



Ministry of Communication and Information Technology
Information Technology Institute



Rubyera Project Documentation

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1. Introduction

1.1- Background (Problem)

There is a weak link between the customer and the providers of the Photography, Videography and Script Writing services.

Many talented photographers for example, who provide good service with low budget, aren't well known in the community.

On the other hand, Customers have variety of service demands whether it's according to their budget or to the level of quality

1.2- Purpose

Service Providers as Photographers, Videographers, Directors and Script Writers have a deep impact on many services. They have a big community with big demands.

On focusing on the Photographers which are the core of this community need to manage their daily tasks in an efficient way that saves time, effort and resources.

Photographers in Egypt and The Middle East are in great need of a community that fulfills their expectations and wraps all their needs in order to have a smooth work flow.

And as the world is moving towards XaaS (anything as a service), Photography and other media services is definitely one of the promising services in the market.

1.3- Previous work done (Competitors Analysis)

500px, **Flickr** are our toughest opponents in the market. Both of them are increasing in the capacity of their communities.

500px provides customized portfolio and high capacity image storage, yet these services come in high price regarding storage. Only professionals would benefit from that. Beginners who have ambition don't stand a chance against top paid professionals and will bypass this because they don't provide variety of price plans for the profiles. Subscriptions for any paid features are very difficult.

They have just launched the hiring for service earlier this year, yet the reviews aren't with or against it and are still under development.

Flickr, owned by Yahoo, provides a better storage than **500px**, but this comes with a risk of stealing pictures as any user can download other's stuff. Their user interface is just as any sharing website.

Both **500px** and Flickr don't handle the issue of spam comments and fake profiles very well.

Competitors	500px	Flickr	SmugMug
OVERVIEW: The program includes... High-level look at each competitor or competitor's product. Include your own company as well, so you can compare and contrast.	OVERVIEW: 500px is a photo community, designed to allow you to get exposure and feedback on your pictures.	OVERVIEW: It is owned by Yahoo, provides a better storage than 500px	OVERVIEW: It is a portfolio-building website, designed to allow you to showcase your pictures in a flexible yet beautiful way.
ADDITIONAL VALUE: Beyond basic overview, what value do they provide to a potential customer?	ADDITIONAL VALUE: It is about building a portfolio and comparing it against other photographers' portfolios. It is possible to sell individual photos.	ADDITIONAL VALUE: Their user interface is just as any photo sharing website.	ADDITIONAL VALUE: There are social features, they feel latched on to the core mission (and not in a particularly amazing way). Privacy features.

COST: Cost always an important comparison, but should never be looked at alone. By understanding the value and details of the product, you can better compare cost.	COST: Plans are (5\$ – 10\$ – 20\$) per month	COST: Pro profiles are 6\$ per month/ 50\$ annual	COST: Plans are (4\$ – 6\$ – 13\$ - 25\$) per month
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1.4 Customers' Analysis

1.4.1 Overview

Most of our segment is in Cairo & Alexandria where their ages lies between 20 and 40 and the Male to Female ratio is 3 to 1.

They've studied in fields that aren't related to Cinema or Photography, but there are a lot of them who studied these fields after graduation at The Higher Cinema institute in Cairo and Photography at the AUC.

From the point of view of the purchasing power, they are between A "high purchasing power" and B class "low purchasing power".

Most of them are interested in events and workshops in the field of Cinema and Photography where some of them already joined groups for Photography to improve themselves.

They are active on social media (Facebook, Instagram, Behance and LinkedIn) and their main interests are pages related to these fields.

Large number gathers between more than one field in their study and work.

Most of them work as freelancers, but also there are others who work in companies related to the field of Cinema and places organize events for Photography and Filmmakers.

Most of them didn't mind writing down their contact emails and phone numbers.

Some of them joined groups for photography.

1.4.2 Survey

A survey was made during several events:

- 1) Adasa Club: DIY Projects - Photography Meeting**

22 April 2017 at 18:00–21:00

- 2) View Finders Photography Club - Marketing For Artists by John Essmat**

22 April 2017 at 18:00–21:00



"العرض المسرحي "كاليجولا - قصر ثقافة الأنفوشى (3)

22 April 2017 at 18:00–20:00



جائزة عبد العزيز سعود البابطين للشعر العربي بالتعاون مع إذاعة صوت العرب - مكتبة (4)
الأسكندرية

26 April 2017 at 15:00- 17:00



لقاء مع الصحافية بجريدة الاهرام الاستاذة : تهانى صلاح (5)



- Some meetings were held :

- **Windsor Palace Hotel:** 26 April 2017 20:00 – 23:00

- 1- Mr Mostafa Abd Allah : Editor In-Cief of El Akhbar newspaper
- 2- Dr Gamal Hammad – GM of Cultural Programs at Sout El Arab Radio Channel.
- 3- Mrs Tahany Salah: Editing Manager – El Ahram Newspaper
- 4- Mrs Hanan Hazaa : Assistant Editor In-Chief – Hawaa' Magazine
- 5- Dr Mennat-Allah Samy : Short Stories Writer



صورة من الأستاذ/ حمزة محمد من الأذاعة، الأستاذة/ تهانى سلا





Meeting Conclusion:

Plan a visit to The Higher Cinema institute in Cairo and get a list of the fresh graduates, Syndicate of representative professions & Syndicate of Music Professions by having a stamped letter from both the ITI and the Ministry of Higher Education stating that “we are group of researchers interested in making a list of the most famous actors, directors, scriptwriters.

In addition to visiting Academy of Art in Giza, the higher institute of Higher Institute of Theatrical Art.

- **Bib. Of Alexandria 3rd of May 2017 14:00 – 17:00 :**

- i. Mr Hossam Abd El Kader : Media Adviser at Bib. Of Alexandria

Meeting conclusion:

- We have to present a real value
- Try to get a sponsor,
- Having a bilingual website is a great advantage.
- Giving the opportunity to qualified members to be hired.
- Suggested that we have to set some terms and conditions for accepting a new member.
- Create a separate part for amateurs.
- When Dealing with a scriptwriter, we have to make sure that the script is registered.
- Gave us some phone numbers of some people to contact.
- We have to write contracts between the founders.
- He suggested making some workshops, events or some festivals.
- Suggested some places to visit :
 - Atelier – Sultan Hussein St.
 - إتحاد كتاب الفنون
 - جمعية الشباب المسيحية
 - مركز الأبداع – شارع فؤاد
 - قصر ثقافة الأنفوشي
 - قصر ثقافة الشاطبي
 - مكتبة الإسكندرية
 - معهد الجزوiet
 - الدكان
 - بيانولا
 - طرح بحر
 - الورشة



لقاء مع / حسام عبد القادر المستشار الاعلامى لمكتبة الاسكندرية بشارع / سوتر بالاسكندرية

ii. Eng. Mohamed Ghanema: Former Specialist at Library of Alexandria
كاتب/ ذاكرة مصر المعاصرة –

Meeting conclusion:

- We have to make sure of the copyrights.
- We have to make sure of the website/ Mobile app. Security.
- We need to consult a lawyer.
- He supported launching a demo of the website first and take into consideration the users feedback.
- He will try to contact with Mr Wael El Fakharany and adjust an appointment with him for us.
- He supported having an expert review for the beginners.
- He suggested getting a booth in Book Fair in the Library of Alexandria.

1.5 Scope

Rubyera is website/mobile application helping in connecting all the people working in the media field such as directors, scriptwriters photographers... etc. Its main objective is to help all the unknown talented ones to present their work for whom interested in their work, by uploading samples of their work and taking reviews. Rubyera make the experts in those fields give helpful tips to the beginners. It just gives a chance for them to be better.

1.6 Stakeholders/Beneficiaries

1.6.1 Stakeholders:

- Administrator
- Customer "Service Providers"
- Regular Users "who will send Hiring requests"
- Extra (Experts who will revise and add professional review on the work of the Service Providers)

1.6.2 Beneficiaries:

- Service providers (Photographers, Videographers , Directors, Script writers) where Photographers in the Middle East are in large number and has an official syndicate that was founded in 2015
- Indirect Beneficiaries (Events, Newspapers, TV Channels, Weddings, Products' photography, etc. ...)
- Clients requests any service from the community

1.7- Business Model

Business Model Canvas => Rubyera

 Key Partners We've built relations with Public figures who in turn introduced us to more figures related to the core of our application, showed great support, and still giving us advice to raise the value of our product. We've also made social media accounts on Facebook, twitter and Instagram which could be the start to attract more audience till we grow up and reach the Branding Phase.	 Key Activities Analysis and requirements gathering in collaboration with a Digital Marketing team. Extra market research. Designing the project. Implementation.	 Value Propositions Helping young talents to present their work on our platform where each Category provided in our application gets a fair competition between each other.	 Customer Relationships Maintaining a good relationship with the consumers by sending greetings emails, offering valuable tips to help the user improve his skills, offering discount on the membership for regular users.	 Customer Segments Most of our segments are in Cairo & Alexandria. Female ratio is 1 to 3. They are between A and B class. They are active on social media. Their ages are between 20 and 40. Most of them are interested in events and workshops in the field of cinema and photography.
 Key Resources Domain on a cloud server for the data. Service Providers Presence on live events related to the core of our application	 Channels Trusted public figures. Facebook Ads & SEO. Constant presence in live Events related to the core of application.			
Cost Structure Host: \$125 Domain: \$13 Ads - social media: \$150 	Revenue Streams Monthly/yearly Packages for online storage. Fees for handling secured online payment for services Ads for products and brands. 			

2. Requirements

There are three types of users that interact with the system: Regular Users “Consumers” (User Class 1- User), Service Provider {Photographers, Script Writers, Directors, etc.} (User Class 2 – Service Provider) and administrators (User Class 3 - Administrator). Each of these three types of users has different use of the system so each of them has their own requirements.

2.1 User Functional Requirements

2.1.1 User Class 1 - User

Functional requirement 1.1

ID: FR1

TITLE: User registration – Web or Mobile application

DESC: After user has downloaded the mobile application or he visited the Website, then he/she is able to register through our application. The user must provide user-name, password and e-mail address. The user can choose to provide a regularly used phone number.

Functional requirement 1.2

ID: FR2

TITLE: User log-in – Web or Mobile application

DESC: After user has registered, then he/she should be able to log in to the mobile application or the Website. The log-in information is stored on the phone or by the browser and in future the user will be logged in automatically.

Functional requirement 1.3

ID: FR3

TITLE: Login with Facebook/Google+

DESC: User can login directly with his Facebook or Google+ account where he will be automatically stored as a registered user.

Functional requirement 1.4

ID: FR4

TITLE: Retrieve password

DESC: After user has registered, then he/she is able to retrieve his/her password by e-mail.

Functional requirement 1.5

ID: FR5

Feature: Request Service (Hire Service Provider)

DESC: CRUD on service request

Scenario: Create a request

after the user visits a Service provider's profile, he then can hire him for a job making a service request.

Scenario: Accept/Reject notification

user waits for Service Provider's response status to the request whether it's accepted or rejected.

Scenario: Edit/Request Modification

User can edit his request only if the request status is still pending.

In case of accepting or rejecting the request, User must send Modification request to the Service provider where he'll wait for the response again as if it's a new request.

Scenario: Delete

User may wish to delete the request. His request may proceed and the down payment issue may be resolved according to their previous agreement limitation period.

Functional requirement 1.7

ID: FR7

Feature: Deactivate profile

DESC: User can deactivate his profile for a period of time until he logs back in. Anyone who tries to access his data will be redirected to "Content unavailable" page.

Functional requirement 1.8

ID: FR8

Feature: CRUD basic info

DESC: User wants be able to CRUD basic profile information.

Functional requirement 1.9

ID: FR9

Feature: CRUD on his favorite pics/galleries

DESC: User wants to CRUD on favorite pics/galleries

Functional requirement 1.10

ID: FR10

Feature: Review on Service

DESC: User can add review on his service request and rate the service according to his experience with the Service provider.

Functional requirement 1.11

ID: FR11

Feature: CRUD on Following/Followers list

DESC: User can Follow/Unfollow other users, & view these lists.

Functional requirement 1.12

ID: FR12

Feature: View service history

DESC: User can view his entire service requests history list.

Functional requirement 1.13

ID: FR13

Feature: View Service Provider's Profile

DESC: User can interact with Service Provider's profile where he can view Profile's basic info, number of followers, view his galleries and work, read reviews on his services, view his schedule, his service types, his tools & equipment and view the number of services he performed on our site.

Functional requirement 1.14

ID: FR14

Feature: Search for service

DESC: User can search for service by name, location or category.

Functional requirement 1.15

ID: FR15

Feature: Compare between services

DESC: User can compare between services according to rating, budget or geolocation.

Functional requirement 1.16

ID: FR16

Feature: Report Technical issue

DESC: User can report any technical issue to admins where he fills a form with subject, description and attach a screenshot if there is any.

Functional requirement 1.17

ID: FR17

Feature: Report offensive content

DESC: User can report any unethical behavior for other users stating the issue where it will be reviewed by the admins.

Functional requirement 1.19

ID: FR19

Feature: Report Fake or Offensive Users or Service Providers

DESC: User can report any bad experience he had with other site members where it will be reviewed by the admin.

Functional requirement 1.20

ID: FR20

Feature: Add Comment

DESC: User can comment on any post.

Functional requirement 1.21

ID: FR21

Feature: Receive notifications about new updates in Website.

DESC: User receives notifications on any updates that happen on website.

Functional requirement 1.22

ID: FR22

Feature: Request to make Ad on website

DESC: User can contact admins and request to make an Ad in the application.

Functional requirement 1.23

ID: FR23

Feature: Homepage News Feed

DESC: User gets to see the most popular posts (with high rates) of each

Category, all posts regarding a specific Category and the latest 5 Offers from service Providers.

2.1.2 User Class 2 – Service Provider

Functional requirement 2.1

ID: FR1

TITLE: Service Provider registration – Web or Mobile application

DESC: After Service Provider has downloaded the mobile application or he visited the Website, then he/she is able to register through our application.

