

# Winx- Musically Moody

## BMC REPORT

*Submitted by*

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*In partial fulfilment for the award of degree  
of Bachelor of Engineering in Computer Engineering*



**COMPUTER ENGINEERING DEPARTMENT**

**L. J. INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**AHMEDABAD**

**YEAR, 2018-19**

# L. J. INSTITUTE OF ENGINEERING AND TECHNOLOGY

## COMPUTER ENGINEERING DEPARTMENT

YEAR, 2018-19



## CERTIFICATE

This is to certify that the Project entitled "**Winx-Musically Moody**" submitted by **Miral Raval (150320107522)**, towards the partial fulfilment of the requirements for the degree of Bachelor of Engineering in Computer Engineering of L.J. Institute of Engineering and Technology, Ahmedabad, under the Gujarat Technological University, Ahmedabad is the record of work carried out by her under my supervision and guidance. In my opinion, the submitted work has reached a level required for being accepted for examination. The results embodied in this project, to the best of my knowledge, haven't been submitted to any other university or institution for award of any degree or diploma.

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## **Chapter 2. Contents**

### **2.1 Key Partners**

Here we talk about partners who can we partner with and know the potential market and activities that they are performing. Suppliers are those who can give us resource needed for our system.

1. E-Commerce Websites (Flipkart, Amazon etc.)

These websites can use our chat system to get real time reviews from customers about the product and give customer support to them.

2. Facebook, Instagram

These platforms can use the chat system so that users can give likes and emojis to posts, pictures and videos posted on the website with real time face detection.

3. Hike, WhatsApp

The image recognition feature to send emojis and songs can be as Add On for these chat apps for some fun chatting.

4. Friends and Relatives

They can provide us more dataset of facial expression so that accuracy of training model can increase.

5. Apps like gaana, saavn

These apps can provide me datasets of more songs.

6. More dataset

To increase the accuracy of the model.

7. E-Shopping

Websites like Amazon and Flipkart is for e-shopping.

8. Social Networking

Apps like facebook, instagran, whatsapp and hike for social networking sites.

## **2.2 Key Activities**

Here we discuss how we will represent the product to customers. Following can be used for marketing of products.

1. Social Media

Through social media we can advertise the product and reach the customers. Social media pages of my product can be used to connect with customers timely.

2. Newspaper

Through newspaper I can advertise my product.

3. Hoardings

It can be used to attract mass customers.

4. T.V.

Can be used to advertise product through all over the world.

5. Contact Us

Through this section of system customer can give their problems or feedback to us.

6. Advertisements

Ads in the system is main source of revenue.

## **2.3 Key Resources**

Here we talk about what resources are needed for the development of the product.

1. Internet, Laptop, Phone, Camera

These are the physical resources needed for developing the system.

2. Registration under companies act

These is done to gain copyright of the product.

3. Developers

Approx. 8 months are needed to complete the project. For that two developers will be needed.

#### 4. Money, Bonds, Shares, Capital

These are the financial resources needed.

### **2.4 Value Proposition**

Here we directly come in contact with the customer. We will aware the customer about the product. How it is useful to them and what support we give them.

#### 1. Ease and Timeliness

Customers can easily connect to others through chat and in timely manner.

#### 2. Connect to people of same interest

Through the system customer can connect to people having same interest and share their views or doubts on that topic.

#### 3. Better communication channel

User can easily connect with people of same interest.

#### 4. Fun Chat

By emotion recognition user can chat in fun way.

### **2.5 Customer Relationship**

In this section it is given that how relationship with customer will be managed by our services.

#### 1. More Songs

More songs will be provided based on emotion in timely manner.

#### 2. Contact Us

Through this customer can share their problems with us.

#### 3. Social Media

Through our social media page customer can contact us and share their experience.

#### 4. Rating

Through the rating we can know about customer's experience of using the product.

## **2.6 Channels**

In this section it is given how we will reach the customer. The marketing mediums we are using to promote the product.

#### 1. Technical Exhibitions

Stall at different technical exhibitions to attract people.

#### 2. Social Media

Cheapest and fastest means to reach large number of people.

#### 3. Radio and T.V.

Electronic medium of reaching people.

#### 4. Newspaper

For those customers who are not much tech savvy.

## **2.7 Customer Segment**

Here we discuss about customers whom we are targeting to sell the product.

#### 1. Social Media Websites

They can use this chat to help people connect to other having same interest and share music and emoji in fun way.

#### 2. E-Commerce Website

They can use emotion recognition feature for customers to like and give rating to the product.

#### 3. People of all age groups

This chat box can be used by everyone irrespective of their age.



#### 4. Apps like gaana

They can add feature of emotion recognition and based on that give song suggestions.

## **2.8 Cost Structure**

Here we discuss the cost that has been inherited in business modal. Before that first some assumption need to be made. According to COCOMO modal it takes approx. 8 months to complete the project. All the calculations are done approximately.

#### 1. Domain Hosting

Average cost of hosting django website is approx. Rs. 500/month. Hence for 8 months hosting cost is Rs. 4,000.

#### 2. Office Rent,

Office rent will be around Rs. 15,000 in Ahmedabad.

#### 3. Electricity Bill, Wi-Fi Charges

Electricity bill of the office will be around Rs. 500/month. So for 8 months it will be Rs. 4,000. Wi-Fi plan will be Rs. 5,000 for 12 months for 6 Mbps speed.

#### 4. Hardware

High configuration GPU to train Deep Learning model. Its cost will be Rs. 20000.

#### 5. Developers Salary

Assuming 6 working days per week. For month total will be 36 working days. A developer works 6 hrs. /day. Hence for one month he will work for 144 hrs. /month. Per hour pay is Rs. 100 than one month payment per developer will be Rs. 14,400. Hence for 8 month cost of developers will be Rs. 2,30,400.

## **2.9 Revenue Stream**

Here we discuss the main source of income from the system

1. Advertisement

Ads in the product are main source of income.

2. Sell as Add On

Other established product like E-Commerce can take it as Add On.