SPECIFICATIONS

MEDIA HIVE

Company name: MediaHive Co.
Name of the project: MediaHive
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I. Presentation

Presentation of the company:

Creation date: 24/04/2025

Number of employees: 10 employees, divided into 3 teams:
- Graphic & Motion design team (graphic and motion designers, content creators, video editors)
- UX/UI & Communication team (communications specialist, UX and UI designers)
- Web Development team (back-end, front-end, and fullstack developers)

Company revenue: €10,000

Main activity: Specialized in digital marketing and web development

Products and services provided: MediaHive Co. is responsible for its eponymous platform, MediaHive, a web-based information platform that focuses on Pop Culture.

Expertise and added value: MediaHive stands out through its mastery of digital marketing and a fully customizable platform that adapts to the needs of its users. With a strong artistic vision, we carefully curate reliable content from diverse sources, delivering a personalized experience where users can tailor their feeds to match their interests.

Main development focus:
- **User Experience Enhancement:** highly intuitive and fully customizable user interface. MediaHive will allow users to personalize their home screens with their preferred sources and topics of interest. The navigation must have a careful attention to accessibility standards.
- **Multilingual platform:** the platform will be available in French, English and Vietnamese.
- **Content aggregation system:** a large selection of RSS feeds will allow news and articles from various sources and thematic areas, allowing users to personalize the platform to their own specific interests.
- **Data Security and Privacy:** user data will be encrypted, and secure authentication methods will be implemented.
- **Communication strategy and brand awareness:** a marketing plan aimed at building a strong brand image, using social media campaigns and print materials to reach the target audience.

Main competitors:

IGN is an American video gaming and entertainment media website operated by IGN Entertainment Inc. It also covers topics like movies, TV shows, comics, technology, and pop culture.

Content strategy :

IGN's content strategy is built around several key pillars that focus on creating high-quality, engaging content for a broad audience. Since IGN is primarily a gaming and pop culture site, its strategy is heavily influenced by the nature of its audience, which includes gamers, movie enthusiasts, tech enthusiasts, and pop culture enthusiasts. IGN's specific objectives might also include :

Increasings brand awareness: By consistently providing high-quality, relevant content, IGN aims to strengthen its position as a trusted source of news, reviews, and entertainment content.
Drive traffic: Through SEO-optimized content and highly shareable articles, videos, and social media posts.
Engage the audience: By creating content that invites interaction, whether through user reviews, social media polls, or community-generated content like lists or fan rankings.

Content Types

IGN produces a wide range of content to cater to various aspects of gaming and entertainment. Key content types include:

- **Game Reviews**: One of the core content types on IGN, providing in-depth evaluations of video games across multiple platforms (PlayStation, Xbox, PC, mobile). Reviews often include written articles, video reviews, and live-streamed sessions. The latest updates on gaming, movies, and pop culture. IGN covers announcements, releases, and trends in the

entertainment world.

- IGN also publishes Gameplay walkthroughs and tips for gamers. They do exclusive interviews with game developers, actors and other industry figures. Since IGN also focuses on movies, they post trailers for upcoming
  - Trailers for upcoming games, movies, and TV shows.

- **Podcasts and Live Shows**: Regular podcasts on gaming news, pop culture, and entertainment, as well as live broadcasts for major events such as game launches or conventions.

- **Opinion Pieces and Editorials**: Articles that reflect the opinions of IGN's editorial staff, providing commentary on industry trends or controversial topics.

- **Community-driven Content**: Polls, user-generated lists, fan rankings, and comments to foster interaction and build community.

Target Audience

IGN primarily targets gamers, movie lovers, tech enthusiasts, and pop culture followers. Within these broad categories, the target demographic is typically:

- **Age group**: 18-34, with a focus on younger males.
- **Interests**: Gaming (consoles, PC, mobile), movies, TV shows, comics, anime, technology, and other entertainment-related subjects.
  Geographic: International, though IGN is localized for different regions (e.g., IGN France, IGN Japan, etc.).

User Engagement and Community Building

IGN has a significant focus on fostering an engaged community:

- User reviews and comments on articles and videos.
- Active social media presence, especially on platforms like Twitter, YouTube, and Instagram, where they promote content and engage with fans.
- Contests and interactive events, such as Game of the Year awards, where users can vote.

<u>SEO and Traffic Generation</u>

- IGN utilizes a broad content base covering trending topics in pop culture, gaming, and entertainment, which helps the site attract organic search traffic. By focusing on popular keywords related to game releases, movie premieres, and gaming news, it is able to drive a large volume of traffic.

- Their content is frequently updated, which helps with SEO ranking and ensures they stay relevant in the highly competitive entertainment media space.

<u>Pros of IGN's Content Strategy:</u>

1. **Wide Audience Reach**:

   - IGN caters to a broad demographic including gamers, movie fans, tech enthusiasts, and pop culture lovers, enabling them to reach a large audience across various interests.
   - Their content covers everything from gaming and movie reviews to TV shows and technology, attracting a wide range of visitors.

2. **Diverse Content Formats:**

   - IGN employs various content formats such as written articles, video reviews, guides, podcasts, gameplay walkthroughs, and social media posts, which ensures they cater to different audience preferences (e.g., visual, auditory, text-based).
   - Their video content (YouTube, Twitch) is especially strong, appealing to the growing trend of video consumption.

3. **Strong Community Engagement:**

   - IGN actively engages its audience through comments, user reviews, polls, and social media interactions, fostering a sense of community.
   - The platform regularly features fan-generated content (like fan art and lists), which strengthens loyalty and encourages participation.