The Service Provider must provide user-name, password, e-mail address and his Service Type. The Service Provider can choose to provide a regularly used phone number.

Functional requirement 2.2

ID: FR2

TITLE: Service Provider log-in – Web or Mobile application

DESC: After Service Provider has registered, and then he/she should be able to log in to the mobile application or the Website. The log-in information is stored on the phone or by the browser and in the future he/she will be logged in automatically.

Functional requirement 2.3

ID: FR3

TITLE: Retrieve password

DESC: After Service Provider has registered, then he/she is able to retrieve his/her password by e-mail.

Functional requirement 2.4

ID: FR4

Feature: CRUD on Media

DESC: Service Provider can CRUD on Media. He can Create/Read/Update/Delete any media he wants to add to his profile as his personal achievements. The media can be either pictures, videos, script or any stuff related to his service.

Functional requirement 2.5

ID: FR5

Feature: Add Tags to Media

DESC: Service Provider can provide tags to the added media as search keywords.

Functional requirement 2.6

ID: FR6

Feature: CRUD on Offers

DESC: Service Provider can CRUD on offers. He can make offers related to his service that has expiration date or he can make fixed offers in collaboration with other service providers.

Functional requirement 2.7

ID: FR7

Feature: Accept/Reject service requests(Hiring requests) from other users

DESC: Service Provider can accept/reject service requests according to his schedule's plans.

Functional requirement 2.8

ID: FR8

Feature: CRUD on Service Type

DESC: Service Provider can CRUD on his service type.

Functional requirement 2.9

ID: FR9

Feature: CRUD on Service Categories

DESC: Service Provider can CRUD on his service Category.

Functional requirement 2.10

ID: FR10

Feature: CRUD on Service Tools

DESC: Service Provider can CRUD on his service tools specification.

Functional requirement 2.11

ID: FR11

Feature: View Service History

DESC: Service Provider can view his history of services he has done on our application ordered by latest.

Functional requirement 2.12

ID: FR12

Feature: View Dashboard

DESC: Service Provider can view a statistical Dashboard that helps him to catch up on users' interests so that he can increase his productivity.

Functional requirement 2.13

ID: FR13

Feature: CRUD on schedule

DESC: Service Provider can CRUD on his daily schedule.

Functional requirement 2.14

ID: FR14

Feature: Reply to comments on his Posts

DESC: Service Provider can reply to comments if he wishes to.

Functional requirement 2.15

ID: FR15

Feature: Add Experts review “For Limited Service Providers Only”

DESC: Service Provider can add expert reviews to young talents that need advice from experts.

Functional requirement 2.16

ID: FR16

Feature: CRUD products in the Marketplace

DESC: Service Providers can CRUD products he wants to sell in the marketplace.

2.1.3 User Class 3 - Administrator

Functional requirement 3.1

ID: FR1

Feature: Block/Unblock users

DESC: In order to keep track of our application's policy and regulations, an

administrator is able to block/unblock users according messages and issues contacted with him.

Functional requirement 3.2

ID: FR2

Feature: Notify Users for any updates

DESC: Admin can send broadcast messages to Users notifying them about any updates that happen on the website.

Functional requirement 3.3

ID: FR3

Feature: Manage Ad requests

DESC: Admin can CRUD Ads in the application.

Functional requirement 3.4

ID: FR4

Feature: CRUD on Categories/ Service types

DESC: Admin can CRUD on Categories/ Services where he can modify them according to the needs of our users.

Functional requirement 3.5

ID: FR5

Feature: Manage Reports from users

DESC: Admin handles all reporting issues from users whether they are technical issues, offensive reports on any content or faker or offensive Users/Service Providers.

2.2 Use Cases

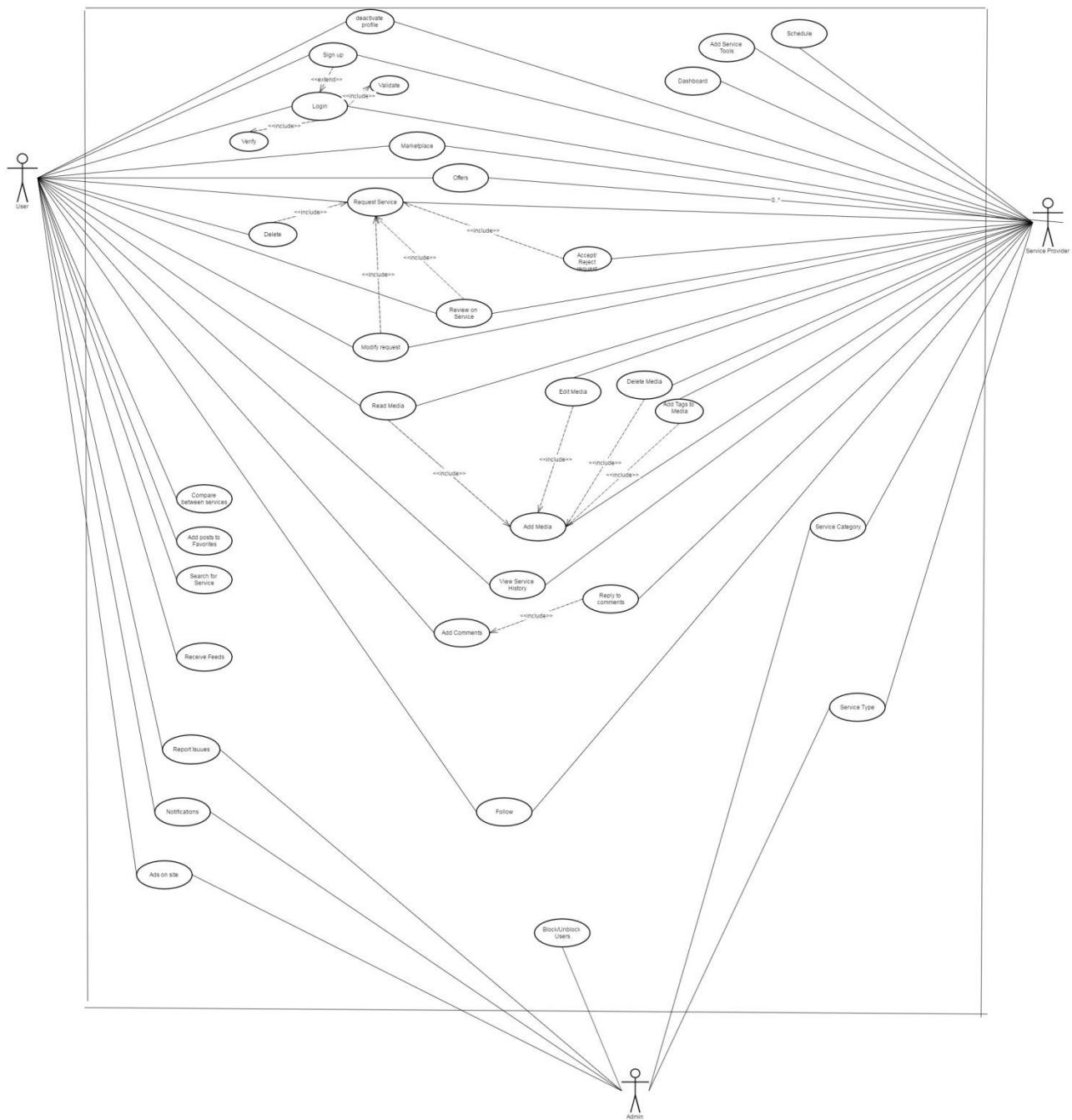
2.2.1 Actors

- User
- Service Provider
- Admin

2.2.2 List of Use Cases

2.2.3 Use Case Diagrams

Rubyera System



2.3 Non-Functional Requirements

2.3.1 Performance Requirements(Availability, Security.....etc.)

- Performance
- Security
- Reliability
- Usability
- Maintainability
- Portability

3. Objectives/List of Services (measurable)

Objectives

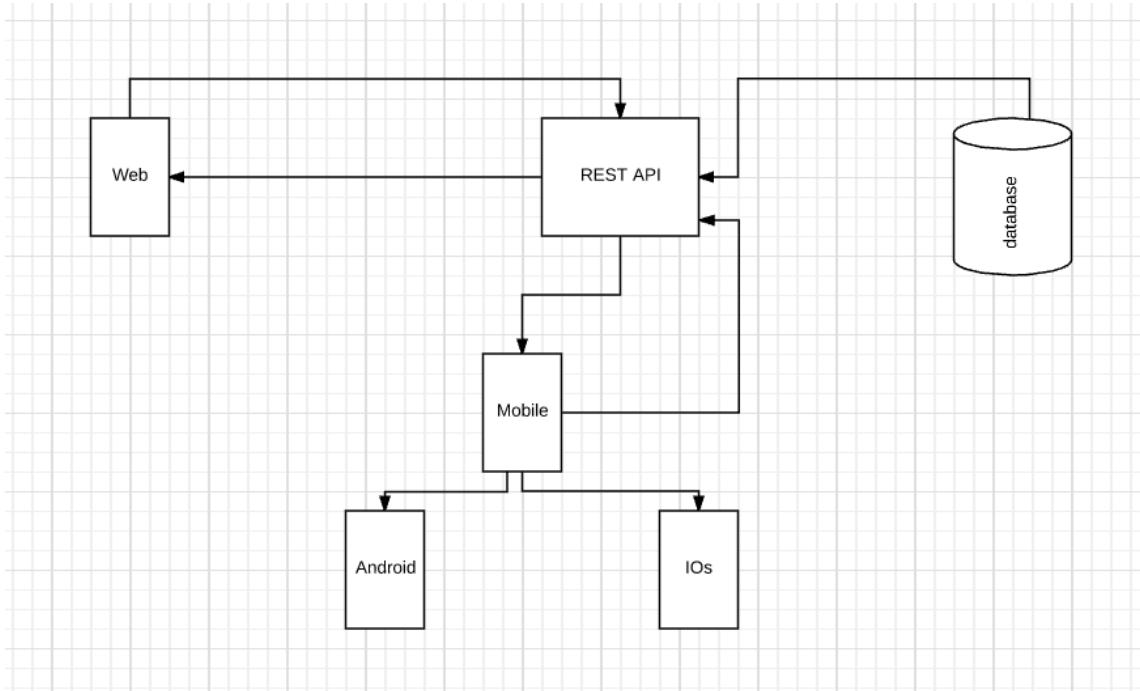
- Helping users and services provider to connect with each other and giving the opportunity for the beginners to present their own work.
- Creating a platform (web and mobile application) to support all art communities (photographers, videographers, scriptwriters, directors) within one month enabling ordinary users to use our application for business requests (photography request as an example) which will ease the connection between them, help the communities grow and serve their requirements.
- By the end of the year we shall have more than 10,000 mobile application download and 60,000 visits for the website and become a leading website/application in our field.

List of services

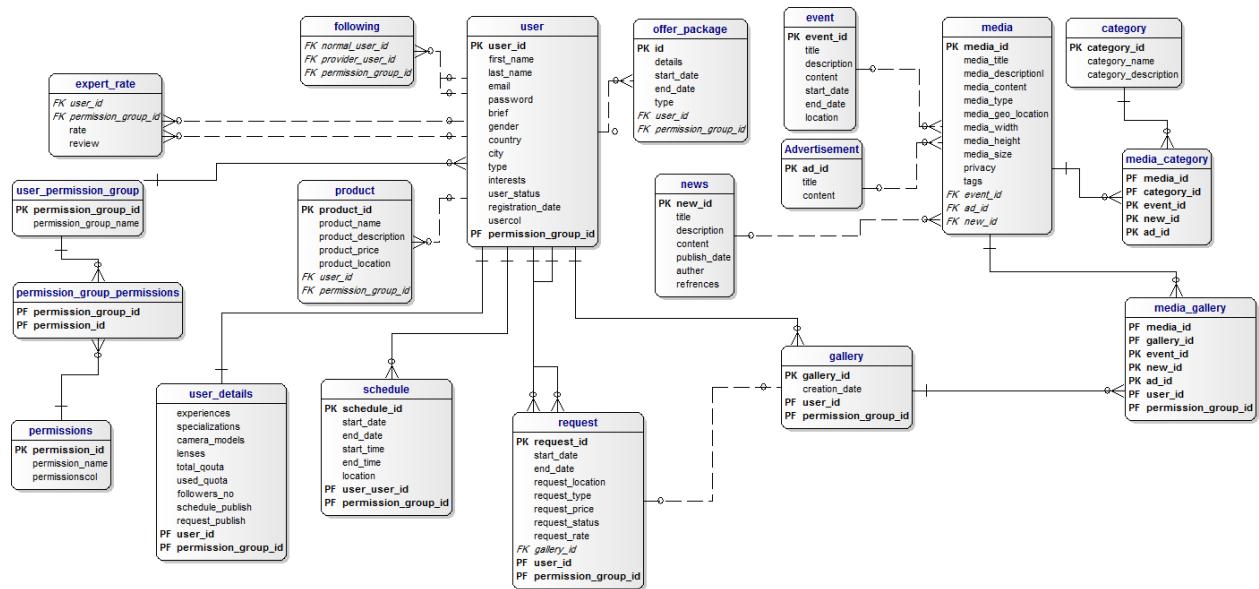
- Service provider can upload their digital work at our servers.
- Users can Request a service from Service Providers.
- Users can compare between Service providers according to budget, rating or geolocation.
- Users can Follow Service Providers to get constant feeds with their uploaded work.
- Marketplace where Service Providers can buy/sell equipment they need to perform their job.

4. Design Overview

4.1 System Architecture



4.2 DataBase Design(Entity Relationship Diagram)



4.3 Prototype



About Rubyera

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

This image shows the 'Our Community' section of the Rubyera prototype. It features a grid of six thumbnail images: a couple in formal wear, a beach wedding ceremony, a sunset over water, autumn foliage, a person holding a camera, and a person taking a photo. Below the thumbnails is a red 'See More' button. Above the thumbnails is a title 'Our Community' and a navigation bar with tabs: Photography (which is active), Videography, Film, and Scripts. At the bottom of the section is a footer with links to About Us, our services (Blog, Event, News), and social media icons for Facebook, Google+, Instagram, and Pinterest. The footer also includes the copyright notice '© 2017 RUBYERA. ALL RIGHTS RESERVED' and the Rubyera logo.

