Movie Mate

Charter/Scope/WBS

Movie Mate

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# Charter

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| --- | --- | --- | --- |
| **Project Name:** | Movie Mate Android | **Project Start Date:** | 08/01/2019 |
| **Application Name:** | Movie Mate | **Project End Date:** | TBC |

## Description

This app will be designed to give a novice movie-goer all the designated information and knowledge needed to truly understand the movie they are going to see. It will provide all relevant information simply and effectively so that the user can go from essentially no knowledge of the movie to being completely immersed in the world in a matter of minutes.

This application is best suited to the casual movie fan with little knowledge on the film (and its franchise) they are about to see. This is an app designed for the type of person whose knowledge is ranging from “non-existent” to “mildly familiar”. We aim to effectively present information and knowledge to the user, so they may have a similar background to that of a die-hard movie fan. These groups can be; friendship groups, romantic partners or an individual wanting to see a movie but needs direction as to what is best suited for them.

This application needs to be developed with intent to introduce user interaction, in the future. Users may be able to submit reviews or other movie related information, with the possibility of a reward. Ads must also be considered when developing the application.

## Objectives

* Knowledgeable movie facts
* Helpful information
* Efficiency/Accessibility (in terms of accessible information)
* Information is succinct
* Free flowing and clear usability

## Budget

None

## Major Deliverable Schedule

* January
  + Create project documentation
  + Start development for Android
  + Research iOS cross development
    - Start iOS development
  + Create and structure a database to store movie information
  + Create web service (or program) to assist with uploading of movie information
  + Create UI to read movie information
* February
  + Implement usability functions (searching, sorting, design changes etc.)
  + Reassess development deliverables
  + Continue developing and tweaking service

## Critical Success Factors

* Realtime movie database
* Ability to add movies
* Ability to retrieve movie information

## Risks and Concerns

* Storage of information
* How information can be gathered, converted and stored without disrupting user flow
* Using information belonging to another company and getting sued
* Standing out in an overpopulated app market

## Comments

Depending on future progress, if a budget is needed then a discussion will take place on how much to invest.

# Scope

## Project Justification

We should continue this project because we have identified that there is a hole in the market. We are aiming to reach a demographic that has yet to be targeted, and the size of this demographic is considerably large. Through this app we will be able to reach a global audience with useful information that relates directly to their live experiences with going to the cinema. This can be an app used by almost everyone that provides a truly helpful service at no direct cost to them.

## Long Term Objective

1. Own and operate a fully functioning app which delivers on our goals
2. Consistently be ranked highly in every app store on the internet, specifically in the entertainment category (Top 200 of free apps, top 50 in entertainment)
3. Be available and relevant across the globe
4. Offer the app to non-English speaking countries
5. Retain a consistent number of app users, while also continuing to add more traffic
6. Strive for a stage of minimal human interaction yet maximum app output
7. Strong progress to large scale marketing (Influencers/Pages/News/Talk shows)
8. Have a budget

## Characteristics and Requirements

Have a list of movies, able to be searched and sorted, which when clicked can show the following information.

* Short synopsis of what happens in the movie (similar to IMDB)
* Runtime
* Knowing, at any point, how long is left in the movie
* Extra credit scene
* Where it fits in the franchise (standalone, straight after the last film etc.)
* If the movie is an adaptation of a book/play
* Prior real-life knowledge (Bohemian Rhapsody)
* Key Actors
* Key music

# Summary of Project Deliverables

### Project Related Deliverables

* Accounts
* UI (user interface)
* Movie database

## Project Success Criteria

All major deliverables implemented with the exception of some usability requirements, completed by the end of February.

# WBS

TO BE COMPLETED

# Specifications

## Home Page

Here

## Movie Page

Here

## Database

Here

# Designs

## Home Page

Here

## Movie Page

Here