CIS 4911 – SENIOR PROJECT

Picture Marketing’s Social Wall

Feasibility Study and Project Plan Document

Members: Juan Gonzalez-Llanos, Joseph Gonzalez

Mentor: Cortney Mills

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Instructor: Masoud Sadjadi

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**1. Introduction**

This section deals with introducing our project and defining our purpose, scope, terms, and acronyms. It also deals with describing how the rest of this document will unfold, describing our feasibility study, as well as our project plan.

**1.1 Problem Definition**

The problem our project, the Social Wall, deals with is the inability for clients to display photo albums in a slideshow from social media sites and cloud storage apps in a quick and efficient manner. While it is possible to accomplish, it is normally tedious to set up and gives you a very limited amount of customization on how you want to show your slideshow.

**1.2 Background**

The company we are working with for this web application , Picture Marketing, is known for their apps and products, like PhotoZap, which provides companies with the tools to market and promote their brands. With our app, Social Wall, we will aid them in aggregating images from different locations (DropBox, Facebook page albums, and RSS feeds) and repurpose them for event slideshows, website galleries, and other types of repurposing, so that more people can view them.

**1.3 Definitions, Acronyms, and Abbreviations**

PM - Picture Marketing

SW - Social Wall

FB - Facebook

h/w - Hardware

s/w - Software

More definitions/acronyms to come when document is in Final Draft

**1.4 Overview of document**

In this document, we will discuss our Feasibility Study and Project Plan. For the Feasibility Study we will discuss the current system in place today, the purpose of the new system we are going to implement, define our user requirements, describe the alternative solutions, and offer recommendations. This gives us our purpose behind our project and helps us move forward.

In our Project Plan, we discuss how we will organize our project, which includes our personnel organization and our h/w and s/w resources, and we identify our task, milestones, and deliverables for the rest of our project.

**2. Feasibility of Study**

**2.1 Description of Current System**

In the current system, to display a slideshow, whether as a form of advertisement or at an event, a company has to either download the images directly into their device and run it through a desktop slideshow application, or click through each individual image directly through social media site and display the images that way. This current system forces companies forces companies to dedicate time and resources for the creation of an appealing final product.

**2.2 Purpose of New System**

The purpose of the new system is to allow for the automation of this slideshow creation process through a web application. The web applications core purpose is to allow for the automatic creation of an appealing slideshow, displaying content that is digested from popular websites such as Facebook and Dropbox. The new system will allow companies to take advantage of photos stored on various websites, and further expose them to others with a purpose of increasing company brand strength and popularity.

**2.3 High-Level Definition of User Requirements**

1) The system shall allow the user to generate a slideshow.

2) The system shall allow the user to change the image cycle speed.

3) The system shall allow the user to change the background photo of the slideshow.

4) The system shall allow the user to enter a recurring photo into the slideshow.

5) The system shall allow the user to digest photos from different sources.

**2.5 Recommendations**

**3. Project Plan**

**3.1 Project Organization**

**3.1.1. Project Personnel Organization**

Joseph Gonzalez - Developer, Project Manager, Tester

Juan Gonzalez-Llanos - Developer, Project Manager, Tester

Cortney Mills - Mentor

Louis Zuckerman - Mentor/Consultant

**3.1.2. Hardware and Software Resources**

Hardware:

* PC - Windows OS (7 or 8) or Mac (OS X or higher)

Software:

* GitHub (2.0 for Windows or Web application)
  + Open Source Code Repository
* StarUML (version 2.0.0)
* Trello (web application)
  + Project Management tool
* Java EE
  + Development/Testing of Application
* Tomcat 7.0
* Google Chrome
* Adobe Photoshop CS6
* Google Drive

**4. Appendix**

**4.1 Appendix A - Project Schedule (Gantt chart or PERT Chart)**

**4.2 Appendix B - Feasibility Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Feasibility Criteria** | **Wt.** | **Candidate 1** | **Candidate 2** | **Candidate 3** |
| **Operational Feasibility**    **Functionality. A description of to what degree the candidate would benefit the organization and how well the system would work.**    **Political. A description of how well received this solution would be from both user management, user, and organization perspective.** | **30%** | **15**        **13**        **Score: 28** | **14**        **13**        **Score:27** | **15**        **14**        **Score:29** |
| **Technical Feasibility**    **Technology. An assessment of the maturity, availability (or ability to acquire), and desirability of the computer technology needed to support this candidate.**    **Expertise. An assessment to the technical expertise needed to develop, operate, and maintain the candidate system.** | **30%** | **15**          **12**        **Score:27** | **15**            **10**            **Score:25** | **15**            **12**            **Score:27** |
| **Economic Feasibility**    **Cost to develop:**    **Payback period (discounted):**    **Net present value:**    **Detailed calculations:** | **30%** | **Score: 30** | **Score: 30** | **Score: 30** |
| **Schedule Feasibility**    **An assessment of how long the solution will take to design and implement.** | **10%** | **Score: 10** | **Score: 9** | **Score: 10** |
| **Ranking:** | **100%** |  | **91** | **96** |

**4.3 Appendix C - Cost Matrix**

**4.4 Appendix D - Diary of Meetings**

Diary Entry 1:

Date: September 4, 2014

Location: Picture Marketing Offices

Start time: 2:30 pm

End time: 5:00 pm

In Attendance: Juan Gonzalez-Llanos, Joseph Gonzalez, Cortney Mills

Late: N/A

Agenda:

* Introduction and initial meeting
* Learn about Picture Marketing
* Explanation and details of the project
* Go over requirements of the system
* Talk about expectations of the project

Summary of Discussion:

Introduced ourselves to Cortney and the Picture Management. Discussed the Social Wall project, what is needed and what is expected.

Diary Entry 2:

Date: September 6, 2014

Location: Virtual meeting via Skype

Start time: 7:30 pm

End time: 8:40 pm

In Attendance: Juan Gonzalez-Llanos, Joseph Gonzalez,

Late: N/A

Agenda:

* Talk about document drafts due
* Discussed use cases
* Come up with requirements and constraints

Summary of Discussion:

Discussed and worked on drafts that are due on September 8th and we came up with the use cases.