4. **SEO Optimization:**

- IGN utilizes SEO best practices, ensuring that their content ranks high on search engines. This drives organic traffic to their site and increases visibility for popular game titles, movie releases, and gaming news.
- Their regular publication of guides, walkthroughs, and reviews boosts long-tail keyword ranking and search engine performance.

Cons of IGN's Content Strategy:

1. **Potential for Biased Reviews**:

   - IGN's reviews, especially game reviews, have occasionally been criticized for being influenced by relationships with publishers or the need for ad revenue. There's the potential for bias, leading to questions about the authenticity of certain reviews.
   - Fanbase criticism: Some segments of the gaming community have accused IGN of not being critical enough in its reviews, especially for high-profile titles.

2. **Dependence on Advertising:**

   - While IGN has diversified its revenue through affiliate marketing and subscriptions, it is still heavily dependent on advertising revenue. This could be risky if digital advertising trends change, or if there's a decline in ad spend from the gaming or tech sectors.
   - Ad overload: For users with an ad-free subscription, the regular site experience can be ad-heavy, which may deter visitors or create a poor user experience for non-subscribers.

3. **Limited Niche Focus:**

   - While IGN's broad coverage allows them to attract a wide audience, it can sometimes lead to shallow coverage of niche topics. For example, more in-depth cultural commentary or specific game

genres may not be explored as thoroughly as those in smaller, niche outlets like Kotaku or Eurogamer.

- This lack of depth in certain areas could alienate audiences who are looking for more specialized content or critical discussions.

SCREEN RANT

Screen Rant is an entertainment media website that covers movies, TV shows, video games, and pop culture. It is known for its news, theories, reviews, rankings, and in-depth analyses of major franchises.

Content strategy :

Screen Rant's content strategy is designed to attract a wide audience by producing engaging and SEO-optimized articles. The strategy focuses on several key pillars:

Maximizing brand visibility: By covering trending topics and popular franchises, Screen Rant ensures it remains a go-to source for entertainment news and analysis. **Driving traffic**: Through click-worthy headlines, strong SEO practices, and constant updates, the site maintains high search rankings.
Encouraging audience interaction: Articles featuring controversial takes, theories, and rankings invite discussion and debate among fans.

Content Types

Screen Rant produces a variety of content to cater to pop culture enthusiasts, including:

- **Movie & TV Show News**: Updates on upcoming releases, casting news, and industry developments.

- **Theories & Analysis**: Speculations on popular franchises such as Marvel, DC, Star Wars, and more.
- **Lists & Rankings**: "Top 10" style articles ranking movies, characters, or TV episodes based on various criteria.
- **Reviews**: Critiques of newly released movies, TV shows, and games.
- **Easter Egg & Ending Explained Articles**: Detailed breakdowns of hidden details in popular media.
- **Interviews**: Conversations with actors, directors, and creators behind major franchises.

Target Audience

Screen Rant primarily targets movie, TV, and gaming enthusiasts who are passionate about pop culture.

- **Age Group**: 18-45, appealing to both casual viewers and hardcore fans.
- **Interests**: Films, TV series, superheroes, sci-fi, fantasy, and gaming.
- **Geographic Reach**: Primarily an English-speaking audience (USA, UK, Canada, Australia), but with a global readership.

User Engagement and Community Building

Screen Rant fosters audience engagement through multiple channels:

- **Strong social media presence**: Active on Twitter, Facebook, Instagram, and YouTube.
- **YouTube Content**: The Screen Rant YouTube channel features analysis, breakdowns, and rankings.
- **Discussion-driven articles**: Articles are designed to spark debates among readers.
- **Comment sections and forums**: Users can engage in discussions on the website and social platforms.

SEO and Traffic Generation

Screen Rant relies on strong SEO practices to maintain high visibility:

- **Keyword-rich headlines** ensure strong search engine performance.
- **Regular content updates** help maintain relevance on Google.
- **Interlinked articles** encourage deeper browsing within the site.
- **Evergreen content** (rankings, theories) drives consistent traffic over time.

<u>Pros of IGN's Content Strategy:</u>

1. **Wide Audience Reach :**

- Covers a broad range of entertainment topics, appealing to fans of movies, TV shows, and gaming.
- Strong presence on social media and YouTube extends its audience reach.

2. **Diverse Content Formats :**

- Mix of written articles, videos, theories, reviews, and rankings.
- Engages both casual viewers and deep-dive fans.

3. **SEO Optimization :**

- Headlines and articles are structured to rank high in search engines.
- Frequent updates keep content relevant and visible.

4. **Fast News Coverage :**

- Quick reporting on breaking news in Hollywood, ensuring it remains competitive with other entertainment news sites.

<u>Cons of IGN's Content Strategy:</u>

1. **Clickbait Headlines:**

- Some articles use exaggerated or misleading titles to drive clicks, which can frustrate readers.

2. **Lack of Depth in Some Articles:**

- While the site covers a broad range of topics, certain articles lack in-depth analysis compared to competitors like Collider.

3. **Over-Reliance on Popular Franchises:**

   ● Heavy focus on Marvel, DC, and Star Wars may alienate readers looking for more diverse content.

4. **Ad-heavy User Experience:**

   ● The site contains a significant amount of ads, which can negatively impact readability.

A. Website Objectives

Qualitative Objectives:

   - **Build a trusted platform**: Establish the platform as a reliable and primary source of information for users interested in various themes related to pop culture.

