CIS 4911 – SENIOR PROJECT

Picture Marketing’s Social Wall

Feasibility Study and Project Plan Document

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**1. Introduction**

This section pertains to introducing the project and defining our scope, purpose, acronyms and background on the project. It also deals with explaining how the rest of the document is organized, by describing our feasibility study and project plan.

**1.1 Problem Definition**

The main problem of the Social Wall project is the inability of clients to easily and inexpensively, display their images from social media or cloud-based solutions in a slideshow format on any screen. While it is possible to accomplish, it is normally a hassle to setup and is limited in the amount of customization that the user can specify for his images. In Addition, it usually costs hundreds or thousands of dollars a month for competing services.

**1.2 Background**

Our Sponsor for this mobile application Picture Marketing Inc. specializes in creating applications such as FotoZap a social marketing platform that allows companies the ability to promote their brand through customized images and videos. With our application, Social Wall we will help them in aggregating images from different sources (DropBox, Facebook, FotoZap etc) and repurpose them for event slideshows, website galleries and other repurposing so that more people can view them.

**1.3 Definitions, Acronyms and Abbreviations**

PM – Picture Marketing Inc.

SW – Social Wall

CO – Cordova Software

FB – Facebook

h/w – Hardware

s/w – Software

OS – Operating System

App – Application

ST – Sencha Touch Mobile Framework

CC – Chromecast

JS – Javascript programming language

**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 implementing, 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 entire project.

**2. Feasibility of Study**

**2.1 Description of Current System**

With the current System, there are many ways to solve this image slideshow problem: a local solution using desktop applications such as Microsoft PowerPoint, using web applications such as Tintup or using mobile applications such as AllCast or LocalCast. To display a slideshow locally, the client has to download the images locally onto their device and transfer them through a desktop application or click through each image and view them that way. This system forces companies to invest time and money into the creation of this product.

An alternative would be to use a web application that provides a slideshow capability as a service such as Tintup or Postano. These services, while useful, can cost upwards of $1,000 a month (or more). While it might be affordable for some companies, it is a price that is too much for others. These options, however, limit the amount of customization options. For example, there are no options for transition effects, background music, etc.

Moreover, there are mobile applications available that can accomplish slideshow streaming to screens such as AllCast or Photocast. These are open source solutions that offer similar features however they are limited in the sources that can be used for the slideshows and offer very little customization to the actual slideshow settings.

**2.2 Purpose of New System**

The purpose of the new system is to allow for the automation of this slideshow creation process through much easier and cost-effective procedure. The expensive and unintuitive alternatives discourage individuals from using this service, and force companies, both large and small, to spare thousands of dollars for a service they may only use a handful of times. The new system will eradicate that by offering a simplified, yet elegant alternative that costs very little to use.

Another purpose is to add more customization to the slideshows. The current system gives the consumer a bare-bones version of a slideshow. Our new system will give more power to the consumer allowing them to customize their slideshow to their own liking.

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

1) The system shall allow the user to generate a slideshow of images and view them on a screen using a chrome cast device.

2) The system shall allow the user to Login to the system.

3)The system shall allow the user to Logout of the system.

4) The system shall allow the user to change the campaign or album currently being viewed.

5)The system shall allow the user to choose a specific chrome cast device to connect to.

6)The system shall allow the user to disconnect from the connected chrome cast device.

7) The system shall allow the user to select the campaign to view on the chrome cast device.