This business provides a platform for various individuals involved in the film industry, including actors, directors, producers, designers, and staff. It provides the creation of new films generates job opportunities, involves hiring local talent, and injects money into renting locations and equipment.

The collaborative efforts of individual workers in the film industry have a cultural impact. Diversity is crucial to the film industry, particularly in a multicultural city like Vancouver. Films have the power to influence societal values, perceptions, and behaviours, thereby impacting culture and social norms.

Given the focus of this platform on Vancouver, it facilitates connections with local companies, supporters, and organizations. Local companies, for instance, can become sponsors or utilize films as a marketing tool by integrating their products within the film's storyline.

Overall, the film industry serves as an economic driver and plays a vital role in shaping culture and providing opportunities for businesses, individuals, and communities to connect.

# Problem Statement

1. **Fragmented Talent Search**

The movie industry often relies on a fragmented approach to talent search. Directors, producers, and casting agents must navigate multiple agencies, auditions, and networking events, making it challenging to find the right talent efficiently.

1. **High Recruitment Costs**

The traditional casting process involves a multitude of intermediaries, each taking a share of the budget. This leads to high recruitment costs that can strain the budgets of independent filmmakers and studios alike.

1. **Limited Visibility for Emerging Talent**

Emerging actors, writers, directors, and technicians struggle to gain visibility and connect with established industry professionals. This lack of visibility can hinder the industry's ability to discover fresh talent.

1. **Diversity and Inclusivity Challenges**

The movie industry faces ongoing criticism for its lack of diversity and inclusivity in casting and crew roles. Finding diverse talent for projects can be difficult, perpetuating the problem.

1. **Inefficient Communication**

Effective communication and collaboration are essential in filmmaking. Traditional communication channels like emails and phone calls can be cumbersome, leading to delays and misunderstandings among talent and production teams.

1. **Global Talent Search Barriers**

International collaborations are common in filmmaking, but finding talent from around the world can be challenging due to geographical and cultural barriers.

1. **Lack of Data-Driven Insights**

The industry often lacks comprehensive data on talent preferences, trends, and success rates. This hinders decision-making and resource allocation for casting and crew selection.

1. **Talent Development Gap**

The industry could benefit from structured talent development programs and opportunities to bridge the gap between emerging and established professionals.

## Issues Addressed by the Platform:

Your talent matchmaking platform is designed to tackle these problems and issues head-on:

1. **Centralized Talent Search**

The platform provides a centralized and user-friendly interface for talent seekers, making it easy to search for and connect with talent based on specific criteria, saving time and effort.

1. **Cost Reduction**

By directly connecting talent seekers with talent providers, our platform reduces the need for multiple intermediaries, resulting in significant cost savings for productions.

1. **Visibility for Emerging Talent**

The platform offers emerging talent a platform to showcase their skills and connect with industry professionals, promoting their visibility and access to opportunities.

1. **Diversity and Inclusivity**

Our platform can help address diversity and inclusivity challenges by offering a diverse pool of talent, encouraging inclusive casting choices, and fostering a culture of representation.

1. **Efficient Communication**

Messaging and collaboration tools on the platform streamline communication between talent and production teams, leading to smoother project management.

1. **Talent Reach**

The platform's reach enables talent seekers to find professionals from different regions, expanding the talent pool for international collaborations.

1. **Data-Driven Insights**

By collecting and analyzing data, the platform can offer valuable insights into talent preferences and trends, empowering industry professionals to make informed decisions.

1. **Talent Development**

Beyond matchmaking, our platform can offer resources and opportunities for talent development, ensuring a continuous influx of skilled professionals into the industry.

In addressing these issues, our talent matchmaking platform has the potential to transform the movie industry by making talent discovery more efficient, cost-effective, diverse, and inclusive while fostering better communication and collaboration among industry professionals.

# Revenue Model

Subscription Model: Offer different subscription tiers for users.

Basic (Free): Access to limited content and features, no write access to the application.

Premium (Paid): Enhanced access, exclusive content, and advanced networking opportunities with access to post ideas and create projects to share and collaborate on.

**Transaction Fees:** *Charge a percentage fee on transactions made through the platform.*

This would include fees on purchases, or any business transactions facilitated on the platform in the later stages of the platform when there is significant industry influence.

**Advertisement and Sponsorship Revenue:** *Establish partnerships with local companies for sponsorship and advertising opportunities.*

Integrate products within the film's storyline or display ads on the platform.

Advertisers pay a fee for exposure.

Other Long-Term Revenue Streams

**Event Hosting Fees:**

Host events related to the film industry (workshops, seminars, networking events).

Charge participants or sponsors a fee to participate in or sponsor these events.

**Partnerships and Collaborations:**

Partner with other businesses in the film industry (production companies, equipment rental services, post-production studios).

