GOT TALENT WEBSITE BRD

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Introduction

Executive Summary

Got talent is an online website offering huge material and service to everyone. website Combine different nationalities, the website allows talented people from different talents like (art, carving, writing, graphics, ..., etc.) to have his/her own profile and contact each other and can show their works, people can see their works and rate them, also they can rate each other.

Document Overview

This document introduce Got talent. It introduce general description, technical description, development plan, operation plan.

Business Objectives

- Offer huge bank of videos in different talents .
- Offer effective way of learning , evaluation and showing their work.
- Offer free and self growing service to every one.

Background

Introduction [1]

Why some people are more successful than others are? Leaving aside luck, which equates to confessing that we do not really know, there are really just two explanations: talent and effort. Talent concerns the abilities, skills, and expertise that determine what a person *can* do. Effort concerns the degree to which the person deploys their talents.

Clearly, some people are both talented and hard-working, but there is often a tension between the two. Talent can make people lazy because they need to rely less on hard work to achieve the same goal. Hard work helps people compensate for lower levels of talent, which is why it's quite helpful to be aware of one's limitations. (Of course, it is possible to lack both talent and effort, but then success will require a great deal of luck!).

But how much does talent actually matter? Nearly 20 years have passed since McKinsey introduced the idea of a war of talent, yet most organizations seem to struggle with their talent management practices. For example, a recent industry report by deloitte based on over 2,500 leaders from 90 countries showed that most employers are ill-prepared to tackle key talent identification challenges.

Furthermore, scholars have recently argued for a more collectivistic approach to talent management, suggesting that individual stars are less important than previously thought, and that overpaying them could harm team performance. In fact, many people assume that a team of stars is especially hard to manage and more likely to lack "synergy," resulting instead in a collection of entitled and expensive prima donnas.

So should companies stop focusing on talent? Is talent overrated?

Not quite. Consider the following facts:

 A few talented people make a huge difference. This is one of the most replicated findings in management research. In any organization or group, a few people will make a disproportionate contribution to the collective output. Around 20% of individuals are responsible for 80% of the output and vice-versa. This pareto effect has been found in virtually any domain of performance. As academic reviews have highlighted, a Pareto effect illustrates the distribution of scientific discoveries, publications, and citations; entrepreneurial success and innovation; and productivity rates. In all these areas 20% of individuals (or less) tend to account for between 80 and 98% of performance.

Thus talented people – the vital few – are the main driver of a company's success, and companies will see much higher returns on their investment if they devote more resources to the few people who are making a big difference, as opposed to trying to make the "trivial many" more productive.

Talent is easy to measure and predict. The science of talent identification is at least 100 years old, and there are many reliable and legally defensible methods for identifying potential and predicting future displays of talent. Although most companies waste an enormous amount of time coming up with their own models of talent – a camel is a horse designed by a committee – they are overcomplicating things. They would be better off consulting the vast body of scientific evidence in this field.

For instance, meta-analytic studies show that there are consistent personality attributes associated with top performers across all fields and industries. Most notably, the star organizational players tend to have higher levels of ability, likability, and drive. Ability is in part domain-specific as it involves the technical expertise and knowledge that people have acquired in a field.

However, the key component of ability is learnability or the capacity to learn new things – it is a function of IQ and curiosity. Likability is mainly about emotional intelligence and people-skills, and these are pivotal to success no matter what field you are in. Finally, drive is the dispositional level of ambition – a person's general desire to compete and the ability to remain dissatisfied with one's achievements. And if you think this last ingredient of talent can be coached or developed, read on.

Even motivation may be considered a part of talent. Although motivation is often celebrated as a talent leveler – a malleable state that can be trained and enhanced at will – it is important to understand that it has a strong dispositional and genetic basis. For example, stable personality characteristics, such as neuroticism, extraversion, and conscientiousness, account for almost 50% of the measurable variability in motivation, which means any observable difference in people's motivation can be largely predicted from a very early age. In addition, large meta-analytic studies in behavioral genetics suggest that around 50% of the variability in those same generic personality traits is due to hereditary (compared to, say, 80% for human weight, and 90% for height). So while it may be easier to change your level of ambition than it is to lose weight, it's not as easy as most people think. (And like with weight, people often manage desirable changes but only to revert to their previous level after a while.)

Besides, even though the remaining 50% of variability is due to environmental factors, many of these occur very early in life and we have not quite worked out how to influence them in a desired direction (even in adult life). This is why it is extremely difficult to transform a lazy and unambitious person into an intense and competitive individual, just like it is very hard to extinguish someone's ambition when they are naturally very driven. That is not to say that you cannot coach or develop people to improve their performance. But the most effective interventions focus on helping people go against their nature, replacing toxic habits with more effective ones.