   - **Encourage active content discovery**: Empower users to become more curious and active seekers of information by providing easy access to a broad range of news feeds related to their interests.MediaHive will help them develop their current interests and even discover new ones.

   - **Build a community**: Enable users to connect with others who share similar interests. MediaHive will not only be an information platform but also a community-building one.

Quantitative Objectives:

   - **Build a community:** In the first six months, MediaHive aims to reach 50,000 monthly visitors, with steady growth to 200,000+ monthly visitors by the end of the first year. Traffic will primarily come from organic search, social media shares, and direct visits from returning users.
   - **Increase user engagement:** we will aim to boost the average time spent on the platform by 30% within the first 6 months.
   - **Increase sign-ups**: we will reach 10,000 active users within the first year.
   - **Increase subscriptions:** the goal is to convert at least 5% of active users into paying subscribers. This would mean reaching around 2,500 paid subscribers within the first year. Additional revenue streams, such as targeted ads and sponsored content, will also contribute to growth.

Business Model:

The platform will be free to use, adopting a freemium model with targeted advertisements in the free version. Users will have the option to subscribe to a premium plan that unlocks additional features, such as:

- **Increased content access**: Free users may have a daily limit on the number of articles they can read (e.g., 10 per day), while premium users enjoy unlimited access.

- **Ad-free experience**: A subscription removes all advertisements for a seamless browsing experience.

- **Early feature access**: Premium members can test new features before they are officially released.

- **Exclusive content**: Subscribers may gain access to community-driven podcasts and other exclusive content.

Additionally, partnerships with media outlets could open opportunities for sponsored content and collaborations, further enriching the platform's offerings.

Expected Outcome

The goal is to deliver a fully functional platform ready for public use, completed with personalized features. The project will include a fully operational website, as well as it's advertising campaign ready to be launched

B. Target Audience

Primary Target Audience:
- Teenagers and young adults (14-30 years old) who are passionate about pop culture, including movies, TV series, books, comics, mangas, video games, musics, and internet trends.
- People who actively follow entertainment news under its various forms and enjoy staying up to date on trending topics.
- Users looking for a centralized and personalized platform that can adapt to their needs to discover content that matches their interests.

Secondary Target Audience:

- Casual pop culture consumers who may not actively seek news but appreciate easy access to trending topics.
- Content creators, bloggers and journalists looking for inspiration and references in pop culture for their work.
- Media professionals or marketers who want to keep up with trends for work related purposes.

Primary Persona

Name: Alex
Age: 22 years old

Family: Lives in shared accommodation while studying at university
Location: Urban area, in a city like Bobigny
Background: A university student who spends a lot of time online, following entertainment news and discussing trends with friends.
Behavior: Uses multiple apps and platforms (Reddit, Twitter, TikTok, YouTube) to stay updated. Loves discovering new content and engaging with online communities.
Pain Points:
- Feels overwhelmed by having to browse multiple sources just to stay updated.
- Spends too much time online, often relying on algorithms to suggest content rather than easily finding what truly interests him.
- Frustrated by missing out on trends after being offline for a short period.
- Wants a customized experience that adapts to his evolving interests.
Needs: A single platform that aggregates everything in one place, reducing the need to check multiple sites. Personalization is essential to filter out irrelevant news and focus on his favorite interests.

User Journey:

Alex wakes up and checks his social media notifications while having breakfast. He scrolls through Instagram for trending topics, then switches to Reddit for in-depth discussions. On his commute to university, he watches short videos on TikTok, often getting lost in endless content recommendations.
Between classes, Alex opens Netflix and realizes that four episodes of his favorite TV show have already aired, he completely missed them. Browsing multiple platforms separately is time-consuming, and he wishes there was one centralized place to access all kinds of updates, filtered to match his interests. He searches for an existing solution and discovers MediaHive.
MediaHive quickly becomes his go-to platform. Instead of juggling multiple apps for quick news, he opens MediaHive to get a personalized feed of articles, videos, and discussions on his favorite topics, whether it's a new anime release, a Marvel movie leak, or the latest music trends. And when he's too busy, he simply saves articles to read later.

At night, while unwinding, he explores curated recommendations on MediaHive, helping him discover new series, books, or games he wouldn't have found otherwise. Over time, Alex realizes he spends less time searching and more time enjoying what he loves.

Secondary Persona

Name: Nora, 28 years old
Location:
Background: A young professional working in marketing who needs to keep an eye on pop culture trends for work.
Behavior: Follows entertainment news occasionally but doesn't have time to scroll through multiple platforms every day. She relies on newsletters, quick summaries, and curated content to stay informed without the distraction of endless scrolling.
Pain Points:
- Struggles to keep up with rapidly changing trends while managing a busy work schedule.
- Finds it frustrating to shift through multiple websites and social media feeds for news that aren't always so relevant.
- Needs a reliable and efficient way to get essential updates without spending too much time searching.
Needs:
- A quick, reliable source that filters trending topics and allows her to get quick updates.
- A way to personalize her feed to focus only on the trends that matter to her job.
- A mobile-friendly platform for checking updates on the go.

User Journey:

Nora starts her day by skimming through her email and checking industry news. She needs to stay informed on trending pop culture topics, as they influence the campaigns she works on. However, she doesn't have time to browse multiple websites or scroll endlessly through social media.