 Rubyera

Home Discover News Blog Offer Event

Log In Sign up





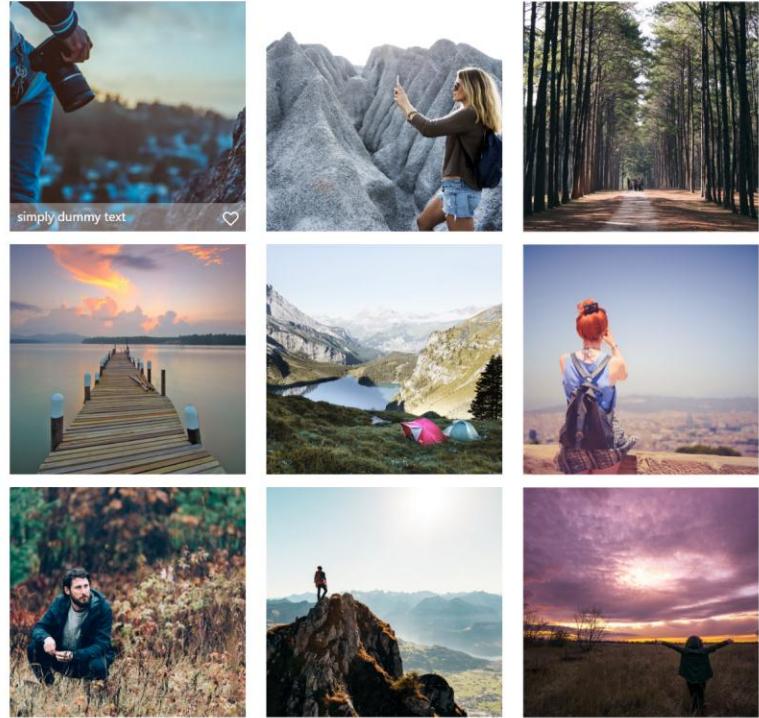
Photographer Name   Photographer

PORTLAND, Oregon, United States

 Available for Hire

25 Like 110 Follower 200 following

[Photo](#) [Video](#) [About](#) [Album](#) [schedule](#)



simply dummy text 

...



The screenshot shows a user profile for a photographer on the Rubyera platform. At the top, there's a navigation bar with links for Home, Discover, News, Blog, Offer, Event, a search icon, Log In, and Sign up. Below the navigation is a large, scenic image of a wooden pier extending into a calm lake at sunset or sunrise, with mountains in the background.

The main content area features a white rectangular box containing the following information:

- Photographer Name:**  8.5
- Photographer:**  PORTLAND, Oregon, United States
- Available for Hire:** 
- Statistics:** 25 Like, 110 Follower, 200 following
- Buttons:** Photo, Video, Album, About, schedule, Deal

Below this box is a section titled **Biography** with placeholder text: "is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer".

There are three categories with icons and descriptions:

- Cameras:**  Camera :Sony
Lens :Cnon 135, Canon 35 L
- Specialties:**  nature
wedding
- Availabilities:** Weekdays: Day & Evening
Weekends: Day & Evening

Below these are two sections of user profiles:

- Follower:** A row of small profile pictures of various users.
- Following:** A row of small profile pictures of users the current user is following.

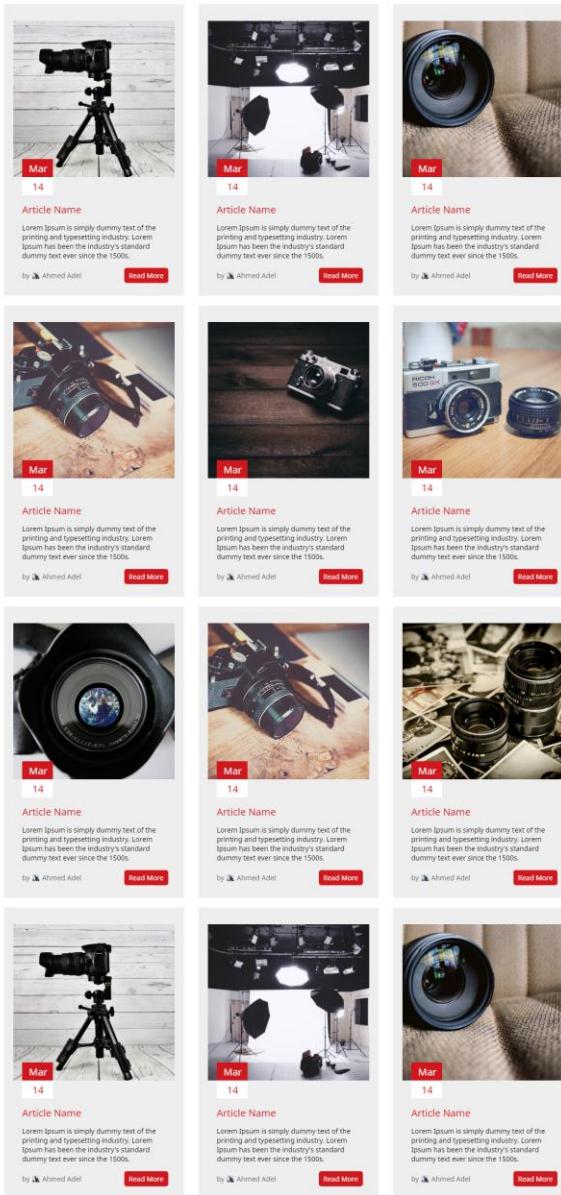
At the bottom right of the page is the Rubyera logo.



Welcome to Our Blog

Catagroy ▾ Most Popular ▾ All Time ▾

Add Blog



© 2017 RUBYERA. ALL RIGHTS RESERVED



Rubyera

Home Discover News Blog Offer Event

[Q](#) Log In Sign up

A black SLR camera with a lens cap on, resting on a wooden surface next to a laptop and a pen.

Mar

17

Article Name

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s. Lorem ipsum is simply dummy text of the printing and typesetting industry.

by Ahmed Adel

Comments

Barbara Middleton

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis porta eros lacus, nec ultricies elit blandit non.

Suspendisse pellentesque mauris sit amet dolor blandit rutrum. Nunc in tempus turpis.

12 like 1 reply

Sean Brown

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis porta eros lacus, nec ultricies elit blandit non.

Suspendisse pellentesque mauris sit amet dolor blandit rutrum.

12 like 1 reply

Barbara Middleton

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis porta eros lacus, nec ultricies elit blandit non.

Suspendisse pellentesque mauris sit amet dolor blandit rutrum. Nunc in tempus turpis.

12 like 1 reply

Post

Post

Latest Blog



Article Name

Text
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

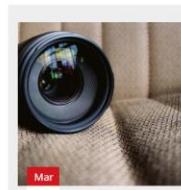
[Read More](#)



Article Name

LOREM IPSUM
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

[Read More](#)



Article Name:

Text
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

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12 like

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Latest Blog

Mar 14 Article Name by Ahmed Adel Read More

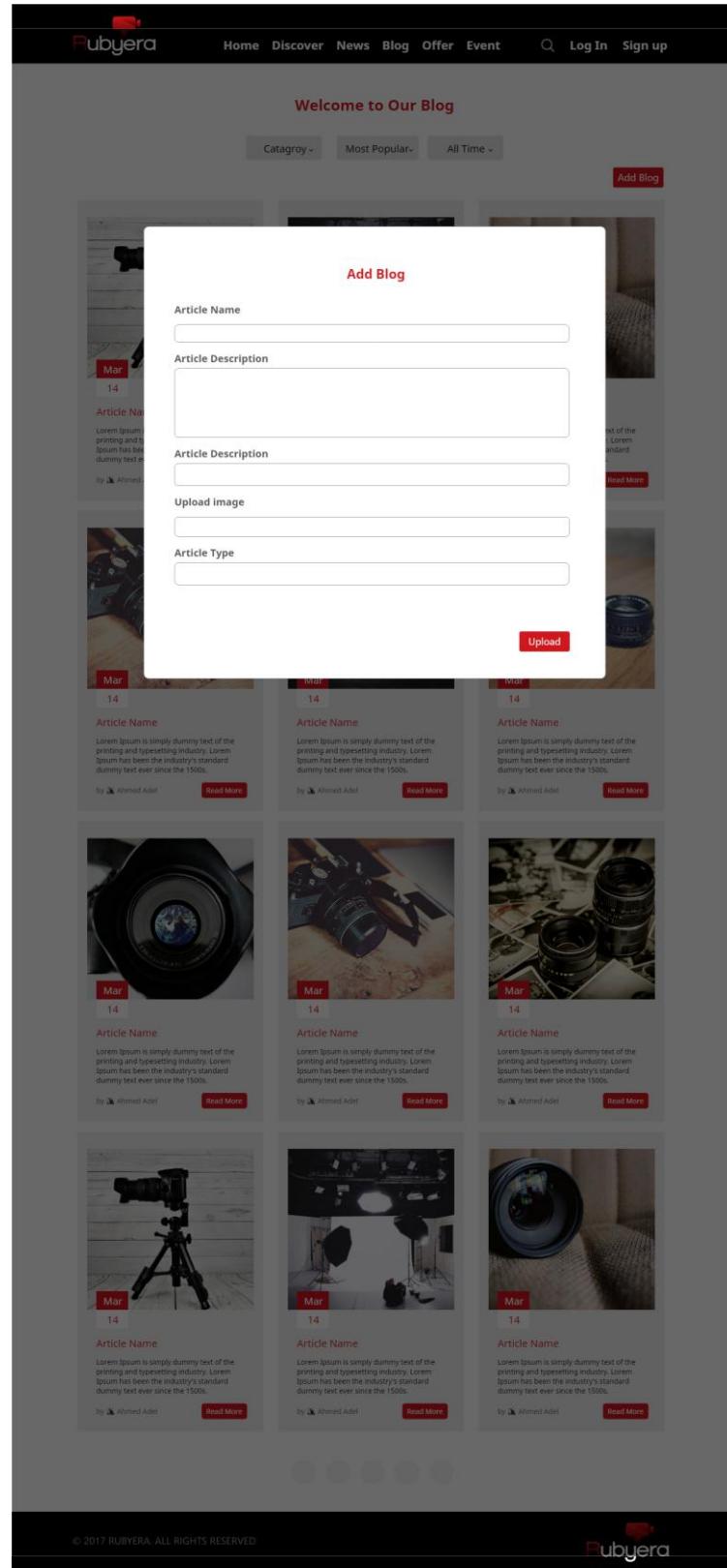
Mar 14 Article Name by Ahmed Adel Read More

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Rubyera



5. Implementation

5.1 Tools & Technologies

5.1.1 HTML5

Markup language used for structuring and presenting content of web pages.



5.1.2 CSS/CSS3

The style sheet language used for describing the presentation of a document written in the markup language(HTML5).



5.1.3 Bootstrap 3

For responsive design, it creates websites that automatically adjust to look good and function well on any size screen.



5.1.4 jQuery

jQuery is a fast, small, and feature-rich JavaScript library. It makes things like HTML document traversal and manipulation, event handling, animation, and Ajax much simpler with an easy-to-use API that works across a multitude of browsers with a combination of versatility and extensibility.



5.1.5 AngularJS

It is a JavaScript-based open-source front-end web application framework mainly maintained by Google and by a community of individuals and corporations to address many of the challenges encountered in developing single-page applications. The JavaScript components complement Apache Cordova, the framework used for developing cross-platform mobile apps.



5.1.6 AngularUI

It is a bunch of UI components built over Angular. Think of it in the same way as jQuery and jQueryUI.



5.1.7 AJAX

It is a set of Web development techniques using many Web technologies on the client side to create asynchronous Web applications.



5.1.8 Laravel

It is a free, open-source PHP web framework, created by Taylor Otwell and intended for the development of web applications following the model–view–controller(MVC) architectural pattern. Some of the features of Laravel are a modular packaging system with a dedicated dependency manager, different ways for accessing relational databases, utilities that aid in application deployment and maintenance



5.1.9 Apache Cordova

It builds applications for mobile devices using CSS3, HTML5, and JavaScript instead of relying on Native platforms.

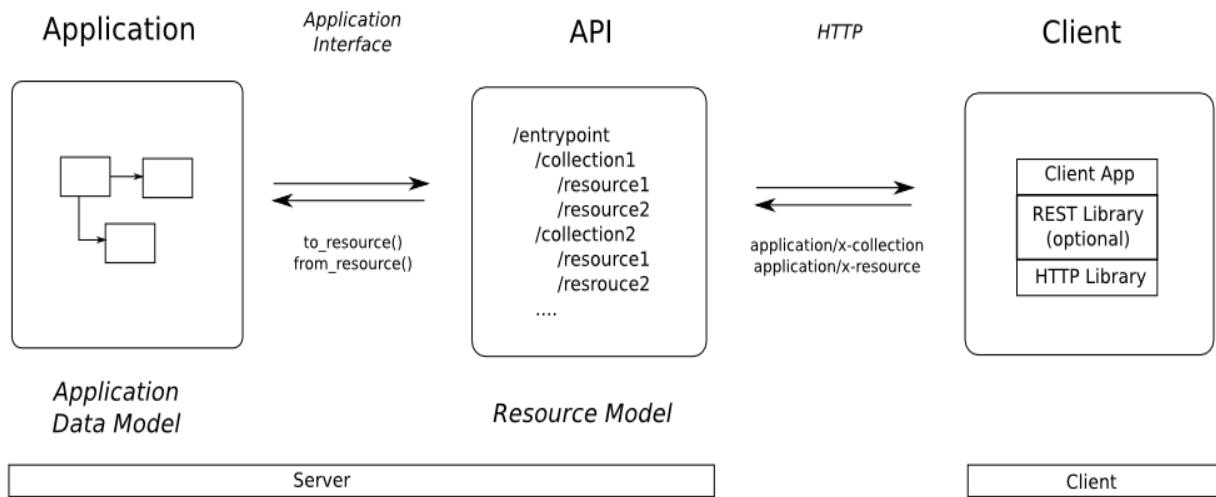


5.1.10 Ionic

It is a complete open-source SDK for hybrid mobile app development. It's built on top of AngularJS and Apache Cordova, Ionic provides tools and services for developing hybrid mobile apps using Web technologies like CSS, HTML5, and Sass.



