Final Project:

VidFlixClub Movie Club Website

Baseline Plan

Genesis Taylor

Management Information Systems

Table of Contents

Plan Summary 3

Overview 3

Problem Definition 3

Project Scope 4

System Narrative 5

System Configuration 5

Alternative Approaches 5

Feasibility Assessment 5

Economic Feasibility 5

Technical Feasibility 5

Operational 6

Legal and Political 6

Human Factors 6

High-level Project Schedule 6

Managerial Issues 7

Project Members 7

Project Standards and Procedures 7

# Plan Summary

## Overview

VidFlixClub (http://www.vidflixclub.com) is a movie club where members of the club discuss movies from streaming services such as Netflix and Amazon Prime. A member of the club picks two movies weekly to be watched by the group and they are discussed on a designated day and time, usually Sunday. Members have the option to watch one or both movies. Currently, the movies are discussed on twitter through a group list and hashtags.

While the group has gained members and popularity over time, it has become harder for everyone to participate in the discussions. The lists and hashtags are not enough to suffice the group’s needs.

## Problem Definition

The PIECES framework will be used to define the problem:

|  |  |
| --- | --- |
| **PIECES Framework** | |
| Performance | The current method of discussion, tweeting, is not efficient.  Tweets about the movie get lost amongst other tweets and it is hard for every member to follow along with the discussion. |
| Information | There is no easy way for a member who may have missed the discussion to go back and read what others have said.  The current hashtags would often be used by other people who are not in the group, causing confusion. |
| Economic | Currently, there is no direct cost associated with the group.  Twitter is a free service.  Each user uses their own device, app or browser, and data or internet package to participate. |
| Control | The club is managed through Twitter.  Members are a part of a list but there is no way for the list to only contain discussions about the movie.    It is suggested that they use hashtags when tweeting about the movies, however this is not mandatory.  Many users do not use the hashtags and tweet about other things at the same time. |
| Efficiency | The lack of use of the hashtags congests the list and makes it hard for members to follow the discussion.  There are also timing conflicts among members who may have made other plans for the suggested discussion time.  There is no way for said members to catch up on the discussion due to the real time nature of twitter feeds. |
| Service | Users are having issues discussing movies together at the same time.  Users join the group late and want to see the discussions on previous movies but have no way of doing so.  Users fall behind on movie watching due to schedules. |

## Project Scope

The project is to create a website that allows users to efficiently discuss, rate, and view which movies that are to be watched. The project will be broken down in to phases in hopes of creating a pleasant club experience for all members.

Phase 1: Create a website that allows users to see which movies are to be watched during a specific week.

Phase 2: Create a way for users to discuss movies at their own leisure.

Phase 3: Create a way for users to submit movie requests to be added to the system.

**Design Activities**

* **Project planning** 
  + Schedule
  + Resources
* Milestones
* **Defining requirements for:** 
  + Program Flow Diagrams
  + Process Flow Documents
  + Detailed Systems Requirements Documentation to run VidFlixClub system and Website
  + Detailed End User Training
* **Development Activities** 
  + Establish website and hosting space
  + Develop Database
  + Develop website design
  + Deliver Program Flow diagrams & Process Flow Documents
  + Develop FAQ
* **Deployment Activities** 
  + Deploy to client environment for user testing
  + Delivering Training
  + Deliver Program Flow diagram & Process Flow Documents
  + Deliver End-User Manual
  + Deliver Detailed Systems Requirements Document (to run application)
  + Deploy to live client environment

# System Narrative

## System Configuration

Code: PHP, JavaScript HTML, Wordpress Plugins and Themes.

DB: MySQL through MyPhpAdmin and MySQL Workbench

UI: Wordpress webpage hosted by Hostgator

## Alternative Approaches

Alternative approaches to this project were explored. Some of the suggestions that came up were creating an Instagram page, Google+ group, or Facebook page. The group decided that a webpage would be the best first step and the others could be options later on.

# Feasibility Assessment

## Economic Feasibility

* Initial cost of website and hosting space totaling around $60.
* Revenue from Google AdSense once site’s traffic increases.
* Revenue from affiliate links created in case users decide to purchase movies.

## Technical Feasibility

* The current system requires users to use their choice of Twitter app.
* There is no way to point out specific technical issues as each user uses different Twitter apps.
* The new system will provide users with more resources and options.

