

Detailed Team Project Proposal

A social media platform for movie lovers where users can create and share posts about movies and shows, connect with friends, and engage in discussions. It features core functionalities like profile creation, posting and discussions, a movie-focused feed, and interacting with other users through likes, comments, and shares.

Project Summary

Project Name	Short Description	Team Enthusiasm Rank *1-10	Team Confidence - YES we can do this in time! *1-10	Product Owner. *Who will own this for the team?
CineVerse	Social media app for Movie lovers	10	8	Pratham Gupta

Projects Details:

Name

CineVerse

“Connect Discuss Discover”

Description

CineVerse is a thriving social network tailored specifically for film and TV aficionados. Users craft profiles showcasing their favorite movies and shows, along with curated watchlists. The platform's algorithm then suggests connections based on similar tastes, fostering engaging discussions and potential friendships.

CineVerse boasts a dynamic forum where members exchange recommendations, analyze storytelling techniques, and debate various genres. The WonderWatch feature enables users to

highlight their all-time favorites, sparking conversations and connecting with like-minded individuals.

While CineVerse currently doesn't support streaming, it hosts exclusive events and screenings, allowing members to gather virtually for real-time discussions about selected content. Whether it's a virtual film festival or a themed watch party, these events strengthen the sense of community among users.

In essence, CineVerse provides a welcoming haven for film and TV enthusiasts to discover new favorites, engage in meaningful discussions, and forge connections with others who share their passion for cinematic storytelling. Explore CineVerse today and delve into a world of endless cinematic possibilities!

Existing problems that it solves

Currently, the social media landscape lacks a dedicated platform solely focused on connecting users based on their viewing preferences. While existing platforms do offer recommendation engines, they fall short in providing substantial user interaction capabilities necessary for cultivating deep and meaningful relationships grounded in shared interests.

Such a platform would not only enhance the overall experience for film and TV enthusiasts but also provide a valuable space for building relationships and fostering a sense of belonging within the broader community of entertainment aficionados.

User Personas and Major Features

Who are the users you are targeting?

Multiple users can be targeted through such a social media platform:

Cinephiles and TV Buffs: These are the primary users of the platform, deeply passionate about both movies and television series across various genres. They enjoy engaging in in-depth discussions about plot intricacies, and character development, and anticipating upcoming releases. Their enthusiasm for cinematic storytelling drives the core interactions on the platform.

Streaming Service Subscribers: This group consists of individuals who regularly utilize streaming platforms like Netflix, Disney+, Hulu, and others to consume a wide range of content. They rely on the platform to discover new movies and TV shows across different genres, seeking recommendations and discussions to enhance their viewing experience.

Film and TV Industry Professionals: This category includes actors, directors, producers, writers, and other professionals actively involved in the creation of movies

and TV shows. They use the platform to gain insights into audience preferences, engage with fans, promote their work, and understand the reception of their latest projects.

Casual Viewers: While not as deeply immersed in film and TV culture as cinephiles and TV buffs, these users still enjoy discovering new content and engaging in occasional discussions about their favorite movies and shows. They appreciate the platform's user-friendly interface and diverse community, which allows them to explore recommendations and participate in conversations at their own pace.

Who are the major features you are targeting?

The major functionality that we are targeting is the social media aspect of the application. The various functionalities that we would be targeting would be:

Creation of a social network: We would love for this application to be appealing to a large audience of cinema and television lovers. Hence, we would make the application much more social and create a network with people using this application.

Making Posts: The main feature would be to generate posts for people to give their opinions and let their connections and other people know their thoughts and ideas on various content forms.

Finding Posts: The main part of social media is to help people garner an audience and help their voices and ideas reach others in the manner that they intended. For this, we would love to add more visibility to their posts to a section of people who would appreciate it.

Progress Update: Focus on personal content consumption is also our main priority and hence, we would love to make the feature of tracking the progress of each movie or TV show that the person is watching to make a list of the content they have consumed and also have trust in their opinion.

MVP(Minimum Viable Product)

- **User Authentication:** Ability to verify that the user is who they say they are.
- **Profile Creation:** Ability to create a new profile or modify information in an existing profile provided that the user has proper authorization and is authenticated.
- **Post Creation:** Ability to create, modify, and delete posts.
- **Interaction with posts:** Ability to like, comment, and react to posts.
- **Feed:** Feed or homepage where users can see the posts of people they follow.
- **Connections:** Friend/Follow System.
- **Editing Posts:** Ability to delete comments/posts/profile.
- **Search feature:** Feature to search for other users/posts.