5.1.11 Web services restful API



5.1.12 Adobe Photoshop

It is a raster graphics editor developed and published by Adobe Systems for macOS and Windows.



5.1.13 Adobe Illustrator

It is a vector graphics editor developed and marketed by Adobe Systems



5.1.14 Adobe Experience Design (Adobe XD)

It is a user experience design software developed and published by Adobe Systems. It supports vector design, wireframing and creating simple interactive click-through prototypes.



5.1.15 Postman

It is powerful GUI platform to make your API development faster & easier, from building API requests through testing, documentation and sharing.



5.1.16 Google VR

Embedding VR view which allows us to embed 360 degree VR media into websites on desktop and mobile, and native apps on Android and iOS. This technology is designed to enable developers of traditional apps to enhance the apps with immersive content.



5.2 Hardware Requirements

For the Web application:

PCs, notebooks, mobile phones or tablets with the latest version for Web Browsers

For the Mobile app:

Mobile phones and tablets with the latest versions for Android or iOS systems

VR glasses:

For our VR section.

6.API Testing

6.1 Postman screenshots

- Sign up error

The screenshot shows the Postman application interface. On the left, there's a sidebar with a 'History' tab selected, showing a list of requests made today and yesterday. On the right, a main panel displays a POST request to 'http://127.0.0.1:8000/api/auth/signup'. The request body contains parameters: first_name (mai), last_name (mohamed), email (mai@m.com), and password (123456). The response status is '500 Internal Server Error' with a time of '422 ms'. The response body is a JSON object: {"error": {"message": "SQLSTATE[23000]: Integrity constraint violation: 1048 Column 'type_id' cannot be null (SQL: insert into `user_type` (`user_id`, `type_id`) values (14,))", "code": "23000", "status_code": 500}}.

• Login test

The screenshot shows the Postman interface with a successful API call to `http://127.0.0.1:8000/api/auth/login?email=a@m.com&password=123456`. The response status is 200 OK and the time taken is 428 ms. The response body is a JSON object containing user information and a token.

```

1  {
2     "status": "ok",
3     "token": "eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJzdWIiOiJsbWlzcycI6Imh0dHA6XC9cLzEyNy4wLjAuMT04MDAwXC9hcGlcL2F1dGhcL2xvZ2luIiwiaWF0I:
4     "user": {
5         "id": 2,
6         "first_name": "Aly",
7         "last_name": "Bagdady",
8         "email": "aly@gmail.com",
9         "bio": "\u00d7\u00d7",
10        "gender": "Male",
11        "country_id": null,
12        "city_id": null,
13        "interests_id": null,
14        "user_status_id": null,
15        "profile_picture_id": "/2/1497238046.PNG",
16        "cover_picture_id": 42,
17        "created_at": "2017-06-08 08:36:57",
18        "updated_at": "2017-06-09 12:38:18",
19        "types": [
20            {
21                "id": 1,
22                "name": "user",
23                "parent_id": null,
24                "created_at": null,
25                "updated_at": null,
26                "pivot": {
27                    "user_id": 2,
28                    "type_id": 1
29                }
30            }
31        ],
32        "id": 2,
33        "name": "photographer"
34    }
35 }
36 
```

Slider

The screenshot shows the Postman interface with a successful API call to `http://127.0.0.1:8000/api/home/slider`. The response status is 200 OK and the time taken is 435 ms. The response body is a JSON object containing a status message and a list of slider items.

```

1  {
2     "status": "Query excuted succesfully",
3     "data": [
4         [
5             {
6                 "content": "/1/m1.jpg"
7             }
8         ],
9         [
10            [
11                {
12                    "content": "/1/m5.jpg"
13                }
14            ],
15            [
16                [
17                    [
18                        {
19                            "content": "/2/1497003370.jpg"
20                        }
21                    ]
22                ]
23            ]
24        ]
25     ]
26 }
27 
```

- Discovering community

The screenshot shows a web-based application for managing API requests. On the left, a sidebar lists requests grouped by date: Today, Yesterday, and June 10. Each group shows a summary of the first few requests. The main area displays a detailed view of a selected request.

Selected Request Details:

- Method:** GET
- URL:** http://127.0.0.1:8000/api/discover/2
- Status:** 200 OK
- Time:** 376 ms

Request Body (Pretty JSON):

```
1  {
2     "status": "Query excuted succeffuly",
3     "data": [
4         {
5             "id": 2,
6             "user_id": 2,
7             "title": "ooooo",
8             "description": "jjjjjjj",
9             "content": "/2/1496921332.jpg",
10            "type": "post",
11            "geo_location": null,
12            "width": null,
13            "height": null,
14            "size": "93352",
15            "privacy": 0,
16            "created_at": "2017-06-08 08:36:57",
17            "updated_at": "2017-06-09 12:38:18",
18            "type_id": 2,
19            "first_name": "Aly",
20            "last_name": "Baggady",
21            "email": "a0n.com",
22            "password": "$2y$10$byJxw0lkw5LaOrPKD58pYuDRJYc5Hk4f59fiDU.pd/eXLny/BFvvS",
23            "bio": "\r\n",
24            "gender": "Male",
25            "country_id": null,
26            "city_id": null,
27            "interests_id": null,
28            "user_status_id": null,
29            "profile_picture_id": 41,
30            "cover_picture_id": 42,
31            "remember_token": null,
32            "profile_picture": [
33                {
34                    "content": "/2/1497230846.PNG"
35                }
36            ],
37            "id": 2,
38            "user_id": 2,
39            "title": "ooooo",
40            "description": "jjjjjjj",
41            "content": "/2/1496921334.jpg",
42            "type": "post",
43            "geo_location": null
44        }
45    ]
46 }
```

Request Headers (12): (Listed in the screenshot but not fully visible)

Request Params: (Listed in the screenshot but not fully visible)

Buttons: Send, Save

- Profile media “Videos section”

The screenshot shows the Postman application interface with several requests listed under different dates:

- June 10**:
 - POST http://172.0.0.1:8000/api/auth/login?email=a@m.com&password=123456
- June 7**:
 - POST http://localhost:8000/api/user/1/media/cover_picture/update
 - POST http://localhost:8000/api/user/1/media/cover_picture/update
 - POST http://localhost:8000/api/user/1/media/cover_picture/update
 - POST http://localhost:8000/api/user/1/media/profile_picture/update
 - POST http://localhost:8000/api/user/1/media/profile_picture/update
 - POST http://localhost:8000/api/user/1/media/profile_picture/update
 - POST http://localhost:8000/api/user/1/media/profile_picture/update
 - POST http://localhost:8000/api/user/media/1/update
 - POST http://localhost:8000/api/user/mediala/1/update

For the June 7 POST request to update media, the response body is displayed as JSON:

```
1 [ { "status": 200, "message": [ { "url": "http://192.168.1.106:8000/2/1496940100.mp4", "id": 40, "user_id": 2, "title": "dddd", "description": "dd", "content": "/2/1496940100.mp4", "type": "video", "geo_location": "dd", "width": null, "height": null, "size": "1221047", "privacy": 0, "created_at": "2017-06-08 16:41:40", "updated_at": "2017-06-08 16:41:40" }, { "url": "http://192.168.1.106:8000/2/1496940100.mp4", "id": 46, "user_id": 2, "title": "tttttttttttt", "description": "adfsadsdfgvsfgvfxvaadcc", "content": "/2/1496940100.mp4", "type": "video", "geo_location": "123", "width": 123, "height": 123, "size": "123", "privacy": 0, "created_at": null, "updated_at": null } ] }
```

Adding a product when login is expired

The screenshot shows the Postman application interface. The top navigation bar includes 'Runner', 'Import', 'Builder' (which is selected), 'Team Library', and user information. Below the navigation is a toolbar with various icons and a dropdown for 'Environment' set to 'No Environment'. The main workspace is divided into sections: 'History' (containing logs for today, yesterday, and June 7), 'Collections' (empty), and a 'Builder' section for the current request.

Builder Section:

- Method:** POST
- URL:** http://127.0.0.1:8000/api/products?title=mm&description=kk&price=33&user_id=...
- Params:** None
- Send** button
- Save** button

Request Body (JSON):

```
1 {
2   "error": {
3     "message": "The token could not be parsed from the request",
4     "status_code": 500
5   }
6 }
```

Status: 500 Internal Server Error | Time: 489 ms

7. Additional Work

Rubyera is a minimum viable product (MVP) that is just enough features to satisfy early customers, and to provide feedback for future development.

This release is part of large scope which will undergo future iterations to enhance the product for competitive market.

The code will be refactored to be free of bugs, more elastic performance and secured.

We will hire a Quality Control (Q.C.) team, an experienced Product Owner (P.O.) and a Quality Assurance (Q.A.) team.

The P.O. will put refine the scope and the degree of quality for the entry and the exit criteria.

The Q.C. team will use the detection approach to detect any deviation of the system behavior.

The Q.A. team will use the prevention approach by applying static tests to verify the process.

8. Recommendations(Future Work)

Releasing the iOS version for the app.

Increasing the project scope to include other Service providers related to the media.

Online payment for Service requests.

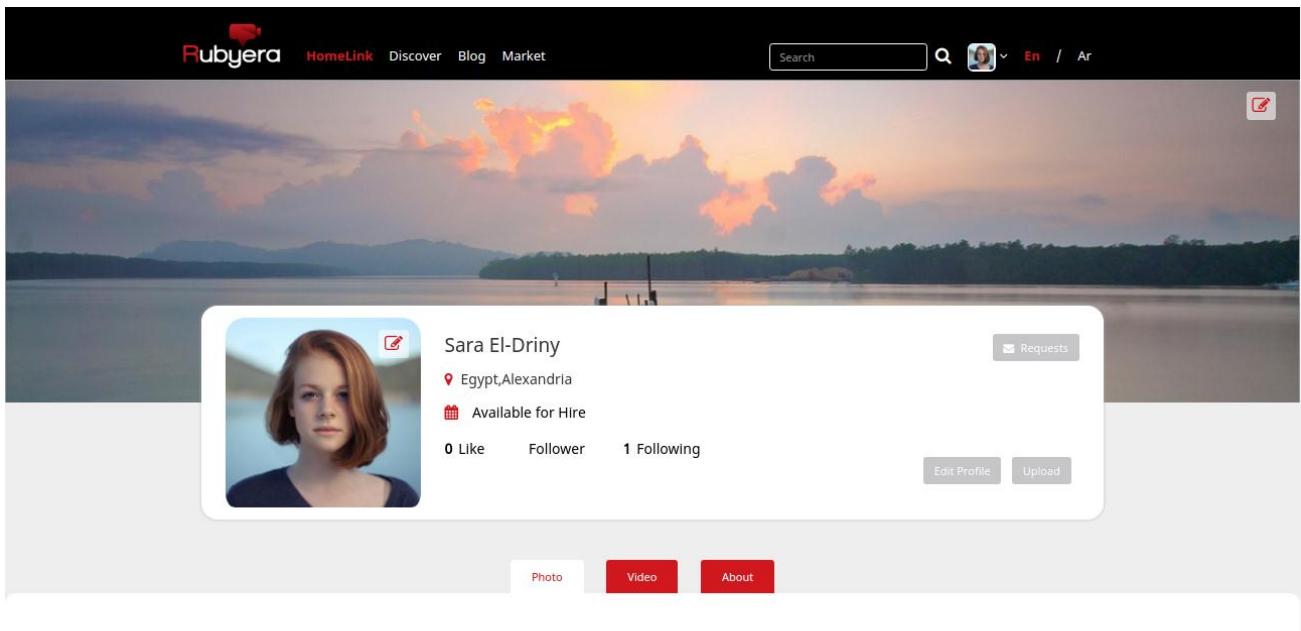
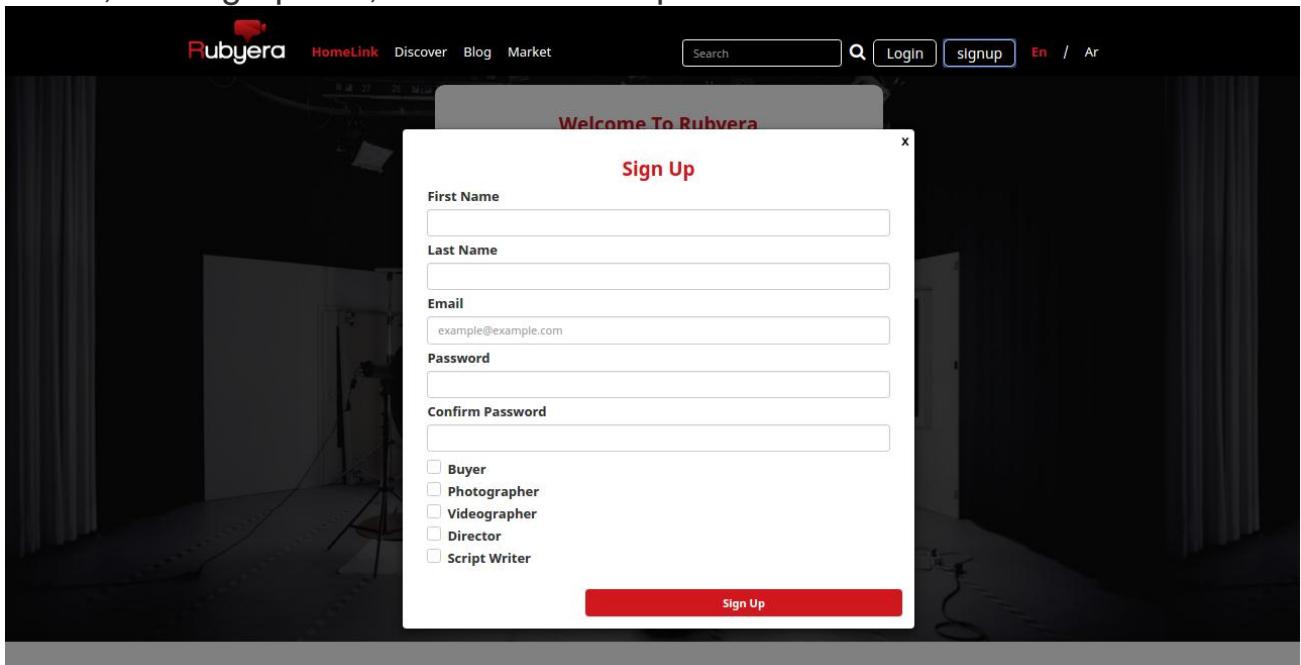
Expanding our market to include North Africa and the Gulf area.

