Village by CA Laval Project

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1.1 Team Formation :

Guillaume Leray Girardeau:
He graduated from a 3D animation school with a specialisation in visual effects (VFX), has worked several little jobs and with an international team.

Interests : 3D, visual effects, programming, video-games and music.

Strengths : Creativity, rigor, teamwork, communication.

Maï Le Meur:
She graduated from a 3D animation school with a specialisation in character animation, has worked several little jobs and two years in a theater.

Interests : 3D, Animation 2D/3D, programming, video-games and miniature manufacturing.

Strengths : Creativity, rigor, teamwork, team and client communication and task prioritization.

1.2 Roles definition :

Initial roles :

Project Manager : We will turn on that role, in order to both gain experience with it.
For the first stage of the project it's gonna be Maï.

Technical roles :

- UI/UX Designer : Guillaume and Maï because we are both creative and will both take feedbacks.

- Backend developer : Guillaume and Maï because we have equal technical skills, and have to split up the tasks in order to be more efficient.

- Frontend developer : Guillaume and Maï because we have equal technical skills, we are creative and have to split up the tasks in order to be more efficient.

1.3 Stakeholders :

Internal stakeholders :

- **Guillaume :** Developer, he produces the product.
- **Maï :** Developer, she produces the product.
- **Axel Goré :** Technical expert, controls the quality of the product on the technical aspect.

External stakeholders :

- **Amandine Chemin :** Mayor of the « Village by CA », customer, define the requirements and the essential needs of the project.
- **Louiza Houaouti :** Principal of Holberton School Laval and Rennes. Controls that the project is doing well for all stakeholders.
- **The start-ups :** Users of the website, test the product.

2.1 Brainstorming, list of ideas :

- « Village by CA » project :
Requested by Amandine Chemin, this project aims to create a showcase website for the Village by CA in Laval, making it a reference for startups looking to join the association. The site will include a posts section where Amandine can highlight village events and improve the site's search engine ranking. Finally the website will inform startups about incoming events.

- Storyboard application project :
An application aimed primarily at students and freelancers working in animation. It would provide them with an alternative storyboarding software for animatics, similar to Toon Boom but free. The application would allow for the creation of dynamic storyboards with image and sound timing management. Users would be able to draw their shots directly within the application, making it more than just a simple video editing tool.

- Musician search application project :

A website build for musician. It aims to help single music makers and musicians connect to each other, making the process of creating a band and fouding other musicians easier. It would be using the localisation of the user to found local musicians, and filter the search according to different criteria such as the intrument we play and what instrument we search. In addition, it might be a place to share music and personnal creations, adding some visibility to small producers.

2.2 Ideas evaluation :

Feasibility :

- « Village by CA » project :
We've already worked on user management and other entities, such as startups or post management. We've also worked on a user interface, although this one will be more complex. Managing events in a calendar might be more complicated, but we think it's manageable.

- Storyboard application project :
We've already worked on user management and other entities, since the application will include user accounts. We never have an interface that reacts in real time or code for video editing or drawing applications.

- Musician search application project :
We've already worked on user management and other entities, since the application will include user accounts. We never have an interactive map or geographical localisation datas, and creating a small social network that can hold musics could be an important challenge.

Potential Impact :

- « Village by CA » project :
This will make Amandine's job easier, allowing her to communicate more effectively with external stakeholders who can refer to the website when seeking information.
She will also be able to inform more easily startups and others about events organized by the « Village by CA ». Finally the association and the startups will gain in visibility thanks to a better SEO. (Search Engine Optimization)

- Storyboard application project :
This will allow students and freelancers to focus on their studies and improve the quality of their projects while spending less on essential pre-production tools. It will also create opportunities for people outside this field to discover the industry and thus diversify talent pools.

- Musician search application project :
This will helps musicians to collaborate, and improve sharing and playing together with the help of this interactive tool. It can also help small producer to find their first public and start their career as music maker.

Technical Alignment :

- « Village by CA » project :
It's a lot of concept we have already seen such as API REST with the management of the startups, posts and others entities. We will use a mySQL database since it's mostly a showcase site, it doesn't have to manage a ton of data, and mySQL is sufficient for that. We will use Node.js for the backend and React for the Frontend since it's a programming language better suited for website development because it's by a majority of developers in this domain. JWT for the security and authentification.