One day, she hears about MediaHive while scrolling on Instagram, recommended by a news influencer. Curious, she decides to give it a try. Instead of wasting time searching for relevant articles, she finds a curated feed tailored to her interests. She ends up signing up on the website to get full access to the website's functionalities. During her coffee break, she quickly browses the top trends, saving key articles for later reference.

Before an important meeting, she uses MediaHive's hot selection recommendations to catch up on major current trends that could impact her marketing strategies. Over time, Nora relies on MediaHive as her go-to tool for staying updated without the distraction of social media.

C. Type of Website

Pop culture, short for "popular culture," refers to the trends, entertainment, and lifestyle preferences of the majority of mostly younger people. It encompasses everything from music, movies, TV shows, and fashion to internet culture and social media trends. While pop culture evolves over time, it is primarily influenced by people aged **6 to 30**, those who drive and redefine mainstream trends.

MediaHive is a **web-based information platform** designed to keep users informed about the latest in pop culture. By aggregating news from various sources through RSS feeds, it provides a centralized hub for exploring a wide range of topics that fall under the vast umbrella of pop culture. From movies, TV series, music, books, and manga to internet trends and gaming, MediaHive ensures that users stay up to date with everything shaping contemporary entertainment and media. That's the **Hive** in Media**Hive.**

D. Target Audience Equipment

Primary Persona – Alex (22, Student, avid pop culture consumer)

- **Devices:** Smartphone (primary tool), laptop to work on assignments and gaming sessions.
- **OS:** Android or iOS phone, windows for PC.
- **Apps and Platforms:** Reddit, TikTok, YouTube, Netflix, Twitter/X, Discord.
- **Internet Access:** Mobile data and WiFi

Secondary Persona – Nora (28, Marketing Professional)

- **Devices:** Smartphone (primary), work laptop (secondary).
- **OS:** Android or iOS phone, MacBook or Windows laptop for work.
- **Apps and Platforms:** LinkedIn, news aggregators, email newsletters, Twitter/X; YouTube
- **Internet Access:** WiFi at work/home, mobile data for quick updates.

Both need a mobile-friendly platform with a responsive design for quick, on-the-go access while also offering a desktop-friendly experience for deeper browsing. This kind of equipment should be available to most people interested in Pop Culture in general.

E. Project Scope

Public Section

1. First Visit – Site Introduction:

Upon a user's first visit to the website, they will be greeted with a **presentation of the site's functionalities**, offering a quick tutorial on how to navigate and utilize the platform. This will be part of the public section, and the user will be able to close or skip this introduction. This ensures users understand the main features right from the start.

2. Responsive Design:

- **Mobile-Friendly Layout:**
  The website will adapt to various screen sizes and devices (phones, tablets, laptops) using responsive design principles.

- **Adaptive Images:**
  Images will adjust in size depending on the screen size to ensure fast loading and optimal viewing quality.

- **Media Queries:**
  Different styles will be applied depending on the device. For instance, a larger font size for phones and tablets or a different layout for larger screens like laptops and desktops.

3. Advice on Intelligent Information Search:

- **Content:**
  A video, embedded on a page, will demonstrate how to search for information effectively on the platform. This will be accompanied by a short summary. The video will provide practical advice on navigating the site, refining search results, and identifying trustworthy sources.

4. Hot News Topics (Press Review):

A curated selection of **press reviews** related to current trending topics will be displayed on the public section. These reviews will provide insights into popular news, highlighting content chosen by the team. The content will be updated regularly.

5. Information Links:

- **Location:**
  Links like "About Us," "FAQ," and other relevant information will be placed at the

bottom of every page. These links will always be accessible to the user, regardless of where they are on the website.

6. Multilingual Support:

- The website will support multiple languages: **French**, **English**, and **Vietnamese**.

- Users will be able to select their preferred language using a **dropdown menu** located on every page. This ensures the platform can cater to a global audience.

7. Legal Compliance:

The public section will feature the following legal pages:

- **Legal Information** (mentions légales)

- **User Agreement** (Conditions Générales d'Utilisation)
  These pages will comply with the **General Data Protection Regulation (GDPR)** and other applicable legal requirements.

8. Navigation:

- **Permanent Display:**
  The website's **navigation menu** (header, side, footer) will be accessible on all pages, ensuring ease of movement through the site.

- **Breadcrumbs:**
  A breadcrumb trail will allow users to track their location within the site and easily navigate back to previous pages.

- **Quick Links:**
  Essential links for quick navigation will be added, such as direct access to the home page, trends, and most popular content.

- **Color-Coding:**
  Sections already visited will be highlighted or color-coded for better user orientation.

9. Content Search and Filtering:

- **Search Bar:**
  A prominent **search bar** will be placed at the top, allowing users to search content by keywords, date, category, or popularity.

- **Filters and Sorting:**
  Users can filter search results and sort them by relevance, latest, or most popular. Real-time search suggestions will also appear to enhance user experience.

10. Content Management:

- **RSS Feeds:**
  The platform will automatically aggregate articles from various **RSS feeds**.

- **Categorization:**
  Articles will be tagged with categories and keywords for easy classification and better searchability.

11. User Authentication:

- **Login/Logout, Registration, Password Recovery:**

  - Users can **sign up** to create an account, **sign in** to access the private section, and **recover** their passwords if necessary.

  - The sign-up screen will collect essential user information (email, username, password).

  - Once logged in, the user will be shown a **sign-out** button, allowing them to safely log out from their account.

Private Section

1. User Experience in Private Section:

- **Full Access to Public Features:**
  Once logged in, users will still have access to the entire public section without any limitations, including viewing news, press reviews, and legal information.