9. User Guide(See Attachment)

9.1 Quick Start Guide

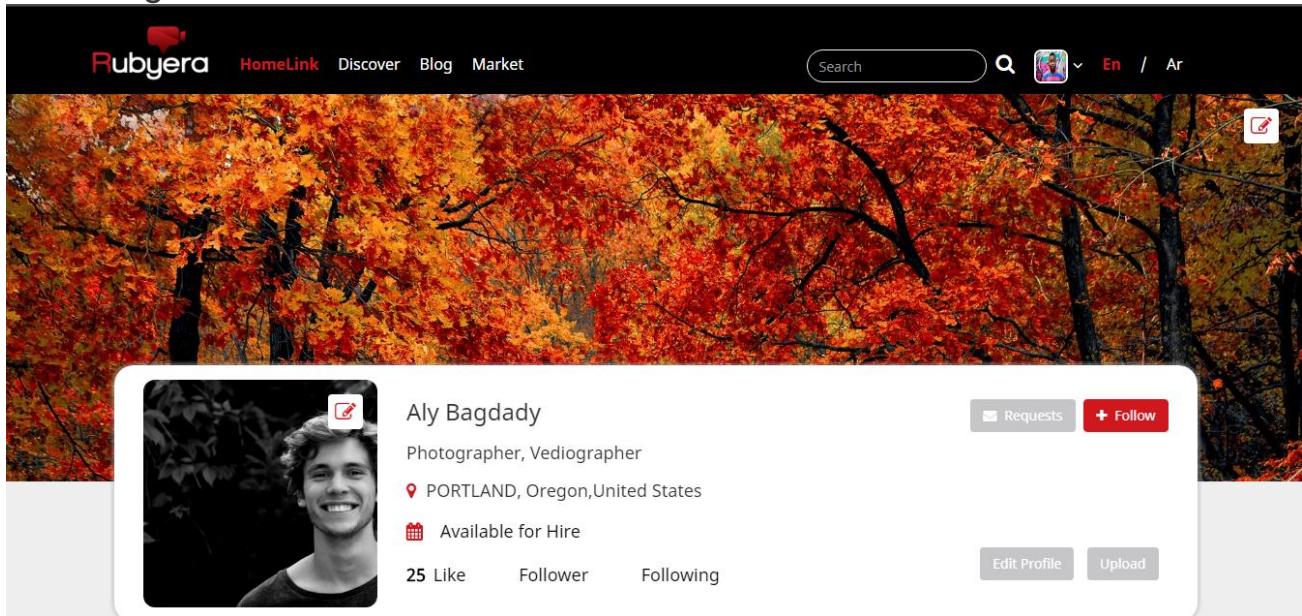
9.1.1 Sign up

Users can register on our website where they may enter their First and Last names, Email, password and choose their category whether they are Regular Users, Photographers, Directors or Script Writers.



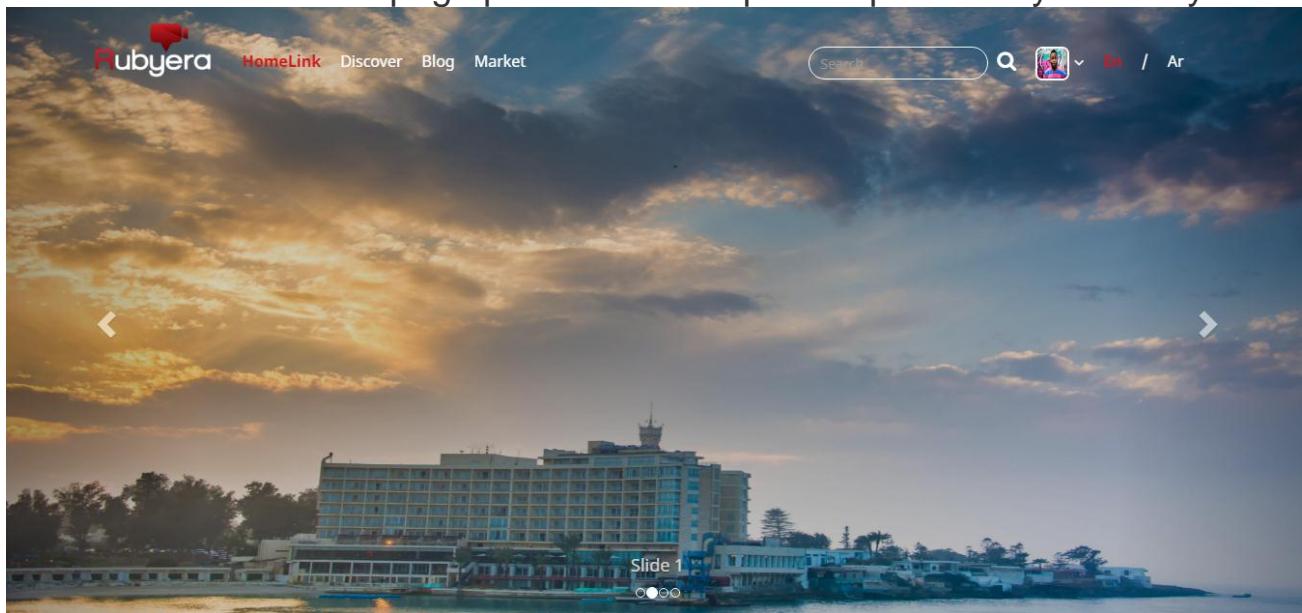
9.1.2 Login

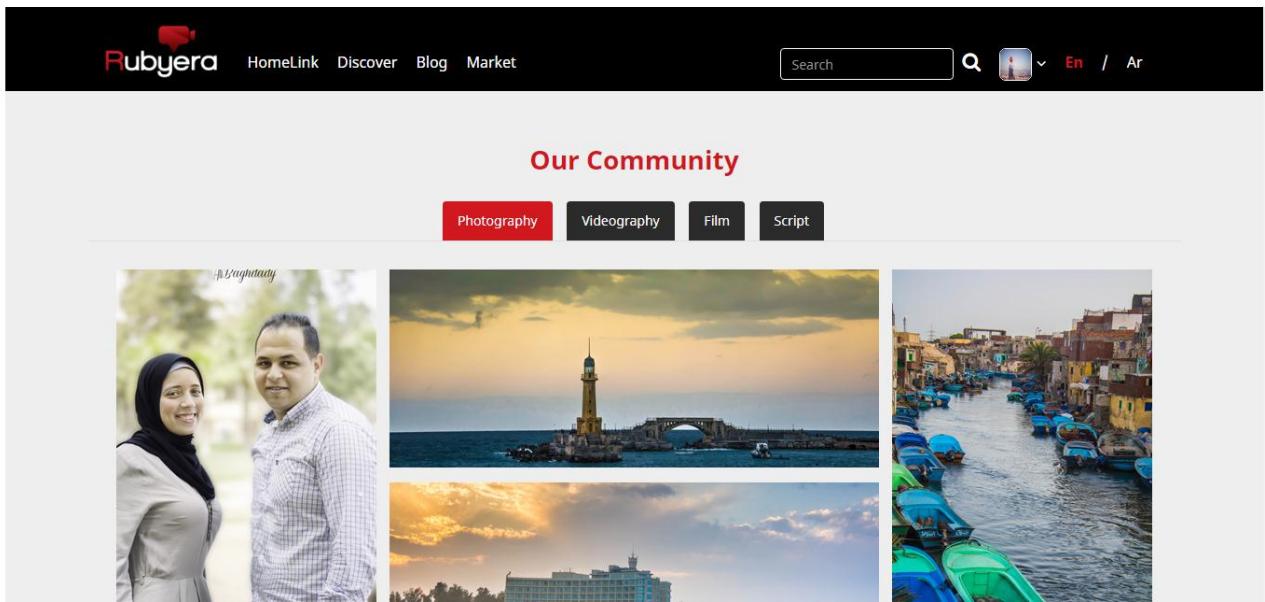
Users log in with their verified Email and Password.



9.1.3 Home with the Slider

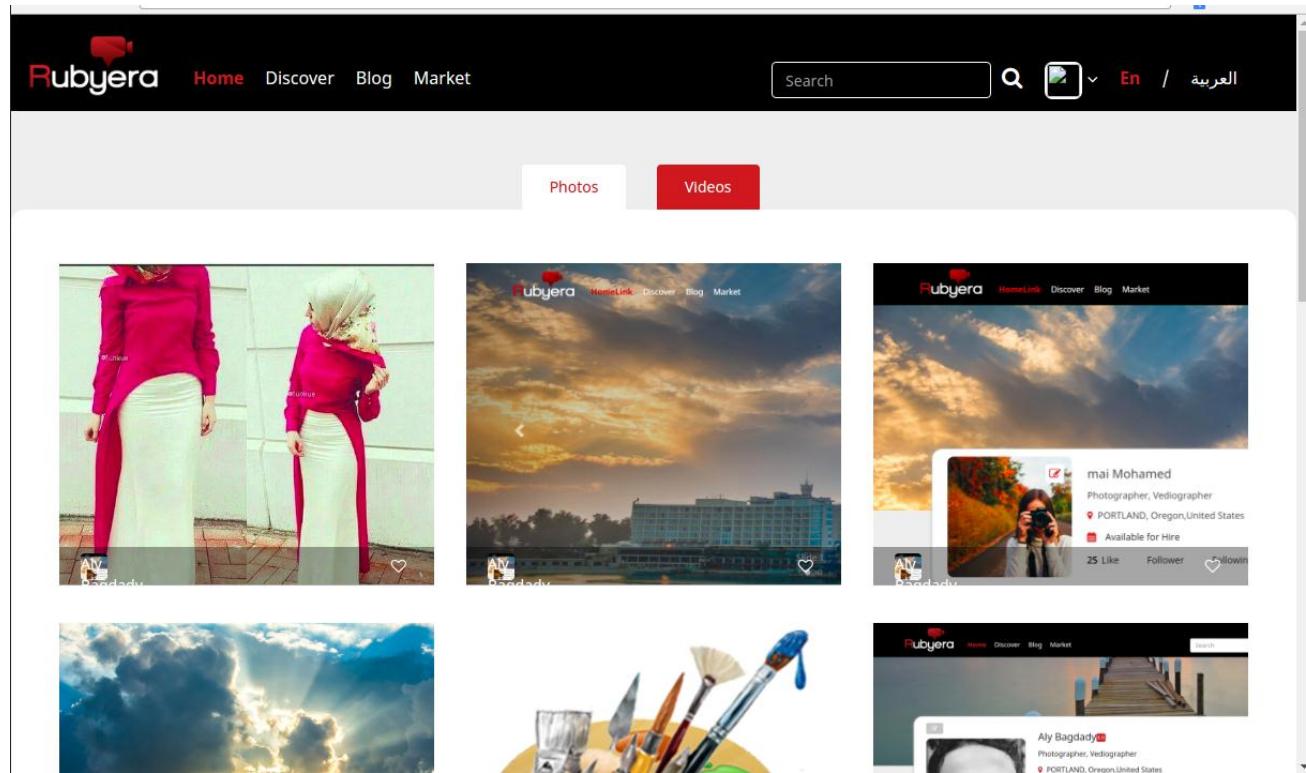
The Slider of the Homepage presents the Top rated pictures dynamically.





9.1.4 Discover

The discover tab shows the most recent photos, Videos and Posts of all Users.



9.1.5 Blog

The Blog holds all the users posts sorted descending according to their publish date.

The screenshot shows the Rubyera website's blog section. At the top, there is a navigation bar with the logo "Rubyera" and links for HomeLink, Discover, Blog, and Market. On the right side of the navigation bar is a search bar, a language switcher (En / Ar), and a user icon. Below the navigation bar, there are three article cards displayed in a grid. Each card features a thumbnail image, a date (Mar 12), a title, a short preview of the content, the author's name (Aly Bagdady), and a "Read More" button.

Article Title	Author	Date
Article Title	Aly Bagdady	Mar 12
Lorem Ipsum	Aly Bagdady	Mar 12
Lorem Ipsum	Aly Bagdady	Mar 12

9.1.6 Market

Users present the products they wish to sell or rent.

The screenshot shows the Rubyera website's market section. At the top, there is a navigation bar with the logo "Rubyera" and links for HomeLink, Discover, Blog, and Market. On the right side of the navigation bar is a search bar, a language switcher (En / Ar), and a user icon. Below the navigation bar, the page title "Welcome to Our Market" is displayed, along with a red "Add Product" button. There are three product cards shown in a grid. Each card includes a thumbnail image, the product name, a brief description, and a "Delete" icon.

Product Name	Description
camera 21312	Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text
camera	Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text
camera	Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text

9.1.7 Search

Users can search by Profiles, Posts or Media.

9.2 Main Scenarios

9.2.1 Add Post to Blog

Service Provider can add post where the post should have a title, description, attach a photo.

Users may delete or update their posts.