- **Movie Database Integration.**

MLP (Minimum Loveable Product)

- **ToWatch, WatchedList and WonderWatch:** Users can keep track of the movies that they want to watch and those they have already watched.
- **Spoiler Alerts:** Spoiler alert tags on posts so that users can discuss movies/shows in-depth and other users who haven't watched the same movie/show can avoid them getting spoiled.
- **In-app direct messaging:** Users can have private conversations with friends or make groups
- **User review and rating system:** Users can rate and review the content they consume on various streaming platforms on this social media platform.
- **Seamless UX/UI design:** Users can easily navigate through the social media platform, their profiles, as well as others so that they can use the application easily. They needn't be proficient in technology to do the same.

Nice-To-Have Features

- **Personalized Movie recommendation:** An advanced algorithm that provides users with movies or TV shows they can watch next based on their likes and dislikes.
- **Customizable Feed:** Advanced Filters so that users can customize their feed to receive specific content based on their preferences.
- **Social Sharing to other platforms:** Ability to share ratings and reviews to other social media platforms such as Twitter, Reddit, Instagram, TikTok, etc.
- **Integration with Streaming Services:** Being able to host watch parties for multiple users with similar interests by integrating with various streaming platforms.
- **Movie night planner:** A tool that helps friends organize movie nights, including scheduling, and movie selection voting
- **Trending posts/movies/topics:** Adding a general scroll-through page where users can see the most active discussions, posts that have garnered a lot of attention, and newly added posts on newly released movies and TV shows.
- **Community Feature:** Forums or groups where users can create or join communities centered around specific genres, actors, directors, or franchises.
- **Polls/Quizzes:** Engaging the community with polls about movie predictions, quizzes on movie trivia, etc.
- **Customizable Avatars:** Users can create their movie-themed avatars for their profiles.

Call Out CRUD Features

Admin

- **Create:** Admins can create official content, announcements, and feature updates. They can also create promotional campaigns and movie-related events in the app.
- **Read:** Admins can read reports on user activity, have access to all user-generated content for moderation, and can view analytics on user engagement. They can also monitor the health of the system to make sure everything is working as expected.
- **Update:** Admins can update the app's content, site policies, user guidelines, and user permissions and adjust the algorithms that affect the feed.
- **Delete:** Admins can delete any content that violates the app's terms of service such as inappropriate content or spam. They also can deactivate user accounts if necessary (such as spam accounts).

Persona 1: Movie Enthusiast

- **Create:** Users can create posts about movies, repost other people's posts, share reviews, and start discussions.
- **Read:** Users can read, browse, and search for posts, reviews, and discussions of movies and shows
- **Update:** Users can update their posts, comments, and reviews. They can edit their profiles and modify their friend lists
- **Delete:** Users can delete their posts/comments, remove friends or unfollow people, and delete/deactivate their profile

Persona 2: Casual Viewer

- **Create:** Casual users can create a basic profile and occasionally post about movies/shows.
- **Read:** Users can browse posts from friends, check out trending discussions, and look for movie/show recommendations,
- **Update:** Users can update their reactions to posts, Change profile details, and modify their friend lists
- **Delete:** Users can delete their posts/comments, remove friends or unfollow people, and delete/deactivate their profile

Similar Already Existing

Letterboxd:

<https://letterboxd.com>

A social networking service for film enthusiasts where users can track films they've watched, want to watch and share their reviews and ratings.

Offers a community aspect where users can follow friends or users with similar tastes but lack real-time cinema listings and event recommendations.

Taste.io:

<https://www.taste.io>

Focuses on personalized movie recommendations based on users' tastes. The platform learns from the ratings users give to movies to improve its suggestions.

It's more personalized in terms of recommendations but doesn't offer features for connecting users or integrating cinema listings.

Flixster:

<https://www.flixster.com/at-home>

Offers movie information, reviews, and showtimes, allowing users to discover new movies and where they are playing nearby.

Includes social features like rating movies and seeing what movies friends are watching but lacks a focus on connecting users based on genre preferences.