2. Personalized Home Screen:

- **Tailored Feeds:**
  After logging in, the home screen will display personalized news feeds, showing the user's favorite sources. These feeds will update in real-time to reflect the latest content.

- **Feed Customization:**
  Users can select and reorder up to **6** news feeds to display on their homepage, making it easier to access the topics that matter most to them.

3. Trends Panel:

- **Statistics Display:**
  A **right panel** will show statistics about the most frequently earmarked articles, offering users insight into the platform's trending content. This will include:

  - A list of the **10 most popular articles**, based on earmarks from users.

  - A **tag cloud** showing the most frequent keywords across all articles, allowing users to filter articles by keyword.

4. User Profiles:

- **Profile Creation and Management:**
  Users can create a profile and manage their details, including a **profile picture** and a **short description** of themselves.

- **Privacy:**
  Profiles will only be visible to the user and administrators, ensuring user privacy.

5. Newsletter Subscription:

- **Subscription Feature:**
  Users can **subscribe to the newsletter**, which will notify them about new content related to their interests.

- **Content Customization:**
  Newsletters will be personalized to match the user's preferred categories or selected news feeds.

<u>6. Bookmarking Feature:</u>

- **Adding/Removing Bookmarks:**
  Each article will have an easily recognizable button to **bookmark** it for later reading.

- **Persistent Bookmarks:**
  Bookmarks will be saved in the database and linked to the user's account, allowing them to access their reading list on any device after signing in.

- **Bookmark Management:**
  The user profile will have a **dedicated section** where they can view, organize, and delete their bookmarked articles.

<u>7. Social Media Sharing:</u>

- **Sharing Buttons:**
  Every article will include **social media sharing buttons** (e.g., Facebook, Twitter, LinkedIn). Users can easily share articles with their social networks.

- **Redirect to Social Platforms:**
  Clicking on a sharing button will open a new window or redirect the user to the appropriate social media platform with the article pre-loaded.

Home Screen Functionalities (for Registered Users)

<u>1. News Aggregator:</u>

The home screen of registered users will act as a **news aggregator**, displaying up-to-date information from multiple news sources.

- **News Feed Structure:**
  Each news item will contain a title, a summary, an image, and a link to the full article. The news feed will be updated based on a **user-defined frequency**, such as every 5 minutes.

<u>2. Real-Time Updates:</u>

- Each feed will display a **refresh button** to allow the user to asynchronously update the content.

- The platform will support multiple data formats such as **JSON**, **XML/RSS**, and **XML/ATOM**.

3. Feed Customization Options:

- **Customizing News Feeds:**
  Users can either:

  1. Visit a specific page to choose their preferred news feeds and arrange their layout.

  2. Use **dynamic JS/JQuery controls** to add, remove, and rearrange the feeds directly on the home screen.

4. Earmarking News Items:

- Users can earmark articles they find interesting, storing references in the database along with optional **keywords** for future reference.

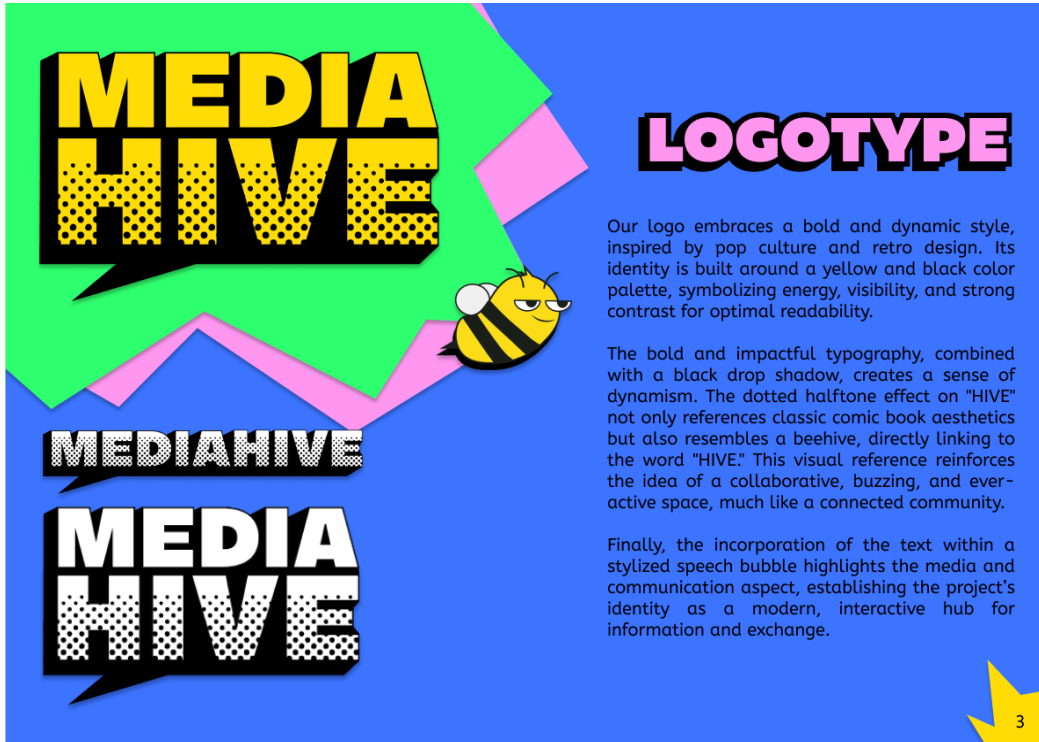- This feature ensures users can easily find relevant articles later.