## Operational

* Operating the site will be at the most a daily task of checking emails and promotion through social media.
* Weekly updates shall be done to keep the movie lists and discussions up to date.

## Legal and Political

* If Google AdSense is used, all content and actions must fall within their rules to avoid things such as copyright infringement and privacy violations.
* Website must also make sure it meets the requirements of any affiliate sites if they are also used.
* Due to the social nature of the website, a set of rules must be establish to protect users against attacks, threats, and any forms of bullying or abuse.

## Human Factors

* The project will be completed by myself, with the input from potential users.
* No information that could jeopardize the user’s identity will be required to participate in this program.

## High-level Project Schedule

|  |  |  |
| --- | --- | --- |
| Task | Start | Finish |
| Project Initiation | 01/17/15 | 01/17/15 |
| Investigate and Analyze Symptoms | 01/17/15 | 01/17/15 |
| Define Problem | 01/17/15 | 01/17/15 |
| Investigate Solutions and Feasibility | 01/19/15 | 01/21/15 |
| Propose Solution | 01/24/15 | 01/31/15 |
| Establish Project Committee | 02/04/15 | 04/15/15 |
| Establish Project Workbook | 06/01/15 | 06/01/15 |
| Estimate Resources and Feasibility | 03/27/15 | 03/27/15 |
| Create Project Summary | 06/25/15 | 06/25/15 |
| Establish Preliminary System Configurations and Alternative Approaches | 05/27/15 | 05/27/15 |
| Create A Draft Baseline Plan | 05/10/15 | 05/10/15 |
| Draft Requirements | 05/13/15 | 05/14/15 |
| Final Baseline Plan | 05/15/15 | 05/15/15 |
| Draft Data Flow Diagrams (DFD) | 06/01/15 | 06/01/15 |
| Draft Hierarchical Structure Diagrams | 06/01/15 | 06/01/15 |
| Draft Output And Input Designs | 06/01/15 | 06/01/15 |
| Start Programming | 05/25/15 | 06/17/15 |
| Test Program | 06/17/15 | 06/17/15 |
| Fix Known Issues | 06/18/15 | 06/20/15 |
| Implementation | 06/25/15 | 07/07/15 |
| Record Project Video | 06/25/15 | 07/07/15 |
| Deliver Completed System and Project | 07/01/15 | 07/07/15 |

\*Please note dates and tasks are tentative and subject to change. Additional information will be added at a later time.

# Managerial Issues

## Project Members

|  |  |  |
| --- | --- | --- |
| Member | Role | Contact information |
| Genesis Taylor | Project Creator | taylogl@tigermail.auburn.edu |
| Dr. Diane Hall | Project Chair | halldia@auburn.edu |
| Dr. Casey Cegielski | Project Chair | cegieca@auburn.edu |
| Dr. Kelly Rainer | Project Chair | rainerk@auburn.edu |

## Project Standards and Procedures

The project workbook and all other documents for this project will by shared by me, Genesis Taylor, with the project committee, listed above, through my TigermailLive account, [taylogl@tigermail.auburn.edu](mailto:taylogl@tigermail.auburn.edu).

**SDLC:** This project will be conducted by using the System Development Life Cycle Method. This will consist of the following phases:

• Preliminary Investigation

• Analysis

• Logical Design

• Physical Design

• Implementation

• Maintenance

Throughout each phase, feasibility test will be conducted to ensure that the project is still feasible for the company. At the end, the project will be submitted to the stakeholder for review.

**Database Development Procedure:** The database will be created on a SQL database set up through Hostgator.com. The database should be backed up on the SQL database and through the TigermailLive account.

**Website Development Procedure:** The finished project will be placed on Hostgator.com and accessible through the webpage vidflixclub.com. The website should be tested on numerous browsers and some mobile devices to ensure the program works on each. The upload program and any edits should be backed up on each page and saved to the TigermailLive account.

**Project Development Guidelines:** The program should be as seamless as possible. Each feature should be consistent in design and functionality. All documentation should be thorough and in a consistent format readable to all viewers.

**Project Testing Guidelines:** Once the project has been developed, it shall be tested. After this test, any errors that occur will be addressed and another test will be done. At numerous steps, the deliverables of this project will be tested.

**Video Guidelines:** After the project has passed testing, a video shall be created detailing the project to the project committee.