Establish revenue-sharing agreements or other mutually beneficial arrangements.

**Crowdfunding or Donations:**

Implement a crowdfunding or donation feature for supporters of the film industry.

Contributors can donate funds to specific projects or causes on the platform.

**Data Insights and Analytics:**

Offer advanced analytics and insights for filmmakers, providing valuable data on audience behaviour, preferences, and trends for a subscription or one-time fee.

**Merchandise Sales:**

Sell merchandise related to the projects showcased on the platform, with a portion of the proceeds going to the platform.

# Total Cost of Ownership

Development Costs are listed below; for each feature the duration is estimated in which it would be built and going with entry level resources costing at $41/hr the Sum Cost has been calculated.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Features** | **Duration (in days)** | **Resources** | **Effort (in hours)** | **Sum Cost** |
| 1 | New User Registration | 5 | 1 | 40 | $1,640 |
| 2 | User Data Management | 3 | 1 | 24 | $984 |
| 3 | Authentication for Login | 3 | 1 | 24 | $984 |
| 4 | Network Section | 8 | 2 | 128 | $5,248 |
| 5 | Project Creation | 12 | 2 | 192 | $7,872 |
| 6 | Project Browsing | 8 | 2 | 128 | $5,248 |
| 7 | Instant Messaging | 18 | 2 | 288 | $11,808 |
| 8 | Ideas | 5 | 1 | 40 | $1,640 |
| 9 | Equipment Hiring | 9 | 2 | 144 | $5,904 |
| 10 | Admin | 12 | 3 | 288 | $11,808 |
|  |  |  |  | **Total** | **$53,136** |

There are other expenses for the complete production launch of this platform on the internet which will have further server and maintenance costs. Maintenance is expected to cost around **$4,000** for the first quarter after launch and cloud hosting fees is estimated to be around **$1,000** for the whole year.

Summary

|  |  |
| --- | --- |
| **Expense** | **Amount** |
| Research & Development | **$53,136** |
| Internet & Hosting Fees | **$1,000** |
| Maintenance | **$4,000** |
| Total | **$58,136** |

# Functional Requirements

* **User Registration and Authentication:**
  + Users should be able to create accounts.
  + Users should be able to log in securely.
  + Users should have the option to register with simultaneous roles (Actor, Director, Producer, others).
* **Profile Management:**
  + Users should be able to create and edit their profiles.
  + Crew members should be able to specify their skills and experience.
  + Producers/directors should be able to provide details about their projects.
  + Users can give a glimpse of their past projects on their profile page.
* **Search and Matching:**
  + Users should be able to search for crew members based on various criteria (e.g., skills, location, availability).
  + The app should match crew members with relevant projects based on their profiles.
* **Project Posting:**
  + Producers/directors should be able to post details about their projects.
  + They should be able to specify crew roles they are looking to fill.
* **Messaging:**
  + Crew members should be able to apply for projects.
  + Producers/directors should be able to communicate with crew members through messaging.
* **Notifications:**
  + Users should receive notifications about new project postings and messages.
  + Crew members should be notified when they are selected for a project.
* **Payment Processing:**
  + The app may include payment processing functionality for membership fees and more.
* **Renting Equipment/Venue:**
  + Users can look and browse for equipment required for their content creation or rent out studios to carry out post-production workflows from the platform.
  + Theatres and venues can also be listed on the platform for users to get some space for private exclusive viewings of their projects.

# Non-Functional Requirements

* **Performance:**
  + - The app should have low latency and respond quickly to user actions.
    - It should handle many users and projects without significant performance degradation.
* **Security:**
  + - User data, including personal and financial information, should be stored securely.
    - Authentication and authorization mechanisms should be robust.
    - Communication between users should be encrypted.
  + **Scalability:**
    - The app should be designed to scale horizontally to accommodate a growing user base and increasing data volume.
  + **Usability:**
    - The user interface should be intuitive and user-friendly.
    - Accessibility features should be implemented to accommodate users with disabilities.
  + **Reliability:**
    - The app should have a high level of availability and should minimize downtime.
    - Backup and recovery mechanisms should be in place to protect against data loss.
  + **Compatibility:**
    - The app should be compatible with a range of devices and operating systems (e.g., mobile, web).
  + **Data Privacy and Compliance:**
    - If applicable, the app should comply with data privacy regulations, such as GDPR or CCPA.
    - User consent for data collection and processing should be obtained where necessary.
  + **Maintenance and Support:**
    - There should be provisions for regular updates, bug fixes, and user support.
  + **Cost Considerations:**
    - The app's infrastructure and maintenance costs should be within budget constraints.
  + **Performance Metrics:**
    - Specific performance metrics (e.g., response time, concurrent users supported) should be defined and monitored.

# Use Case Diagram

