CIS 315 Project 2

For project two, perform 5 analyses which drive you to a corporate strategy:
1. SWOT
2. Ishikawa
3. Business Model Canvas
4. Business Motivation Model (BMM)
5. Business Process Model (BPMN)

For each analysis state what you learned, in terms of strategy for a business which will
- offer a marketplace for streaming entertainment, where
- ecommerce is present, to purchase episodes or other content
- analytics is provided to the content producer
- demographic information is captured by the application
- many shows can be sold, and revenue returns to producer, after a fee is subtracted by the marketplace

For your paper, focus energy on the BMM:
1. begin by stating 5 major conclusions from your problem domain analysis (project 1)
2. establish goals which seek to solve the problems you identified in project 1
3. identify strategies which will support your goals
4. identify missions, visions and other very general values which you must achieve, to create a successful/thriving app in the problem domain

More notes on each analysis:
SWOT Analysis should identify how your market for streaming services can fill holes in the existing entertainment landscape, and how your new market faces some interesting competitive challenges.

Ishikawa should trace factors leading up to a failed show, then model the factor which lead up to a successful show. Indicate how different factors cause the end result at the head of the fishbone drawing. Identify key factors which contribute to victory and defeat. Take the perspective of the production company you studied in the problem domain analysis.

Business Model canvas should discuss how a production company is meant to shape their value proposition (a show) to face a market properly.

The BPMN should model how a successful application marketplace should feed analytics to a show's producer.