5. Multi-User Functionalities:

- **Privacy:**
  A user will only see their own personalized home screen, not those of other users. However, the **trends panel** will show global statistics across all users.

II.   Design and Ergonomics

A. [Graphic Charter](#)

LOGOTYPE

Our logo embraces a bold and dynamic style, inspired by pop culture and retro design. Its identity is built around a yellow and black color palette, symbolizing energy, visibility, and strong contrast for optimal readability.

The bold and impactful typography, combined with a black drop shadow, creates a sense of dynamism. The dotted halftone effect on "HIVE" not only references classic comic book aesthetics but also resembles a beehive, directly linking to the word "HIVE." This visual reference reinforces the idea of a collaborative, buzzing, and ever-active space, much like a connected community.

Finally, the incorporation of the text within a stylized speech bubble highlights the media and communication aspect, establishing the project's identity as a modern, interactive hub for information and exchange.

3

COLORS

Bright, dynamic colors were chosen to reflect the energy and diversity of pop culture. These vibrant shades capture attention and strengthen the site's visual identity, creating an engaging atmosphere that aligns with the theme.

CMJN : 0 0 0 0	CMJN : 100 100 100 100
RVB : 255 255 255	RVB : 0 0 0
HEX : FFFFFF	HEX : 000000
CMJN : 61 0 83 0	CMJN : 13 47 0 0
RVB : 49 255 110	RVB : 255 154 240
HEX : 31FF6E	HEX : FF9AF0
CMJN : 2 8 91 0	CMJN : 79 57 0 0
RVB : 255 224 9	RVB : 60 116 255
HEX : FFE009	HEX : 3C74FF

5

B. Editorial Charter

1. Editorial Line

MediaHive is a web-based information platform designed to keep users informed about the latest in pop culture. By aggregating news from various sources through RSS feeds, it serves as a centralized hub for exploring a vast range of topics. From movies, TV series, music, books, and manga to internet trends and gaming, MediaHive ensures that users stay up to date with everything shaping contemporary entertainment and media. MediaHive embraces a bold, comic-style aesthetic with a vibrant and colorful approach. We don't publish our own articles but maintain an active presence on social media. We regularly update our "Team Recommendations" section, featuring hot new topics handpicked by our team.

Our mission?
To help people avoid endless doom-scrolling on social media while still getting reliable, curated information about their interests. MediaHive is the Hive for all your favorite things.

Who is it for?
MediaHive is aimed at a young, engaged audience (around 14 to 30 years old) who want fresh, exciting updates on pop culture without the noise of traditional social media.

Publishing Schedule: Regular updates to our recommendations, plus consistent social media communication to keep our audience engaged.

2. Editorial Structure

Here's how the information is presented and organized on MediaHive:

Information Presentation
All articles and news pieces are sourced from reliable platforms through RSS feeds, carefully selected for quality. The presentation of each article may vary depending on the source, so they might not all have the same appearance. However, each one is designed to be easy and comfortable to read in a single sitting, with a clear structure that includes at least a headline and visuals (images, videos, etc.).

Information Architecture
The site is organized with an easy-to-navigate structure, allowing users to quickly find what interests them. There are several categories to choose from, each of which is further divided into subcategories:

- **Main Categories:** TV Shows, Music, Cinema, Video Games, Books, Comics, Manga and Anime, Internet Culture…

- **Subcategories:** Each of the main categories can have sub categories or tags to make it even easier to find specific topics (e.g., "Genres," "Reviews," "Upcoming").
  - **Search & Filters:** Users can filter content by popularity, date, or specific interests (e.g., "New Releases," "Trending Now").

Color Code (By Category + Illustration)
Each category is color-coded to enhance navigation and visual appeal. Small illustrations will also be used to represent each category.

Reading / Navigation Principle
The website features a simple sidebar for navigation, with the different categories displayed at the top of the screen. The navigation bar remains fixed as users scroll through articles, allowing them to jump to different categories without scrolling back up.

Number of Content per Page

  - **Home Page:** Displays the latest articles (around 6–10 at a time), with a "Load More" option for easy browsing.
  - **Category Pages:** Each category will feature 10–15 articles per page, with the option to load more if users want to explore further.

Progress Bar (While Reading an Article)
To enhance the reading experience, a progress bar will be displayed at the top of the article. It shows the user's current progress in reading the article, along with the estimated reading time (e.g., "3 min read"). This allows users to easily track how far they've gone and how much is left, helping them stay focused.

3. Content style and formats

MediaHive is an article aggregator that aims to deliver news and updates in a tone that is engaging, energetic, and fun, while maintaining a balance to avoid being too casual. The style is informative, offering readers valuable insights into pop culture, with a slight edge to keep things fresh and exciting. Whether it's breaking news or in-depth analysis, each piece is crafted to capture the audience's attention while staying true to the core topics and interests of pop culture.

4. Content writing fundamentals and techniques

Writing for MediaHive across platforms requires a few key fundamentals:

  - Use clear, simple language and avoid jargon unless it's familiar to the audience.
  - Get straight to the point and grab attention right from the start with strong hooks.
  - MediaHive must maintain a bold image and confidently express its voice.
  - Keep it short and punchy, especially on social media.

- Use relevant hashtags to extend reach.
- Engage with the audience by asking questions and responding to comments—interaction is key!
- Consider SEO for better visibility.
- End with a clear call to action (share, comment, read more, sign up).

