# Waterfront Film Festival Project Prospectus

### *WFF Film and Venues App for iOS*

## Team Members

Corey Bennett
Jordan Carney
James Watthanasintham

## Technical Growth

**Corey** and **James** will gain experience with Objective-C, Xcode and the iOS development process.  These items are the only and most important tools for iOS/Apple development.  Both individuals have considerable experience with Java and C, which should ease the transition to Objective-C. Learning in the Xcode environment promises to be a simple endeavor.

**Jordan's** technical growth will be largely in project management, quality control, and code integrity. He has done a considerable amount of work in iOS development and is well-versed in the platform and Objective-C language.  His skills will be a valuable asset to the team, but that does not mean this project will be easy for him. This project is a personal development project just as much as it is a group project. He will need to collaborate with his team and press them forward.  He is moderately lacking in management skills as his work in iOS development did not involve moderation and, in many cases, he was the sole developer on a project.  Moderating a group of developers can be a much more complex task than just simply developing a piece of software alone.

Ultimately, what we'll get out of this capstone project with the Waterfront Film Festival is the experience of mobile application development on the iOS platform, the project development processes, sort of a simulated, "real-life" situation in the workplace, and teamwork.

**Description of the System**

The team is to develop an iPhone application for the Waterfront Film Festival. The Waterfront Film Festival is an event that celebrates independent film and filmmakers in a non-competitive environment. The festival takes place in the summer and the application will be released a couple months prior to the event. The application will act as a tool to learn more about the festival and allow people to become enriched in the experience.

The application will feature access to information about the festival's venues, films, and tickets.  Venues will have information pertaining to the location and which films will be screened there.  The application will have an integrated experience with mapping software depending on the current operating system software running on the iPhone--iOS 5 or lower vs. iOS 6.  Accessing the application requires utilization of Google Maps or the new Apple Maps to direct individuals to their destination. This provides the user with a simple interface for finding the film screening location. The films will have specific showtimes, provide information about the film (e.g. link to youtube for the trailer) and a "now playing" feature telling the app users which films are currently being screened.

Users of the app will also be able to purchase tickets through the WFF website, directly through the app, or through Passbook integration in iOS 6.  Advertisements from the sponsors will be seen in a few locations within the application and will not be too intrusive. Additionally, users will have the ability to add movies and venues to a

favorites list which will act as a sort of itinerary for their Waterfront Film Festival experience.  There will also be a feedback feature in place, where users will be able to give a particular movie or venue a rating out of five stars.

Additional features may be added as time permits, including the possibility of populating the phone's calendar appropriately when tickets are purchased as well as social media integration (e.g. Facebook and Twitter).

## Potential Problems

The organization is not technologically cohesive. There are no servers established and no general API other than for the ticketing system. This will act as a major hindrance in development as applications are logically becoming more dependant on the web for its dynamic capabilities.

Another potential problem lies in obtaining graphics and assets. There does not seem to be any development started in this area and graphics/assets are considerably time consuming. It is challenging to build an application when developers are using placeholder graphics in place of actual graphics. The end result with actual graphics can be problematic if it looks bad.