In short, talent matters as much or even more than people think. It is arguably more underrated than overrated. The only aspect of talent that is overrated concerns people's evaluations of their own talents — most people are not as talented as they think, especially when they have none.

System Description

Got Talent Website

There are millions of talents around the world.
no one knows each other, so we try to make
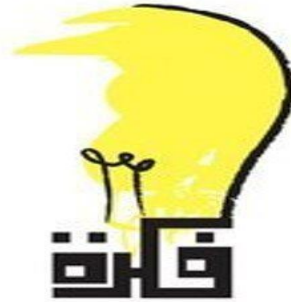
website Combine different nationalities, the website allows talented people from different talents like (art, carving, writing, graphics, ..., etc.) to have his/her own

profile and contact each other and can show their works, people can see their works and rate them, also they can rate each other.

The System

The system allows to make one profile for each one, they can upload their works on it as image or pdf file. The system also shows related educational videos and the most popular people that related to him/her talent and their works. Also the system allows to anyone to draw as free hand.
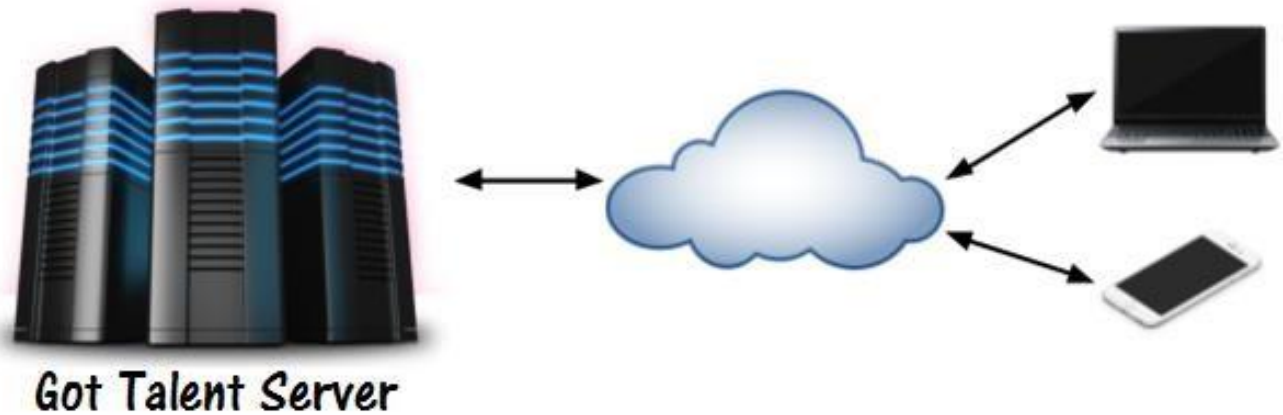
Draw To Win

They can show their works to sell, also anyone can contact them to make one of them draw him a Portrait for money and the website take commission.

System Architecture:

Got Talent system introduces talented people and show their works. The system offer Learning services to users via web-based.

Got Talent Server

The system consists of following modules:

1. **Storage.**
2. **Data Processing.**
3. **Data Analytics.**
4. **Indexing.**
5. **General User Area.**
6. **Learning Area.**
7. **Security.**

Storage

Data Processing	Data Analytics	Indexing	Security

General user Area	Learning Area

Storage

System uses storage for:

- **Learning materials (videos, articles, ... etc.).**
- **System configurations, users information for Profiles.**
- **Indexing storage to support full text search engines.**

Storage uses MYSQL database, MySQL enables data to be stored and accessed across multiple storage engines, including InnoDB, CSV, and NDB. MySQL is also capable of replicating data and partitioning tables for better performance and durability.

Data Processing:

Data processing module is responsible on providing all data related services like data classifier and multimedia processing.

Data classifier is required to allow better reaching to useful information and improve the quality of learning material.

Multimedia processing is required to enhance the quality of multimedia contents like images, audio and video. It converts multimedia contents to unified format. Also, this service is required to detect some features required by data classifier service.

Data classifier is required to classify the contents which is important to avoid nonappropriate material.

The classifier uses information entered by user about his/her interests.

Data Analytics:

Talents System holds huge amount of data which includes Learning materials, user's information. This module is important to study the contents and produce very useful result. Basically, this module support following data analytics:

User information analysis to provide the user with useful videos and the most popular works related to his/her Talent.

Talents analysis to classify the talents to make the user easy to reach to the wanted materials to achieve the main target from our website

Indexing

This module is responsible on indexing textual contents to allow internal full text search queries. Full text search is used by final users to find certain contents.

