

QUẢN LÝ DỰ ÁN PHẦN MỀM



EXECUTIVE SUMMARY

Project name:

The Tool For Content Management

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1. Project Overview

The Tool For Content Management (TFCM) is a comprehensive web-based platform designed to streamline the management of videos and posts across various social media networks, such as TikTok, Facebook, Instagram, Youtube; and allow users to write any content, used for any purposes.

Our solution enables users to strategize, write and customize their contents, manage content pillars, create to-do lists, handle client bookings for videos, team working on production, and more.

By integrating AI-driven content suggestions and allowing direct uploads to social media channels through APIs from TikTok, Facebook, Instagram, and YouTube, TFMC aims to be an all-in-one tool for social media managers, influencers, and digital marketing agencies.

2. Reasons

In today's digital age, effective management of social media content is crucial for brands, influencers, and marketing agencies.

With the growing complexity of managing multiple platforms, there is a clear need for a tool that simplifies and optimizes content management processes.

TFMC addresses this need by providing a centralized platform that integrates with all major social media channels, offers AI-driven content suggestions, and includes comprehensive features for content planning, scheduling, and analytics.

This project aims to fill the gap in the market for an efficient, all-in-one content management solution.

3. Problems & Solutions

3.1. Difficulty in managing content across multiple platforms:

Solution: Provide a centralized dashboard to manage, schedule, and publish content across all major social media platforms through API integrations.

3.2. Lack of efficient client booking management for video promotions:

Solution: Integrate a client booking management feature that tracks bookings, pricing, and promotions, making it easier for users to handle client interactions and transactions.

3.3. Challenges in strategizing and planning content:

Solution: Include tools for planning content pillars, creating content calendars, and managing to-do lists, ensuring a structured approach to content creation and publication.

3.4. Inconsistent content quality and engagement:

Solution: Utilize AI-driven content suggestions to help users generate engaging and relevant content, improving overall quality and audience engagement.

3.5. Time-consuming process for uploading and scheduling posts:

Solution: Implement direct upload and scheduling functionalities via API integrations with TikTok, Facebook, Instagram, and YouTube, allowing users to manage everything from one platform.

3.6. Limited analytics and performance tracking:

Solution: Incorporate analytics features that provide insights into content performance, engagement metrics, and audience demographics, enabling users to refine their strategies.

3.7. Inefficient team collaboration:

Solution: Develop collaboration tools that allow multiple team members to work on content planning, creation, and scheduling simultaneously, improving workflow and productivity.

4. Competitors

- **Metricool:** can only handle direct uploads to social media channels through APIs from TikTok, Facebook, Instagram, and YouTube; cannot be used for planning content.
- **Plannable.io:** same as Metricool
- **Click Up, Notion:** only used for planning content and can be used as a to-do list, planner, and for everything, not just for social media content.

5. Customers & Users

- Digital Marketing Agencies
- SEO Specialists and Digital Marketers
- Social Media Influencers, Content Creator, Social Media Managers
- Small to Medium Enterprises (SMEs)
- Schools and Educational Organizations

6. Deliverables/Products

- User Guide
- Source Code

- Fully functional web platform for content management
- AI-based content suggestion tool
- API integrations with TikTok, Facebook, Instagram, YouTube
- Client booking management feature
- Promotion and scheduling tools for videos/posts
- Collaboration and sharing feature
- Deployment Guide

7. Revenue Model

To ensure the sustainability and profitability of TFMC, we will implement a tiered subscription-based revenue model based on the following factors:

1. Number of Brands/Accounts Managed
2. Number of Posts per Month
3. Number of Members
4. Number of AI Calls
5. Advanced SEO Tools
6. Analytics
7. Number of Social Accounts Managed

SPONSORS: EMPIRE EDUCATION: 60 triệu

PO: LÂM

PM: LAM

Lý do ra đời sản phẩm:

- Một công ty giáo dục Empire, có đội ngũ cộng tác viên gồm 10-12 người đăng bài lên các trang mạng XH như: Facebook, Youtube, Tiktok để kiếm học sinh, tăng tương tác cho các page, accounts. Tuy nhiên, số lượng bài đăng mỗi ngày cần nhiều, khoảng vài chục bài nhưng đội ngũ viết bài rất chậm, lên ý tưởng chậm, kiếm hình ref chậm cũng như đăng lên các kênh thông tin chậm và không đồng bộ về thời gian. Từ đó, công cụ này ra đời.

Công cụ này có mục đích nhằm hỗ trợ những tác vụ sau:

1. Giúp tiết kiệm thời gian viết bài (AI), kiếm hình ảnh ref nhanh hơn (Google Image, Dalle3).
2. Giúp quản lý các nguồn tài liệu, bài đăng hiệu quả.

3. Dashboard đơn giản để tracking về số lượng bài đăng mỗi ngày,
4. Giúp kiểm tra các lỗi ngữ pháp để bài đăng được chỉnh chu hơn. (AI)
5. Giúp đồng bộ việc đăng bài lên các trang MXH.
6. Quản lý profile
7. Quản lý tài khoản
8. Đăng nhập/ đăng ký

Những tài liệu tương tự cần phải chỉnh sửa

1. Executive Summary (LAM)
 - a. Problems? => Who (ctv của Empire)
 - b. Solution => Web
 - c. Motivation / Reason
 - d. Deliverables => Web, tài liệu HDSD,
2. Project Vision & Scope (WHAT)
 - a. Users => Problems => Objectives => Features
3. SRS (KIM)
 - a. Liệt kê chức năng từ tài liệu Vision thành dòng
 - b. Product Backlog Item
4. Project Charter (TÚ)
 - a. PM, resp
 - b. Team member, resp
 - c. Sponsor (Empire)
 - d. Customer (ctv của Empire)
 - e. Location
 - f. Milestones
 - i. 1.0.0 =>
 - ii. 1.1.0 =>
 - iii. 1.2.0 =>
 - iv. 1.3.0 =>
5. Prototype (theo Workflow)
 - a. Workflow đăng bài
 - i. Kiểm ý tưởng (đọc báo, tin tức, các page khác đăng,)
 - ii. Viết bài (suy nghĩ) + kiểm hình ref (image, bing image,)
 - iii. Rà soát lỗi chính tả, nguồn, độ phân giải, chất lượng,
 - iv. Vào các trang mạng XH để đăng bài vào 1 mốc thời gian nào đó
 - b. Workflow quản lý tài nguyên content của họ
6. Proof of concept (Đã done)
7. Feasibility (ĐÚC)
 - a. Market => Đã ai làm chưa
 - b.

=> End phần tài liệu

=> Start phần code