5. Formatting rules

Even though MediaHive relies on RSS feeds to aggregate content, it's important to maintain a consistent and clear format across all articles. Here are the general formatting rules to follow:

- **Titles & Subheadings:** Clear, engaging, and informative.
- **Lead:** Summarize the article's main point concisely.
- **Text:** Keep readability with proper line spacing and font size. Use **bold** for emphasis and *italics* for quotes or titles.
- **Typography:** Use web-friendly fonts and proper heading hierarchy (H1, H2, H3).
- **Hyperlinks:** Make them visible, relevant, and open in a new tab.

6. Style Guidelines

Visual content plays a key role in MediaHive's identity:

Visibility: Ensure all videos, illustrations, and motion design are eye-catching and easy to view.
Captions: All visuals will be properly captioned (with alt text) for accessibility.

7. Editorial workflow

At MediaHive, our editorial workflow is organized for the best efficiency:

- **Content Curation:** Select trusted RSS sources for high-quality content.
- **Processing:** Review content for clarity and relevance.
- **Formatting:** Apply consistent formatting for readability.
- **Visuals & Captions:** Add visuals with captions for accessibility.
- **SEO & Optimization:** Optimize for search and engagement.
- **Publishing:** Schedule and publish content.

-   **Engagement & Updates:** Engage with the audience and update the "Hot New Topics" section.

C. Wireframes and Prototypes

The following wireframes provide an initial visualization of the user interface and content structure of the website. They serve as a guide to organizing the different pages and interactions, with a focus on usability and navigation. These low-fidelity mockups help refine the layout before moving on to graphic design and development:
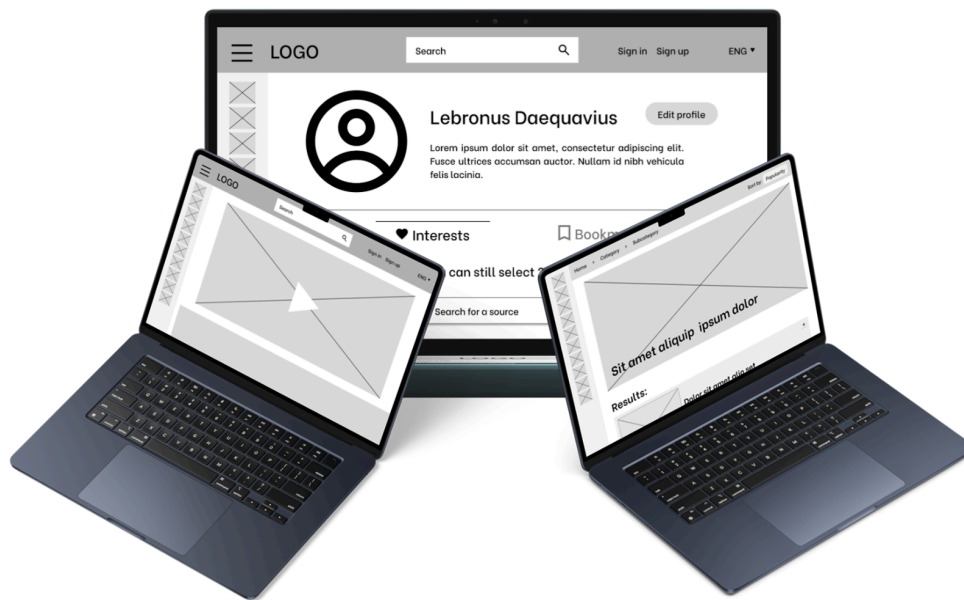
Link to the wireframes

III. Technical Specifications

A. Website content

Proposed content and its formats:

-   **Articles & News:** text, images, and embedded videos.
-   **Community Platform:** An interactive board where users can submit drawings (image format), with a title and description.

- **RSS Feeds**: integration of external news sources (JSON, XML/RSS, XML/ATOM).

Content to be integrated by the provider:

- Integration of existing articles provided by the client.
- Retrieval and display of predefined **RSS feeds**.

Content to be created by the provider:

- **Development of the interactive board** for user-generated drawings.
- **Management interface for RSS feeds** to allow administrators to add, modify, or remove sources.
- **SEO optimization and creation of interactive content** (infographics, explanatory videos).

B. Technical Constraints

Hosting: High-performance server with load management and enhanced security.

Maintenance: Technical support to ensure continuous availability of the site and key features.

On-call support for troubleshooting: A response time of **4 hours maximum** in case of a critical failure.

Training on back office usage: 2-day training on managing **articles, drawings, and RSS feeds**, with provided documentation.

Integration of third-party services: Connection with video platforms to host interactive content. Potential integration with a CRM for tracking active users.

Solutions used:

- Native **PHP with MVC architecture** (without Laravel).
- **MariaDB database** connected via **PDO** (secure queries).
- Front-end built with **HTML/CSS/JavaScript**, using AJAX for dynamic updates.

Data visualization and modification:
- **Secure back office** for managing **articles, RSS feeds, and community content**.

- **Interactive dashboard** displaying trends in articles and the most popular drawings.