General User Area

This module provides user with main system activities like display an online portfolio to his/her works and have rating on it from others. In online portfolio user can add or delete, show or hide his/her work.

In Addition, user can display the most popular people works related to the user talent.

User can view others works and rate it also, and edit their profiles and view other user's profiles.

Learning Area:

This module provides user with the most useful learning materials like videos and articles that related to user talent or interests.

The user can also search about a certain title to reach a certain learning material related to any talent.

Security

Security module is responsible on user data authentication. User can register/login using emails.

Security module also, responsible on validate user information before registration or login, managing the permissions and roles to protect users works and prevent any violation on it.

Security module also, responsible on detecting the threats and preventing any SQL Injections.

System Features

Create New Profile

Anyone have any talent can make one profile to show his works to the people who interested in.

During creating the profile he need to select the talents which he is interesting in, to the system be able to show him related educational videos which be more useful for him. We will discuss the specific information of educational videos later.

Informations that the website need to allow you to make a profile are:

- Your name
- your mail
- your password
- your phone number
- your age
- your gender
- your talent
- your interests

All data you have inserted in, you can show it or make it hidden except your name.

After creating the profile, he can add his talent such as drawing, article, comedy video, singing, photographer, etc.

You do not need to create profile if you just want to see talents on the website.

Learning

There are educational videos on the website. The system will be able to show it to who have a profile for his interests, so the system will appear videos related to his interests first then other videos, but people who have not a profile the system will not be able to filtered it to them, so all videos will appear to them without filtering.

Education videos will be like how to draw, how to sing and so on.

Gallery

You will be able to see your works in Gallery section after adding it and you can see other works also.

Anyone can open gallery section to see all the works of the talented without having an account.

Gallery section will be divided into four parts, drawing part, singing part, show part (like comedy videos) and other part (contain any thing does not belong to first three parts). We will discuss how to add a new work later.

Rating

Anyone can rate your works and you can rate other works of the talents, also people who have not a profile can rate your work. The rate will be of five stars

Add new work

Anyone have a profile can add new work in my works page. When he uploads his work, it will appear in my works page.

So if he want to show his work in public gallery he needs to select show in gallery before uploading it and needs to select the type of his work to upload it in selected gallery, He can select one of four parts, it is drawing, singing, show, or other.

So show your works in public gallery is optional (is not mandatory)   Note that:

Your works in my works page anyone can see it, but difference between my works page and gallery page, my works page contain only your works, but gallery contain all works of all talents.
Anyone have not a profile will not be able to add any work.

Security

If you have profile, you can sign into the website with your email or phone number and your password, which you set it during creating the profile. Password must be more than six letters and contain at less one number. You should make your password strong by do not use common words in your password or your phone number.

Before completing registration process, the system check the phone number you have inserted, if the phone number was wrong (more than 11 numbers) the system will show message with this error. The system check also if this number or email exist in database, if already exist the system will show message with you already registered.

System Development and Operation

Overview

The system development is performed using Agile methodology. Initial R&D activity should be applied to experiments tools and techniques. Later continuous R&D activity will run beside the system development activities. The first version of the system should take sixteen month. After release, the system will enter an initial operation phase for six months. During that phase the whole development team will communicate directly with the operation and business team. Later the system will enter the final operation and maintenance phase. During that phase a minor development team will provide an indirect technical support.

Development Plan

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Study Requirements	■	■	■													
Management Planning	■	■	■													
Preparation	■	■	■													
Test Planning				■	■	■										
Implementation				■	■	■	■	■	■	■	■	■				
Research				■	■	■	■	■	■	■	■	■				
Testing				■	■	■	■	■	■	■	■	■				
System Testing													■	■	■	■
Final Release																■

Team:

person	Main Rule
Mohamed Abdallah	Project Manager & Team Leader
Mohamed Khaled	Web Developer
Hadeel Ashraf Ahmed	
Dina Essam	

Tools:

Got Talent Website will be developed using open source tools, languages and servers. Commercial tools will be used in case there is no open source alternative.

This will decrease the cost especially for long term operation.

While development only online tools will be used for management, tracking, testing and source control. This will increase the collaboration between team members even they are not located at the same place. Also, this will allow external teams and members to participate.

Operation	Recommended Tool
Source Control and Versioning	GitHub
Tasks and Issues Tracking	GitHub
Structured Database	MySQL
Programming Languages	HTML , CSS , JavaScript , PHP
Operating Systems	Windows

Assumptions:

- The system completely depend on free open source tools and languages.