9.2.2 Add Product to Market

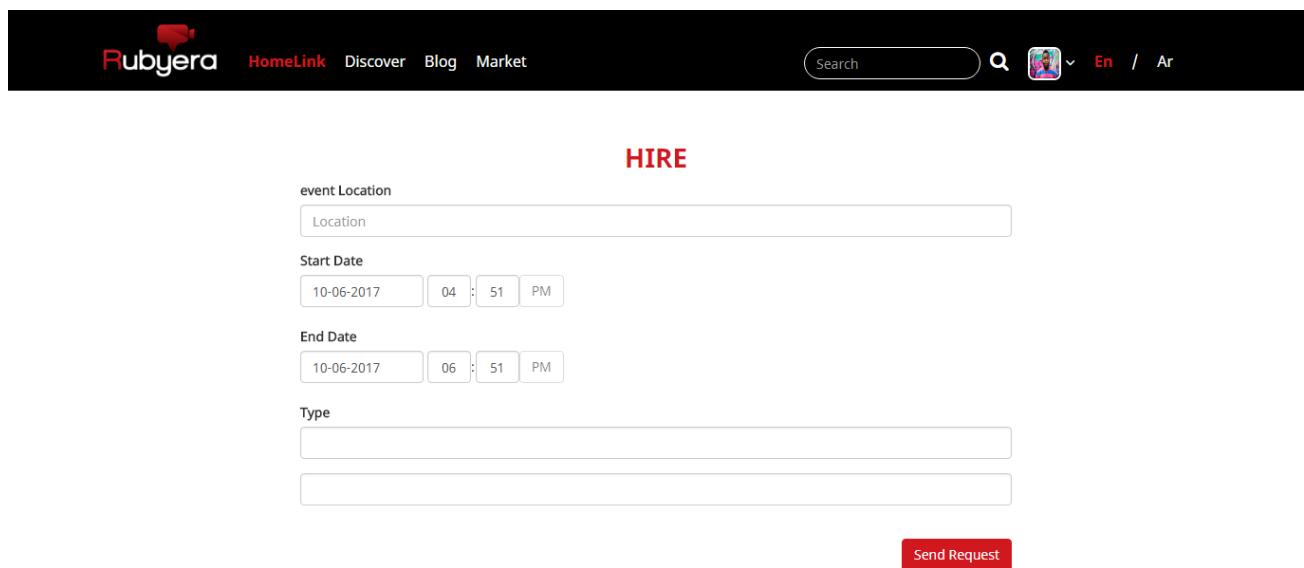
Service Provider can add a product where it should have a title, description, price and attach a photo.

9.2.3 Hire Requests

User can send a hire request to the Service provider only if it was the first time to send a request or the status of his previous request is Terminated.

User should enter the Location, start date, end date and the Service Type.

User can't send a request to the Service Provider if the status of the previous request is Pending.



The screenshot shows the Rubyera website interface. At the top, there is a navigation bar with the logo 'Rubyera' (featuring a red video camera icon), 'HomeLink', 'Discover', 'Blog', and 'Market'. To the right of the navigation bar is a search bar with a magnifying glass icon, a user profile icon, and language selection buttons for 'En' and 'Ar'. Below the navigation bar, the main content area has a dark header with the word 'HIRE' in red capital letters. The form fields for sending a hire request are displayed:

- event Location:** A text input field labeled 'Location'.
- Start Date:** A date and time picker showing '10-06-2017' and '04 : 51 PM'.
- End Date:** A date and time picker showing '10-06-2017' and '06 : 51 PM'.
- Type:** Two stacked text input fields for specifying the service type.

At the bottom right of the form is a red button labeled 'Send Request'.

Service Provider can add price to the hire request.

Service Provider may accept or reject the request.

The screenshot shows the Rubyera interface with two pending hire requests listed. Each request includes fields for User Name, location (placeholder text), Start Date, End Date, Type, and an 'Add Price' input field with a 'Send' button. There are 'Accept' and 'Reject' buttons at the bottom of each card. The status 'Pending' is shown next to the second request.

9.2.4 About section

The screenshot shows the Rubyera 'About' section. It features a large video thumbnail of a wooden pier over water. Below the video, there is a large red 3D-style speech bubble icon. To the right, the title 'About Rubyera' is displayed in bold red text, followed by a detailed description of the platform's purpose and mission.

About Rubyera

Rubyera is a website & mobile application helping in connecting all the people working in the media field such as directors, scriptwriters, photographers and other technical professions needed in the media society with each other and with the consumers, to give the opportunity to the right people who dont have the ability present their work and make it go viral. Our main objective is to help all the unknown talented ones to present their work for whom interested in their work by uploading samples of their digital work and receive reviews on them. Rubyera make the experts in those fields give helpful tips to the beginners. It just gives a chance for them to be better.

9.3 Troubleshooting

Users may report to the Admins any issue they are experiencing on the website

Appendices

I- Attachment one : Digital Marketing Team collaboration work

We've done our Market research in collaboration with a team who has recently graduated from ITI, this year's intake, from the Digital Marketing Diploma.

Team members are:

- Alaa Mahmoud
- Eslam Sherif
- Salwa Madkour.

1 Project Goal, objectives, mission & vision were specified.

Vision:

We plan to be recognized as one of the most helpful platforms in the Middle East in the Media field. We hope to ease the entrance of the beginners in the media in a professional way

Mission:

We want to help photographers, directors and script writers...Etc. making their work available in a safe community to the people interested in their work and to make it easy for consumers finding the talented and creative ones they need for their special events. "Customer oriented"

Goal:

Making Rubyera one the most used platforms in the Media field.

Objectives:

1. Launch Rubyera within the second quarter of 2017
2. Reaching minimum downloads of 450 in the first year for the application.
3. Traffic for website: 30,000 for the first year.

Marketing goals, objectives, mission and vision were specified.

Marketing Goals:

- Increasing awareness of Rubyera in the Media field.

Objectives:

- Launching a booming campaign pre-launching our Demo.
- Having reach for our media channels of about 53,000 person.
- Having about 900 leads in the first year.

Marketing Vision:

- Branding

Mission:

1. Maintaining a good relationship with the consumers.
2. Gaining customer loyalty

2 Strategy Planning Process:

1) Situation Analysis:

a) Market Research:

Survey was previously mentioned in section 1.4.2

The taken sample in our primary survey was 12 – combination of Photographer, Directors, lighting technicians :-

- All of them are using Facebook as the main used social platform - except for one.
- 8 out of 12 are using Instagram - one of them ranked it as no. 1 of the social platform he is usually using.
- 11 out of 12 liked the idea of Rubyera and have the will to create an account when launched.
- 1 out of 12 finds difficulty in contacting with models.
- 1 out of 12 finds difficulty in contacting with makeup artists.
- 1 out of 12 finds difficulty in contacting with photographers.

- 1 out of 12 finds difficulty in contacting with videographers.
- 2 out of 12 prefer outdoor photo session over indoor.
- 4 out of 12 prefer taking photos in studio.
- 5 out of 12 prefer to show their prizes but three of them don't prefer that.
- 1 out of 12 prefers cash money.
- 7 out of 12 prefer get his money from our website.

b) More Competitor Analysis:

Ser.	Competitor Name	Online Presence	Comments
1	<u>Deniantart</u>	Website , mobile application,	The website is catchy and presenting good content referring to the average visit duration and no. of pages per visit. The website is well branded as the higher traffic no. is coming from direct search. Most of the traffic source is from USA. They appear in search results without paid ads.. The mostly used social media channel is Reddit.
2	<u>500Px</u>	Website, mobile application	The website is presenting a good content reflected by the total visits no., average visit duration and no. of pages viewed per visit. Most of the traffic source coming from USA. Almost 50% of the traffic source is from direct search which mean that the website is highly branded. And only 15% coming from SEO. The mostly used social media channel is

			Facebook. Most of the audience is +18.
3	<u>No Film School</u>	Website	The website is not interesting enough referring to the high bounce rate and low average duration rate and less than 2 pages viewed per visit. Most of the traffic is coming from USA. They are having a problem in the targeted keywords “SEO” as more than 50% of the traffic is coming from Organic search but referring to the a/m bounce rate the audience don’t find what they are searching for. Their main social media channel used is Facebook “91%”. They don’t use paid ads.
4	<u>Shutterfly</u>	Website, Mobile app.	The website is well presented referring to the total visits no. and average visit duration, no. of pages per visit and the bounce rate is averagely low. More than 90% of the users from USA. About 34% of the traffic source from direct search. The website is building a good backlinks structure “more than 26% are coming from referrals”. 20% of the search traffic source are coming from paid ads. Their mostly used social media channel is Facebook “65%”.
5	<u>FilmmakeriQ</u>		The website is not interesting for most of the users. The bounce rate is more than 55%

			and also very low average visit duration and less than one page viewed per visit. Most of the users are from USA. They are mainly relying on SEO in their traffic source “almost 70%: but targeting the wrong keywords referring to the bounce rate mentioned above. No paid ads are used. Their main used social media channel is Stumbleupon
6	<u>Fotolog</u>	Website	The website is averagely fine referring to the average visit duration and the pages viewed per visit. Almost 20% of the total users are from Argentina. About 80% of the traffic source depending on SEO. But referring to the mainly high bounce rate, they are having a problem in the targeted keywords. They don't use paid ads for search. They use Facebook as the main social media channel of about 70% of all the channels used.
7	<u>Photoshop</u>	Website & mobile app.	The website is lower than average. The bounce rate is more than 63% and also very low average visit duration and less than 2 pages viewed per visit. Most of the users are from USA. They are mainly relying on SEO in their traffic source “almost 76%: but targeting the wrong keywords referring to the bounce rate mentioned above”. No paid

			ads are used. Their mostly used social media channel is Facebook.
8	<u>الأفلامجية</u>	Facebook page	A Facebook page was made by Amr Salama – The director – having about 25,000 fans, with very low engagement rate,

c) SWOT Analysis:

Strengths	<ul style="list-style-type: none"> • We are the first website and application serving the middle east in our field. • The first website and mobile app. That serves directors and scriptwriters. • Securing your photos and videos - copyrights • High quality photos. • High capacity image storage. • Avoid spamming accounts. • Allowing beginners to present their work professionally. • Presenting valuable tips for users. • VR
Weaknesses	<ul style="list-style-type: none"> • Low budget
Opportunities	<ul style="list-style-type: none"> • Our unique value may help us to increase our brand name easily.
Threats	<ul style="list-style-type: none"> • Threat of new entrance with higher budget.

Marketing SWOT Analysis:

Strengths	1. Creating new marketing ideas
Weaknesses	1. We mainly rely on partners channels for online presence at the beginning till we reach the branding phase.
Opportunities	1. We reached some public figures for advise which will affect our offline presence.
Threats	1. One of our partners' channels that combine most of our audience may close.

II- Attachment two: Strategy

a) Buyer Persona:

- Targeted audience database

	A	B	C	D	E	F	G	H	I	J	K
1	Ser.:	Name:	Gender	Age	From	lives in	Study	job	class	Likes	Profile
2	1	Ahmed Ahmed :/	Male	31	Cairo		Writer/ director/ Pro*	B			
3	2	Abdellatif Hendawi	Male		Alexandria	Cairo	cinema director - سينما	B		Al Asleyen - فيلم لأصلين Movie - مسرح اللد coworking space - The Studio Productions EG - Ahmed Karaoke Designer and photographer - Yasmine Hamdan - Sarcasm - Studioz - Moviefone - Agiad studio - Remote Media Services - Concave- Misr International Films- Jamila Adel Awad - Filmagency - Rahala Production & Distribution - Full Time Filmmaker-Brief Studios - Team One - To Cinemaholics - سينما productions - Cardboard Egypt - كاربورد مصر - Cairo Camera stores - Egyptfilmmakerclub - Filmmaking & Cinematography - Cairo Photography Club - Independent Egyptian Short Films - https://www.facebook.com/ahmed.q.7?lst=1781343148%3A513990309%3A1493305157	
4	3	Muhammed Abdel-Hakeem						-			
5	4	Rami Mansour	Male	18-22	Florids	Cairo	Higher cinema institute in cairo - Academy of art	-	A		

5	Ahmed MA G	Male	28	Mansoura	Cairo	Faculty of commerce-Business	creative director	A	HOD - Yasmin Hendan - Karima Nayt - Asfalt - Maryam Saleh - Darwasha Project - Dina El Wedidi - Zap Tharwat - AlMagarr Coworking Space - دارواشة دالا3 Camertak - One shot workshop III - The Academy - Poja Salem مصطفى سالم Microbudget Film Lab - Victor Habchi Photography - CameraMan - Freelance - مصطفى وحش - Videomaker - دنال علاء الدين - Mohamed EL FAR photography - Karim El Shafel - Libra Productions - Filmmakers.pro -	https://www.facebook.com/ahmed.g.7?ref=pb&hc_location=friends_table
6	Hend Sohal	Female	+22	Cairo	Higher cinema Institute in cairo - Academy of art	-	A	Hawas - Aziz Maraka ميز - مرقا - سوزان اسماعيل Esma Eh Company -	https://www.facebook.com/hend.sohal/likes?collection_token=100001869031265%3A2409997254%3A96&next_cursor=MDpub3Rfc3RydWN0dXjIZDoxNzg3MDg1MzM0ODU5MjI3	

7	Hady El Shamy	Male	+07-19	Manshiyyt el baky - cairo	decoration at higher cinema Institute	assistant art director at filmmaking	B	High Point Décor - FilmmakerIQ.com - New Century Production - Interior designs - Homma - HN decoration designs - حمزة ونفيذون - Hassan El Abawy Photography - Production Design Department of Higher Cinema Institute - مهندسون - لاسكندرية المسيدلية	https://www.facebook.com/hady.kalsha?lst=1781343148%3A1440587453%3A1493456865
8	Mivi el Sanea	Female		Giza	Higher cinema Institute in cairo - Academy of art	-	B		https://www.facebook.com/mivi.elsanea
9	Ali Tony	Male		MSA university	High Cinema Institute Sound Engineering at Freelance Sound Engineer	Rich content - freelance film maker	A		https://www.facebook.com/all.nabil.142687?ref=st
10	Shady H. AbuZaid	Male		cairo		creative director - FP7/CAI	A		https://www.facebook.com/shady.h.abuzaid?ref=st
11	Marwan Younis	Male					A		https://www.facebook.com/MarwUnis?ref=st
12	Aboulaziz Morad	Male		Mudent Nasr	Cairo	Sketchy Stories -	B		https://www.facebook.com/zizo.mourad.9?ref=pb&hc_location=friends_table

