



PROJECT CHARTER

Project name:	The Tool For Content Management
21127065	Trần Bình Kha
21127333	Nguyễn Việt Kim
21127334	Lê Vũ Ngân Lam
21127337	Trần Tùng Lâm
21127466	Hoàng Anh Tú
21127505	Ngô Xuân Hiếu
21127545	Đặng Quốc Thái
21127597	Đỗ Dự Đức

I. GENERAL PROJECT INFORMATION

PROJECT NAME

PROJECT MANAGER

PROJECT SPONSOR

Content Management

Lê Vũ Ngân Lam

Trần Tùng Lâm

II. PROJECT OVERVIEW

Project
Overview

Project Overview:

Our website is a comprehensive platform tailored to empower content creators in efficiently managing and enhancing their presence across diverse social media channels.

Key Features:

- 1. **Dashboard Insights:** Our intuitive dashboard provides content creators with holistic insights into their performance metrics, encompassing earnings, post frequency, video engagement, views, and likes. Additionally, it offers trending content highlights and comprehensive statistical analysis, enabling informed decision-making.
- 2. **Content Management:** Seamlessly manage and optimize content across multiple social media platforms. Through user-friendly interfaces and detailed analytics, users can effortlessly monitor and compare the performance of their posts, facilitating strategic adjustments to maximize reach and engagement.
- 3. **Content Generation Support:** Leveraging cutting-edge artificial intelligence, our platform assists content creators in discovering relevant content and crafting compelling posts tailored to target audiences. By analyzing keywords, titles, and trends, it streamlines the content creation process, fostering creativity and efficiency.
- 4. **Schedule and Publishing Management:** Simplify the scheduling and publishing process across various social media platforms, including Facebook, Instagram, TikTok, and more. Our platform equips users with robust scheduling tools, enabling precise planning and execution to ensure optimal content dissemination and audience engagement.

By leveraging our platform, content creators can streamline their workflows, optimize their content strategy, and ultimately cultivate meaningful connections with their audience, fostering sustainable growth and success in the dynamic digital landscape.

Customer	<p>Digital Marketing Agencies SEO Specialists and Digital Marketers</p> <p>Social Media Influencers, Content Creator, Social Media Managers</p> <p>Small to Medium Enterprises (SMEs)</p> <p>Schools and Educational Organizations</p>
Project Issues	<ul style="list-style-type: none"> • Social Media Platform Integration: Challenges may arise when integrating with APIs from various social media platforms, including maintaining stability and adhering to new API updates. • Security and Privacy: Safeguarding users' personal information and privacy is crucial, especially when dealing with sensitive data from social media accounts. • System Performance: Ensuring that the system can handle and store large volumes of data without encountering performance issues or response time delays. • AI Technology Integration: Developing and integrating features using artificial intelligence may face challenges in data collection and processing, as well as ensuring the accuracy of predictions and recommendations. • User Interface: Building a user-friendly and intuitive interface can be a challenge, particularly when attempting to integrate multiple functions and complex data. • Language and Platform Support: Ensuring that the product supports multiple languages and various social media platforms to meet the needs of a large user base. • Limited Web Support: Restricting support solely to a website can inconvenience users who rarely use computers to manage their content. However, this direction also presents an opportunity for further product development.
Stakeholders	<p>End-users, Product development team, Customer Support Team, Sales and marketing team, Sponsors, Testers, System Maintenance team, Law enforcement officials, Content reviewers and editors</p>

III. MEMBERS

Member	Role	Email	Work location
Lê Vũ Ngân Lam	Project manager	lvnlam21@clc.fitus.edu.vn	Work From Home
Trần Tùng Lâm	Team leader	ttlam21@clc.fitus.edu.vn	Work From Home

Trần Bình Kha	Developer	tbkha21@clc.fitus.edu.vn	Work From Home
Đặng Quốc Thái	Tester	dqthai21@clc.fitus.edu.vn	Work From Home
Nguyễn Hoàng Nhật Quang	Data Designer	nhnq21@clc.fitus.edu.vn	Work From Home
Ngô Xuân Hiếu	Developer	nxh21@clc.fitus.edu.vn	Work From Home
Hoàng Anh Tú	Pentester	hatu21@clc.fitus.edu.vn	Work From Home
Đỗ Dự Đức	UI Designer	dddudc21@clc.fitus.edu.vn	Work From Home
Nguyễn Việt Kim	Data Designer	nvkim21@clc.fitus.edu.vn	Work From Home

IV. MILESTONES

May 28 - June 3: Planning

- Define project scope, goals, and requirements.
- Allocate resources and assign responsibilities.
- Create project timeline and milestones.

June 4 - June 10: Grammar Checker, Paraphrase, Raw Data

- Develop grammar checking functionality.
- Implement paraphrasing features.
- Collect and organize raw data for processing.

June 11 - June 17: Data Parsing, TF-IDF Processing Stage

- Parse and preprocess collected data.
- Implement TF-IDF processing stage for text analysis.
- Test data processing pipeline for accuracy and efficiency.

June 18 - June 24: Article Writer, SEO Wizard, Text Summarize

- Develop article writing functionality.
- Implement SEO optimization features.
- Integrate text summarization capability.

June 25 - July 1: Database, Event Profiling Stage, Data Repository, Generative AI

- Set up database infrastructure.
- Develop event profiling stage for data analysis.

- Create data repository for storing processed data.
- Implement Generative AI functionality for content generation.

July 2 - July 8: Account (Settings, Payment Service, Auth Service), Dashboard

- Develop user account settings functionality.
- Implement payment service integration.
- Integrate authentication service for user login.
- Design and develop the dashboard for user management.

July 9 - July 15: Social Media Platforms (Upload Content, API)

- Develop functionality for uploading content to social media platforms.
- Implement APIs for seamless integration with social media platforms.
- Test integration with major social media networks.

July 16 - July 22: Testing

- Conduct comprehensive testing of all application features.
- Identify and address any bugs or issues.
- Ensure functionality and usability across different devices and platforms.

July 23 - July 29: Bug Fixing and Final Checks

- Address and fix any remaining bugs or issues.
- Perform final checks and validations.

July 30: Release

- Prepare for application release to the public.

V. VALUATION OF THE APPLICATION

To determine the valuation of our web application for content creators, we assume 1 out of every 1000 content creators will use our app, leading to 10,000 users. Here's the breakdown based on the user distribution and revenue model.

User Base Estimate

- Total Users: 10,000 (assume)
 - Paying Users: 2,000 (assume)
 - Free Users (with ads): 8,000 (assume)

Revenue Model

- Subscription Fee (Paying Users): \$10 per user per month
- Ad Revenue (Free Users): \$2 per user per month

Monthly Revenue

- Subscription Revenue: 2,000 users * \$10 = \$20,000
- Ad Revenue: 8,000 users * \$2 = \$16,000

Monthly Expenses

- Server and API fee(GPT) Costs: Adjusted for 15,000 users: \$15,000 per month
- Marketing Expenses: \$1,000 per month
- Staff Salaries: \$2,000 per month
- Total Monthly Expenses: \$15,000 (Server) + \$1,000 (Marketing) + \$2,000 (Staff) = \$18,000

Monthly Profit

$$\$20,000 + \$16,000 - \$18,000 = \$28,000$$

Valuation

Using a conservative multiple of 24x monthly profit:

$$\$28,000 \times 24 = \$672,000$$

Conclusion

Based on these assumptions and adjustments, our application is valued at approximately \$672,000. This valuation reflects the potential growth from both subscription and ad revenue, accounting for optimized expenses.