

## QUẢN LÝ DỰ ÁN PHẦN MỀM



# Feasibility

<b>Project name:</b>	<b>The Tool For Content Management</b>
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## Revision History

Date	Version	Description	Author
29/5/2024	1.0	Initial	Đỗ Dự Đức
11/6/2024	1.1	Revise	Đỗ Dự Đức

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# 1. Feasibility Result

## 1.1 Legal

- This project, aside from needing to follow the privacy laws, has no legal problems.

## 1.2 Market

- Market has many popular tools that support separate features.
- ChatGPT
  - Strengths
    - Capable of understanding and generating human-like responses.
    - Can be adapted for various applications, including customer service, language translation and content generation.
    - Can handle a large volume of interactions simultaneously.
    - Integrates easily with existing platforms and systems.
    - Learn from user interactions and improve over time.
  - Weaknesses
    - May struggle to maintain context over extended conversations.
    - Must manually post the contents into the targeted social media platform
    - Prone to biases and inaccuracies, especially with sensitive or complex topics.
    - Difficulty comprehending complex or nuanced queries.
    - Performance heavily reliant on the quality and diversity of training data.
    - Potential security vulnerabilities and privacy risks in handling sensitive information.
- Metricool
  - Strengths:
    - Offers detailed analytics and metrics for social media platforms, blogs, and websites.
    - Efficient scheduling tool that supports multiple social media platforms.
    - Intuitive and easy-to-use interface that simplifies navigating and accessing various features.
    - Allows users to monitor competitors' performance and benchmark against them.

- Provides customizable reporting features, enabling users to tailor reports to their specific needs.
- Weaknesses:
  - May not support all social media platforms or channels some businesses use.
  - Can be relatively expensive for smaller businesses or individual users.
  - While the interface is user-friendly, some advanced features may require a learning period.
  - The mobile app may not offer all the functionalities available on the web version.
  - Some users have reported delays or issues with customer support responsiveness.
- Planable.io
  - Strengths:
    - Excellent collaboration features, allowing teams to plan, review, and approve content efficiently.
    - Clean and visually appealing interface that makes content planning easy.
    - Provides a robust content calendar for organizing and scheduling posts.
    - Streamlined approval workflow that reduces bottlenecks in content publishing.
    - Supports multiple social media platforms for content scheduling.
  - Weaknesses:
    - Fewer integrations with other tools compared to competitors.
    - The cost can be prohibitive for smaller teams or individual users.
    - Lacks in-depth analytics and reporting features.
    - The mobile app has limited functionality compared to the desktop version.
    - Some users may find the feature set limited if they require advanced social media management tools.
- ClickUp
  - Strengths:
    - Offers a wide range of project management features suitable for various workflows.
    - Highly customizable to fit different team needs and preferences.
    - Integrates with numerous third-party tools and applications.
    - Strong task management capabilities, including subtasks, dependencies, and time tracking.
    - Competitive pricing with a robust free tier.
  - Weaknesses:
    - Can be overwhelming for new users due to its extensive features and customization options.
    - Some users report occasional performance issues, such as slow loading times.
    - Steeper learning curve, especially for teams transitioning from simpler tools.
    - The mobile app is not as powerful or user-friendly as the desktop version.
    - Overlap in features can sometimes lead to confusion or redundancy in use.

- Notion
  - Strengths:
    - Extremely flexible and adaptable for various use cases, from note-taking to project management.
    - Combines notes, tasks, databases, and calendars in one platform.
    - Clean and intuitive interface that enhances user experience.
    - Extensive library of templates for different needs and workflows.
    - Strong collaboration features that support real-time editing and commenting.
  - Weaknesses:
    - Can be complex to set up and customize, especially for new users.
    - Some users experience slow performance with large databases or extensive content.
    - Limited offline functionality, which can be a drawback for some users.
    - Requires time to learn and master, especially for advanced features and customizations.
    - Team pricing can be higher compared to some competitors, which may deter small businesses or startups.

### **1.3 Economic**

- ChatGPT 3.5 will take 0.5\$ per 1 million tokens, estimated for a team of 10 people using will take about 60\$ per month.
- Using Vercel has risks of over priced cost.
- The budget for the whole project is 60 000 000 VND.

### **1.4 Operation**

- Product will be deployed on Vercel, which ease the deployment and maintenance process.

### **1.5 Technology and system**

- This project will use ChatGPT, Nextjs, NeonDB, DrizzleORM, Clerk Auth, uploadthing cloud to save files and third-party API like Tiktok, Facebook and Youtube.
- Our development team has members who have experience in AI and text editing.

### **1.6 Resource**

- Our team has supported hardware to work and deliver the project.
- The project can be done by current technologies (above).
- The current budget may limit the number of features that can be delivered.
- Development time may fall short (800 total hours).
- Development team needs some time to learn some technologies

### **1.7 Schedule**

- The project schedule is included in Project Charter.
- Proposed schedule
- With current project milestones, the amount of time available for fail-safe is not much.
- Release day is July 30th, 2024.