13	Samer Salem Emam	Male	Cairo	Heliopolis	Filmmaker & Director and photographer .	B	Cinema ezafetsh- Fig Leaf Studios - مفيتو غرايزا Photography - Mohamed Osama Photography - The Studio Productions EG - Al Scene - Movie Pilot Film - Movie Pilot Directors - Pro Step Film School - VF Academy - Creative School Arabia - Filmmakers pro - Turquoise Casting Studio - Ahmed Tamam -	https://www.facebook.com/samirs.emam/?hc_location=ufi
14	Mena Nassif	Male	Bir el Abd - Shamal Sina				مصور و مخرج و ممثل - مصمم جرافيك - أول مanan بالتعاون مع سيلفي ، رام سيلفي ، عارف مؤلف موسيقي	https://www.facebook.com/meno25jan/?hc_location=ufi
15	Muhammad Elaskary	Male		Cairo	Filmmaker			https://www.facebook.com/muhammad.elaskary/about?lst=1781343148%3A100001262745875%3A1493469774&section=year-overviews&pref=about

16	Shady Salama	Male		Cairo	Filmmaker - creative writer/producer	A	Haitham Dabbour - هيثم دبور - Cairo International Women's Film Festival - Ewsal Bel3araby - اول - Figleaf Studios Audio Department - Filmagency - The Producers Films - Mohamed Mahmoud photography - ديكوپاج - Decoupage - Vision Media - Target Casting Agency - The Rocket Casting Agency - Hama Film Productions - Film Of Egypt Production - سينما في الجيزة لانتاج - استيضايف Cine Vision Art Production - DayDream Art Production -	https://www.facebook.com/shady.salama.737/?fref=ufi&rc=p		
17	Mohamed Hesham Taalab	Male	23	Nasr city	Cairo	commerce	Author / writer	B	The Studio Productions EG -	https://www.facebook.com/mohamed.hesham.50767/about?lst=1781343148%3A100000900769005%3A1493473886

18	<u>Hasan Nour Eddin</u>	Male	1989	<u>beirut - lebanon</u>		Film Maker - video Editor	A	<u>Hussein Hassan</u> Photography - Seven layers production - Studio Ramy Al Saghir - Evenstar Studio - FAPA - Fine Art Photography Academy - Hasan hamed photography - Rahif Playhan photography - Filmmakers.pro - Cairo Photography Club - Creagraphy sarl - Steven Haddad - Photography - Ali Khafela - Aerial Photography -	https://www.facebook.com/hasan.n.eddin?hc_location=ufi
19	<u>محمد ابراهيم</u>	Male	25	<u>EI Mahalla El Kubra</u>	<u>English commerce-Tanta</u>	Writer	B		https://www.facebook.com/zic0o/about?lst=1781343148%3A100002739830839%3A1493478175
20	<u>Mohammed Ben Gamal</u>	Male		Cairo	Dentist	Writer	B		https://www.facebook.com/jimmymys89/about?lst=1781343148%3A586478416%3A1493480207&section=year-overviews&pref=about

b) Online Value Proposition:

We build our community in a way that makes our customer proud

c) Segmentation:

Users	photographers	directors	Script writers	Lighting specialists
Beneficiary	Project owners	Event planners	newspapers	Media channels
	Consumers			

- 42 out of 55 of our segment are from Cairo . 1 from Qena .1 from Damietta .1 from Asyut. 6 from Alexandria and 1 from Benha, 1 Shamal Sinai.
- 11 of them are females and the rest are males
- 11 Of them studied in different fields not related to cinema or photography but most of them studied after that in Higher cinema institute at Cairo and also photography at Auc.
- All like pages on Facebook related to photography, Filmmaking and cinema.
- 6 of them wrote their e-mails and 13 of them wrote other links and accounts which they most use.
- 4 of them wrote their phone number
- They are between A and B class. 17 of them A-class
- The most accounts they use are facebook and instagram
- 3 of them has behance and linked in accounts
- Their ages are between 20 and 40
- Most of them are interested in events and workshops in the field of cinema and photography
- Some of them joined groups for photography
- Large number combine between photography and cinema in their study and their work
- 15 of them work as a videographer and a photographer and video-editor. 4 work as a scriptwriters and screen writers only. The rest work as a director and assistant director. 4 of them are interested in those fields and have their own places that organize events.

d) Digital Tools: Leadfox

1.8.3 Digital Marketing Implementation 1 (Branding)

1) Brand Mantra:

- Inspiration
- Integrity
- Quality
- Distinction
- Service
- Responsibility

2) Brand Elements:

A) Brand Name: Rubyera

b) Logo:



c) Slogan:

Go Outside, Innovate yourself, Inspire the world.

d) Brand Voice:

Semi professional - Inspiring, honest, savvy/ insider & amplify

3) Color Pattern:

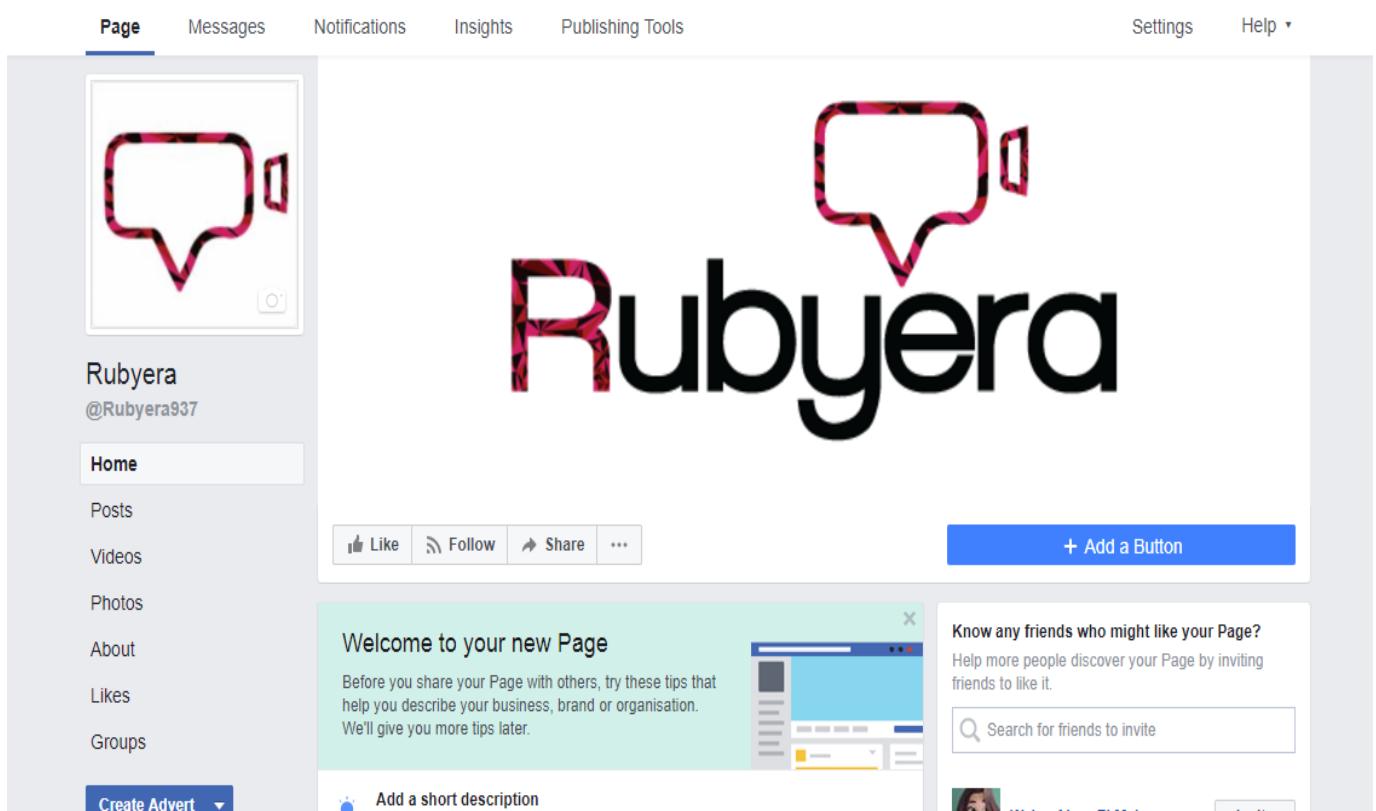
Black : Represents: Authority, Power, Mystery, Boldness, Elegance and Sophistication

Red : Represents: Passion, Love, Anger, Hunger, Health, Excitement and Life.

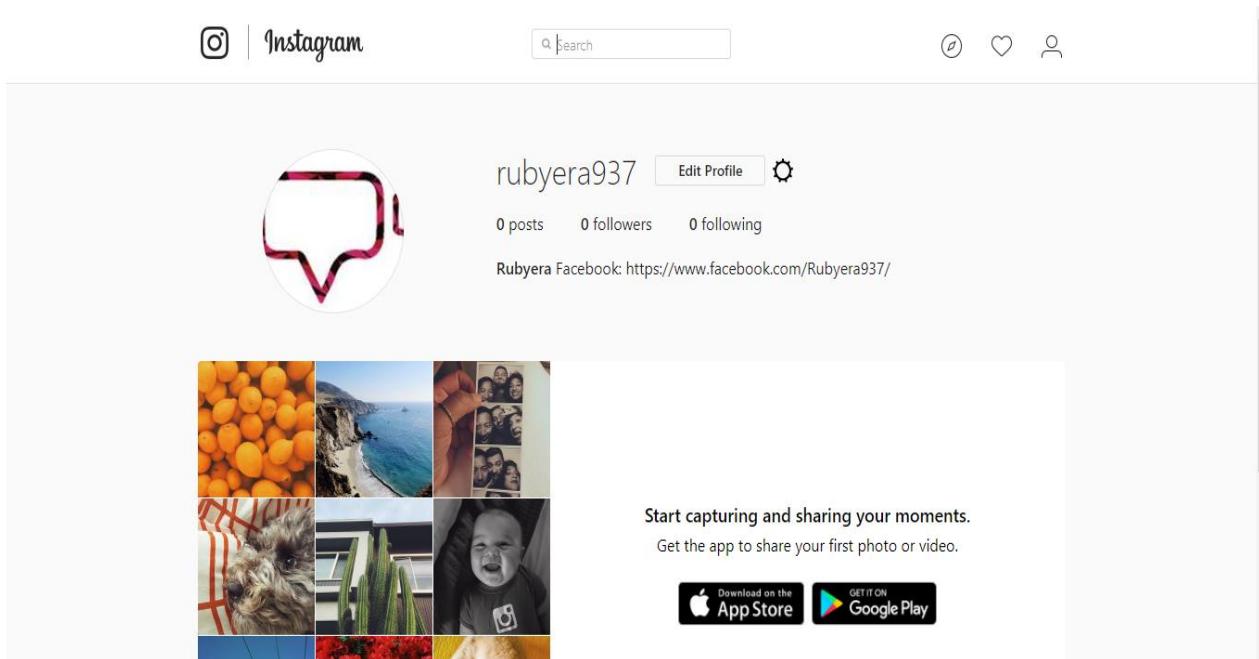
GREY : Authority, Corporate Mentality, Dullness, Humility, Moody, Practicality, Respect, Somberness and Stableness.

3) Social Media Channels:

a) Facebook



b) Instagram :



c) Twitter :



4 Digital Marketing Implementation 2 (Channels)

1) Action Plan:

2) Measurement Plan:

- We expect to have traffic to the website of about 30,000 by the end of the year.
- Expected clicks (click to visit the website) 952 to 1,768 per month as Facebook ads mentioned.

- **conversion rates :**

For website: 2-5%

For mobile app: 1-2%

$30,000 * 3\% = 900$ leads

3) Content Marketing – Tactics :

Articles:

No. 1: Film Making Tips:

By Declan Cassidy: multi-award winning Irish television and film director.

Camera Work:

1. Amateurs often feel they need to zoom or move the camera a lot. Most often it's best to set up the shot nicely and let the actors do all the moving around.
2. Amateurs often put the subject in the middle of the picture. Correct 'framing' is to have the subject to one side with some space to move or look into on the other. Look up 'the rule of thirds'.

Lighting:

1. Lighting is complicated. Often you can get great results by reflecting or 'bouncing' available light by using a large sheet of white cardboard or Styrofoam.
2. If you're using lamps, you can make the light softer by putting some transparent grease-proof baking paper in front of it. Keep it away from the hot bulb, though, to avoid fire risk.

Sound:

1. The biggest sign of an amateur film is bad sound quality. It often ruins it completely. Don't rely on the microphone built into your camera. Plug in an external microphone and get it as close to the actor speaking as possible. You can use something as simple as a broom handle for a 'boom pole'.
2. If you are filming outdoors you'll need a wind-cover for your microphone. 'Wind noise' spoils the audio.
3. If you are using a Smartphone or camera with nowhere to plug in a microphone, use a simple digital audio recorder to record the sound and synchronise it later when you're editing.

