CMPG323 Final Assessment Business Case

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Executive Summary

A South African digital marketing company has expressed the need for a web application that serves as an online platform allowing users to store, view and share photos. Users should be able to create an account and login before utilising the platform. Once logged in, users should be able to view their own photos as well as the photos shared with them. The user should be able to create and manage the metadata recorded for each photo that the user has access to. The ability to share content with other registered users also needs to be built into the web application. Users should have the ability to download photos that they have access to. The web application should be designed as consistent, intuitive, easy-to-use and easy-to-navigate without needing to provide excessive user guide documentation. All information and media items that are stored should be stored securely and in accordance with POPI.

Current Process

Users within the digital marketing company currently send the photos back and forth over email. The users with whom the photos are shared are included in the recipients list of the email, with any additional information included in the body of the email. The additional information does not follow any specific format and is often excluded completely (or lost between versions of mail trails).

Reason to Change

The current process sometimes creates confusion and miscommunication about which photos are the latest versions and which users the photos have been shared with. There is currently no defined and standardised way of recording any additional information relevant to the photos. There are also size limits when sending emails. These size limits are not often breached but when they are, the limitation needs to be mitigated. By switching to a centralised online platform, that all users have access to, the highlighted challenges can be mitigated and resolved.

Risks

The biggest risk to the project would be any limitations that a technology stack would present. Any technology limitations that prohibit the functional implementation of core requirements would need to be mitigated through the use of a technology stack (or intermediate workaround) that alleviates the blocker or limitation.

Recommendation

The recommended approach for this business case is to pursue the development of an online platform that allows users to create, manage and share content with other users, with the ability to capture the applicable additional information (in the form of metadata). The content to be uploaded onto the platform should be grouped through the use of albums and any content that has metadata recorded should be searchable by its metadata.