C. Database Structure

To ensure a well-structured and efficient system, the database is designed to handle user interactions, content categorization, and bookmarking seamlessly. It prioritizes scalability, flexibility, and ease of access, allowing users to personalize their experience while keeping data management optimized. Below is a detailed breakdown of the database structure:

Actors: Users, Administrators, Editors
Objects: Users, RSS Feeds, articles, categories, Team's Picks
Processes: bookmark an article, add a Team's Pick, consult an article, earmark an article, add keywords to an article

Entity-Relationship Diagram
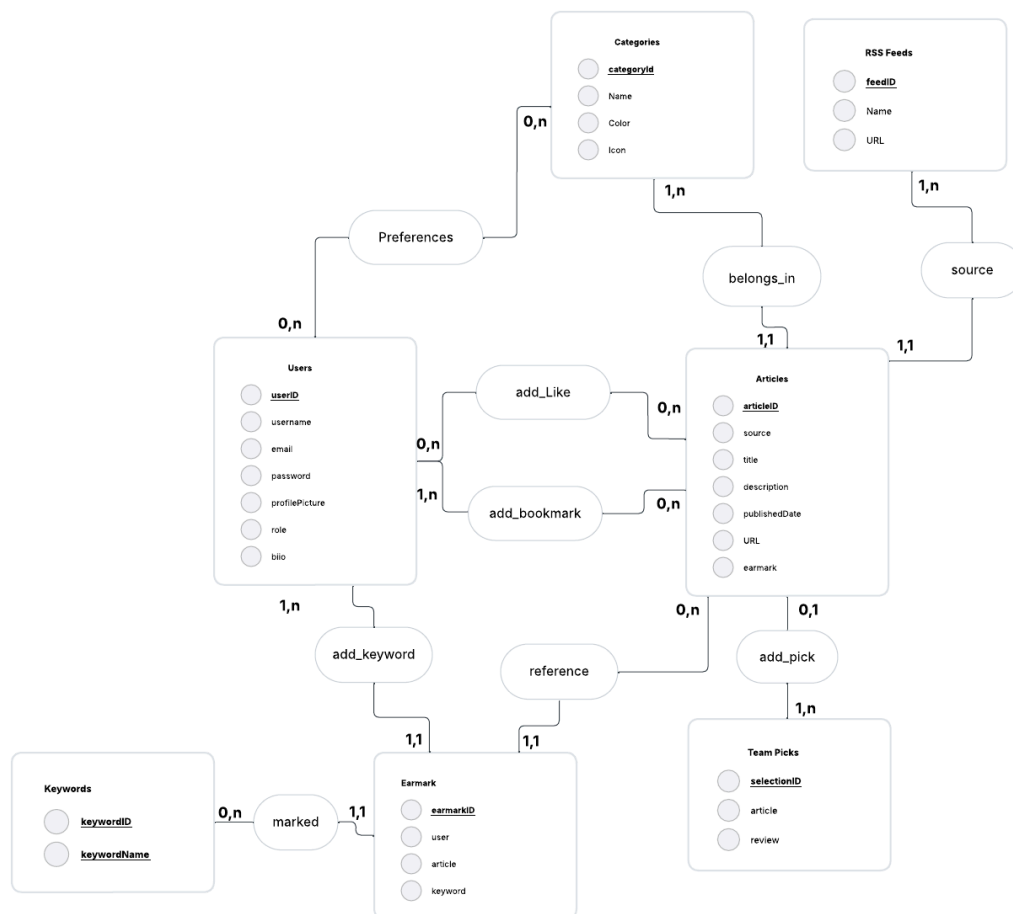
Relational Schema:

- **Users:** <u>userID,</u> username, email, password, *profilePicture, *bio, role
- **Categories:** <u>categoryID</u>, categoryName, categoryColor, categoryIcon
- **RSSFeeds:** <u>feedID,</u> feedName, feedURL
- **Preferences:** <u>#[user], #[category]</u>
- **Articles:** <u>articleID,</u> #[source], URL, title, description, publishedDate
- **Keywords:** <u>keywordID,</u> keywordName
- **keywordEarmark:** <u>earmarkID,</u> #[article], #[user], #[keyword]
- **likeEarmark:** <u>earmarkID,</u> #[article], #[user], liked
- **Team's Picks:** <u>selectionID</u>, #[article], review
- **Bookmarks:** #<u>[article], #[user]</u>

Once a day, the database is cleaned. Any article that is not referenced in a bookmark, a team pick, or does not have any earmarks or keywords is deleted to prevent storing unnecessary data.
Each user can only add 3 keywords to one article (so he can only create 3 earmarks with keyword filled as a parameter).

IV.   Deliverables

A. Deliverables

1. Website Development

- **Public section & private section:** respecting the project scope as mentioned earlier in the document.

2. Communication & Marketing

- **Communication Strategy:** Benchmark analysis of similar platforms, social media strategy + community management, two videos for the launch campaign.

- **Graphic Design:** Logo & visual identity, UI/UI and other graphical elements, Graphic charter document, printed promotional materials (flyers, posters)

B. Schedule

Project Steps	Team	March								April			
		24	25	26	27	28	29	30	31	1	2	3	4
Benchmark	Communication team												
Editorial Charter	Communication team												
Database Architecture	Web Developers team												
Wireframes	UX/UI Designers												
Mockups	UX/UI & Graphic Designers												
Visual Identity (Branding, Colors, Typography, Logo)	Graphic Designers												
Specification Document	Spokesperson												
Backend Development	Web Developers team												
Frontend Development	Web Developers team												
Content Integration	Web Developers team												
Testing & Debugging	Web Developers team												
Launch & Deployment	Web Developers team												
Writing the Script for the Videos	Graphic Designers												
Posters and Flyers	Graphic Designers												
Filming the Videos	Video Content Creators												
Video Editing	Video Content Creators												
Motion Design	Motion Designers												
Project Presentation	**Everyone**												