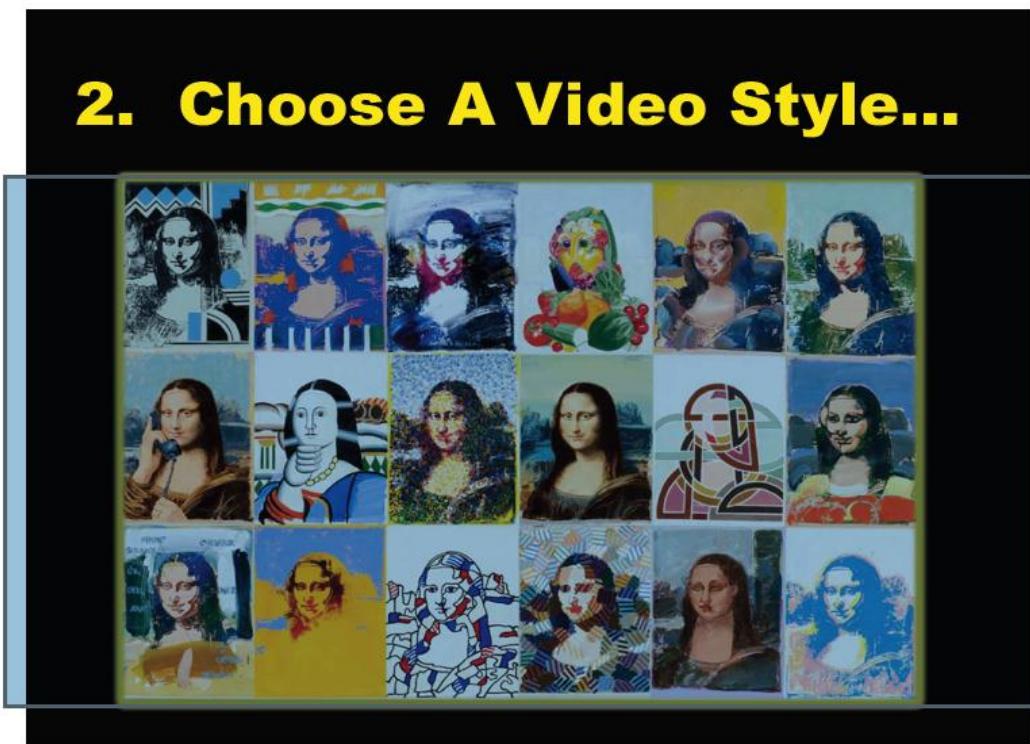
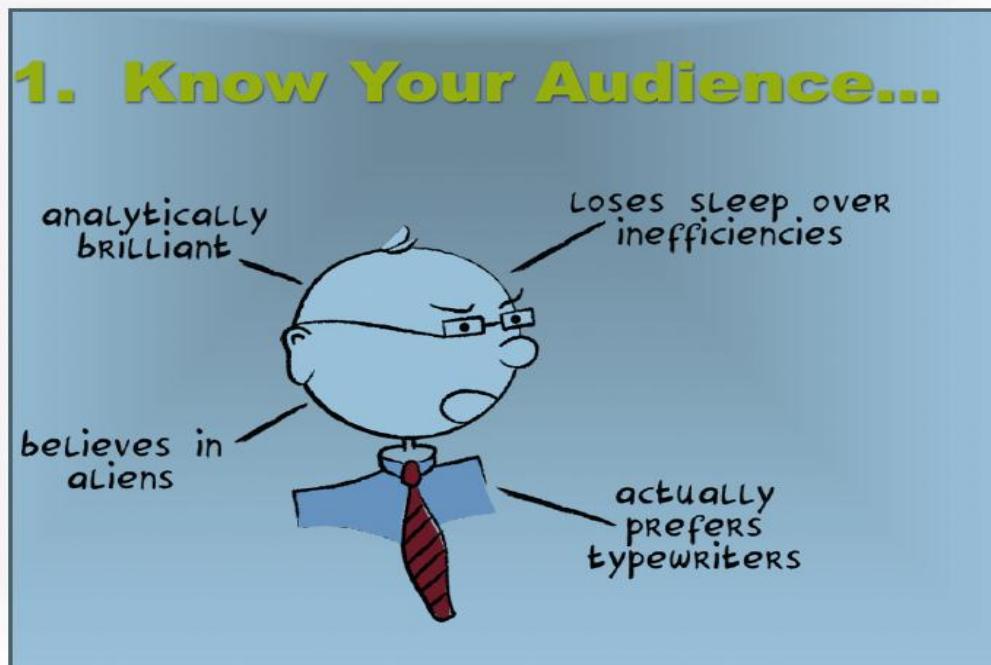
Editing:

1. Look up 'jump cuts' on the internet and avoid them.
2. Use music to help create an appropriate atmosphere but make sure it's copyright free - friends with bands are often a great idea.
3. You don't always have to show the person speaking. Sometimes the reaction of the person they're talking tells the story better.
4. Don't leave the editing to the last minute. It usually takes longer than you plan so don't risk missing the deadline because you have miscalculated the time it takes in the editing process.

Music:

1. Don't use music that you don't have the copyright for. It's illegal so your film can't be shown anywhere.
2. Use either free music libraries that come with music software or find a band who are happy to have their music used in your film and who will sign a release form to allow that.

No. 2: Visual Tips:



3. Actually Make It..



4. Get Eyes On It...



No. 3: Photo:



No. 4: Photo:



No. 5 Video Making tips:

Popular Promotional Video Genres:
The genre of the video sets the tone and subliminal message about your idea, offering and brand.

- **Narrated Video:**
 - A female or male narrator's voice talks over the video, informing and educating.
- **Testimonial Videos:**
 - Interviews with people about their needs and how their expectations were met.
- **Company Spokesperson:**
 - Have your spokesperson do a 'talking head' video where they speak to the camera about the product/service.
- **Professional Actors:**
 - Actors 'play out' scenarios, or talk to the camera about the benefits.
- **Explainer Videos:**
 - Combination of narration along with very simple animations to explain a message.

4)Video Ad Scenario:

The Scenario will be tutorial video showing our members and consumers step by step how to sign up Rubyera.it will be one minute and simple video easy to use Youtube.



4) Motion Graphics :

A video was made as an introduction to our website with the following link:

<https://www.powtoon.com/online-presentation/f4fKOxX8kLv/?mode=movie#/>

4) Email Marketing:

Dear Mr

Referring to our meeting on, it's our pleasure to contact you finally announcing launching our website's Demo. It'll be great to take a tour in it and give us your feedback.

www.rubyera.com

Your feedback is highly appreciated.

Best regards,
Rubyera Team

السيد/ه الأستاذ/ه / ،

بعد التحية ،،

إلاقاً بمقابلتنا في ، نتشرف بالإعلان عن النسخة التجريبية لموقعنا .Rubyera

www.rubyera.com

رأيك يهمنا.

و تفضلوا بقبول فائق التقدير و الأحترام،،

فريق عمل

Rubyera

6) Content Plan – Social Media Channels: Attachment no. 8

We planned to publish some articles on the website vary from news/ tips or events.

With regard to email marketing we planned to send 1-2 emails per week to our targeted audience. As for Social Media Channels it'll vary from Facebook- Instagram & Twitter and later we will use Youtube.



A screenshot of a Facebook post preview window. At the top, there are tabs for "Post", "DESKTOP PREVIEW" (which is selected and underlined), and "MOBILE PREVIEW". On the right side of the header are a close button ("X") and a dropdown arrow. The main content area shows a post from a user named "Rubyera" (represented by a red speech bubble icon) made on "10 June 2017 at 14:04". The post text is "Can you guess what is RUBYERA ??". Below the text is a large image of the "Rubyera" logo, which features the word "Rubyera" in a bold, black, sans-serif font. Above the text "Rubyera", there is a stylized red speech bubble icon with a camera lens on its right side, suggesting a video or photo sharing theme. At the bottom of the post area are three interaction buttons: "Like" (with a thumbs-up icon), "Comment" (with a speech bubble icon), and "Share" (with a share arrow icon). Below the post area, there are two buttons: "View edit history (2)" on the left and "Boost post" and "Edit" (with a dropdown arrow) on the right.

Post DESKTOP PREVIEW MOBILE PREVIEW X

 **Rubyera**
12 June 2017 at 14:11 · 

And now ?



[View edit history \(3\)](#) [Boost post](#) [Edit](#) ▾

Post DESKTOP PREVIEW MOBILE PREVIEW X

 **Rubyera**
10 June 2017 at 14:04 · 

Can you guess what is RUBYERA ??



 [Comment](#) |  [Share](#) [Boost Post](#)

[View edit history \(2\)](#) [Boost post](#) [Edit](#) ▾

Post

DESKTOP PREVIEW

MOBILE PREVIEW



Rubyera

12 June 2017 at 20:45 ·

Did you think before about community which combines film-making ,photographing and script writing ? a place where you can present your work to go viral and you will be hired ? Do you want to meet a creative people to get your work well done ? we are looking for you . we communicate our clients and customers no matter who or where they are . we are offering you the opportunity to present your work ,getting more ideas from our tips that will inspire you , encouraging your creativity , for our consumers we will helping you to find the best people for your need .

Sign up now

www.rubyera.com



Like



Comment



Share

[View edit history \(2\)](#)

Boost post

Edit



Post

DESKTOP PREVIEW

MOBILE PREVIEW



Rubyera

12 June 2017 at 14:11 ·

And now ?



[View edit history \(3\)](#)

Boost post

Edit



Post

DESKTOP PREVIEW

MOBILE PREVIEW

X



Rubyera

12 June 2017 at 20:45 ·

Did you think before about community which combines film-making ,photographing and script writing ? a place where you can present your work to go viral and you will be hired ? Do you want to meet a creative people to get your work well done ? we are looking for you . we communicate our clients and customers no matter who or where they are . we... [More](#)



Like

Comment

Share

Boost Post

[View edit history \(2\)](#)

[Boost post](#)

[Edit](#)



Regarding Digital Ads. We will use as a start Facebook ads. – PPC in our awareness stage. And ads will vary from Photos, texts and videos.

7) Digital Ads:

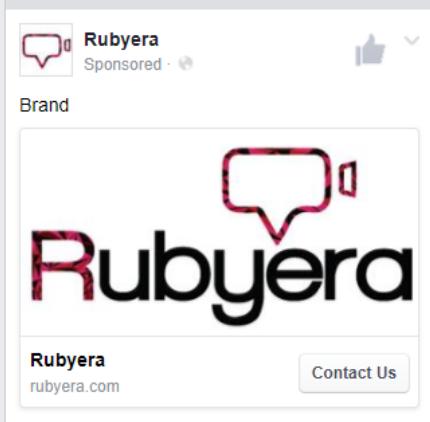
Create an ongoing promotion

Headline 7/25
Rubyera

Text
Brand

URL
<http://www.rubyera.com/>

Call to Action button
Contact Us ▾



Back  Step 2 of 4 Next

Create an ongoing promotion

⚠ Please add at least one location.

Choose who should see your adverts

You can choose a broad location. Over time, we'll find out who's visiting your website from your adverts and show them to those types of people more often.

Locations
Egypt

Choose age and gender (optional) ▾



Drop Pin

Back  Step 3 of 4 Next

Create an ongoing promotion X

Choose a monthly plan

Over time, we'll find out which adverts get more people to visit your website. We'll show these adverts more often than the others.

320.₼/month
 Estimated 448-832 clicks per month

680.₼/month
 Estimated 952-1,768 clicks per month

1350.₼/month
 Estimated 1,890-3,510 clicks per month

Choose your own

Advertiser Rubyera

Adverts in your website promotion

- This advert will run continuously for 680.₼ each month.
- The goal of your promotion is to get people to visit www.rubyera.com/.
- Your adverts will reach potential customers in 1 location.
- We'll charge your Primary payment method (184693153) 680.₼ each month, starting on 09/05/2017. You can cancel at any time.

Back **Terms & Conditions** **Start Promotion**

- The link mentioned above related to the motion graphic video will be used as an ad.

8) Search Marketing:

a) SEO Keywords: Attachment no. 9

b) Backlink Plan:

As we learned we will make some steps to get a high quality back links in low time.

Step1: Searching

We will search for the related blogs

Step 2: Collecting information

We will create a new Google Doc. and add blog's links which we want to get backlinks from in it. Also we will note down the email addresses of the bloggers we'd be reaching out to. We will find them in the contact section. If not, we will use Ninga Outreach chrome extension to find their contact details.

Step 3: Reaching by emails

We will reach out to these blogs via email and present them with a link to our article and ask them if they can include it in one of their weekly/monthly roundup posts.

We have made an email template to reach out to the bloggers:

"Hi [First Name],

I'm a regular reader of your blog posts.

I also run the blog at [our Blog] and today, we published a pretty massive guide ([Number or words] words) on [Subject of our Blog Post]. I think it might be a good fit for your roundup posts and thought I'd reach out.

[our Blog Post URL]

No worries if it's not a good fit – I'll be a regular reader regardless!

Thanks,

[Eslam Sherif]"

Many of these blogs will also allow us to post a comment along with a link to our website.

Step4: Using Haro (Help A Reporter Out)

HARO is one of the best ways to generate high quality backlinks from authority news sites.

- After signing up for HARO. We'll receive three emails per day on weekdays from reporters looking for sources.

- We will look out for source requests relevant to us and our niche.
- We will respond with some helpful content and our credentials.

Step5: Submit Our Site to Blog Aggregators..

Blog Aggregators are sites which list blogs from different industries. Though they don't have the same amount of link juice as they once did, we can still get a decent amount of referral traffic from these blogs. We can get a high-quality 'dofollow' links from most blog aggregators for free in three easy steps:

- 1) Submit our site (in most cases, the RSS feed of our blog)
- 2) Add a special HTML code to our site to confirm our ownership of the site.
- 3) Wait for the blog aggregator to review our site.

After these steps we will be able to collect many backlinks which will increase our traffic.

9) ASO Plan:

Title: Rubyera – Cinema,Cadre,Script.

Description:

Rubyera is the first professional community in the Middle East combining Filmmakers, photographers; scriptwriters, that gives you the opportunity to present your work and get good tips helping you to improve your skills and knowledge.

You will be kept updated with the latest events, workshops and festivals. It'll inspire your mind with its various ideas.

You can hire a member in the community to get your work done creatively! With comparing their work, efficiency and prices- if available - .

Stores: Google / App Store.

Price: Free

Category: Social networking

For App store only, Keywords will be used for ASO instead of the Description.
Attachment no. 10

10)Online Presence:

MVP release is ready.

Project Team :