- Storyboard application project :
It's concepts we already seen such as API REST with the management of the users and their works. We will use PostgreSQL since there are a lot of data. We will use Node.js for the backend and React for the Frontend since it's a programming language better suited for website development because it's by a majority of developers in this domain. Moreover there are a lot of library in javaScript to help manage this project. JWT for the security and authentification

- Musician search application project :
It's concepts we already seen such as API REST with the management of the users. We will use PostgreSQL since there are a lot of data. We will use Node.js for the backend and React for the Frontend since it's a programming language better suited for website development because it's by a majority of developers in this domain. Moreover there are a lot of library in javaScript to help manage this project. JWT for the security and authentification

Scalability :

- « Village by CA » project :
It can be easily extended or maintained using widely used programming languages if other developers are working on it, and because it's primarily a showcase website, it can be easily improved by adding new features to facilitate Amandine's work. The site will be responsive and available on various devices.

- Storyboard application project :
It's easy to go further by implementing new tools or storyboard features, and perhaps even managing other aspects of project management, much like the paid software Kitsu. However, the application won't be available on phones because it's designed for use on computers or tablets, but not for smaller screens.

- Musician search application project :
The site will be responsive and available for all devices, espacially for phone because of the intercative map that is more efficient with tactile devices. More tools can ba added with time, such as new instruments filters or a group creation helper.

Challenges/Risks :

- « Village by CA » project :
The main challenge will be to make a product that correspond perfectly to Amandine's view.
The risks will also be to learn new technologies/tools such as Node.js and React during this project.

- Storyboard application project :
The main challenge will be to make a product we have no experience with, on a technical point of view. The risks will also be to learn new technologies/tools such as Node.js, React , PostgreSQL and other libraries during this project.

- Musician search application project :
The main challenge will be the intercative map that is a core element of the application. In addition, adding a small social network would create a constant flows of new data. The risks will also be to learn new technologies/tools such as Node.js, React , PostgreSQL and other libraries during this project.

2.3 Ideas Rank :

Base of all the caracteristics of all the projects above, we decided to rank all the ideas based of what we can do, what is the more interesting project and wich one will have the most impact :

1 : The website for the « Village by CA »

2 : The storyboard application

3 : The musician search application

The website for the « Village by CA » seemed to be a better choice for us, since it's the more achievable and has probably the best chance to have a real impact. It will also be very interesting for us to collaborate and align with Amandine's vision.

Decision and refinements :

So we go with the « Village by CA » and we will detail this project below :

The problems :
- Lack of a showcase site
- Lack of visibilty (bad SEO)
- It's more difficult for Amandine, the Mayor of the village, to communicate about the association.

Solutions :
- Creation of a showcase site
- Improve the visibility of the association with a better SEO
- Add a calendar and a posts page about the events/activities of the « Village by CA », so everyone is informed about it.

Target Audience/Users :
- Amandine the mayor of the village, who will manage the communication, the events and the startups.
- The startups who can presents themself on the website and gain in visibilty, and will be more easily inform about the events.
- The future startups who will have access to all the information they need through the website and Amandine's contact.

It's web site that will be responsive (it will be accessable on differents devices).

Why did we choose this project :
We chose this project because it addresses a real and urgent need that will have a tangible impact.
It will give us experience in UI/UX, and it's largely based on concepts we've already encountered,
providing an opportunity to learn new technologies and tools like Node.js and React.
We are also more confident in the project's feasibility.
That is why we choose this project over the others.

MVP :

For the minimum viable product this project must have :
- A showcase site
- A management tool for startups
- A tool and a section where Amandine can communicate about the events and activities of the
association.

In-Scope :
- A showcase site for the « Village by CA »
- A management tool for startups
- A tool and a section where Amandine can communicate about the events and activities of the
association.

Out-of-Scope :
- An online messaging service between startups and Amandine

Minimizing the risks

Risks :
- No experience with Node.js and React
- The project doesn't reach the expectations of Amandine.
- The project has to be modify after the deadlines.

Migration :
- Early learning of new technologies by scheduling dedicated time
- Regular check-ins with Amandine to ensure it meets her expectations, approximately twice a day.

Summary :

The Village by CA project aims to address a real and urgent need for a showcase website and to reduce the time Amandine dedicates to communication for the association, allowing her to focus on other tasks. To achieve this, the project will create a showcase website and tools for managing startups and creating posts. This will improve the association's visibility and search engine ranking. Finally, it will streamline communication between Amandine and current and future startups.
For us, this will be an opportunity to work on a concrete project with user feedback and the chance to learn new technologies.