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Date: February 28,2016
To: Dr. Edward Scott
            COM421 Professor
            Illinois Institute of Technology
From: Jinyang Li, student
Subject: Proposal for the Chinese version youtube

Purpose

The purpose of our proposal is to request authorization to conduct a study to develop the Chinese version of youtube, student's cloud online streaming website for anyone who needs a fast, smooth user experience online video website which has a lot of Chinese videos and Tv.

Summary

On February 14, 2016, Jinyang Li, a student who was studying in computer science program, wants to develop a plan to study website development and video website business strategies to establish an online video website to serve the people who wish to watch Chinese videos and Tv.

Currently, there're a lot of online video websites on Internet. By default, people come to United States usually choose youtube.com as their primary video website. However, there're only a few Chinese videos in youtube, a lot of attractive and interesting videos can only accessible via youku.com, whose server was located in China and had no american content delivery network (CDN). This situation is not ideal because it is painful to wait half an hour average time to make a video to buffer complete. Also, some big videos actually can't buffer successful due to low Internet speed.

Therefor, Jinyang wanted to research why the Internet speed from China to United States is weird low. Specifically, Jinyang wanted us to develop a website that either transfer the video content via United States based server or store the video content on the United States server. Also, Dr. Edward asked that we develop a plan to determine what is needed to establish the website including hardware and software, determine which technology is required to establish the website, determine

the user behavior when they suffer for long wait buffering and then establish the website and its business rules.

We propose to research related technologies and business rules and then present our finds to Dr. Edward, To perform these tasks, we would carry out secondary and primary research. We would study the literature on video website development and website business, distribute surveys to students in IIT about website experience. Then we would collect and analyze our data and write the report.

To perform this research and present a recommendation report, we estimate that we would each require approximately 20 hours over the next two weeks, at a cost of 100$. Jinyang Li, student study in computer science, has been with development study 6 years since high school.

If this proposal is authorized, we would begin our research immediately, submitting to Dr. Edward a progress report on March 14, 2016, and a recommendation report on April 14, 2016. The recommendation report would include the details of our research and recommendations regarding how to proceed with website and business rules development.

Introduction

On February 14, 2016, Dr. Edward, professor, asked us to develop a plan to determine the rated requirements to establish website serves the high speed video streaming content on United States.

Currently, United States has no high user experience video website specify in Chinese videos and Tvs. By default, people are using youtube or youku to approach online video whacking. More than 80% of Chinese videos are unaccessible via these two websites. This situation is not ideal because not all Chinese video content are on youtube server which is located in U.S and access speed to youtube which contains almost all Chinese video content is too slow.

Therefor, Dr. Edward wanted us to determine the best approach to making people satisfied by establishing website that served high user experience website. Specifically, Dr. Edward asked that we develop a plane to perform five takes:
- determine what is needed to establish the website including hardware and software.
- determine which technology is required to establish the website.
- determine the user behavior when they suffer for long wait buffering and why the Internet download speed from China is too slow.
- establish the website business strategies.
- establish the website and user agreement.

In the following sections we provide additional details about the proposed takes, schedule, and budget, as well as our credentials and references.

Proposed Tasks

With Dr. Edward's approval, we would perform the following six tasks to help determine the best website design and strategy.

Task 1: Acquire a basic understanding of website user experience by student across the IIT.

We have already begun our research by take surveys online via social media wechat, which is a widely used mobile app in China. Almost everyone who uses smartphone in China has one wechat account. According to the data, almost every chinese student in U.S suffer long wait time when they're watching online media.

We also discovered a website that corroborated what we need but site server is in Europe. Two keys to doing the research were to focus on user experience and content sufficiency. Most of the research we studied fails into one of three categories:
- General user experience regarding website, what the user want in social media.
- technical specifications of web development in development magazines.
- business rules of web in economy magazines.

As we expected, the information we acquired is a mix of user opines, bechmak-test results, and marketing. We would rely most heavily on case studies from website administrators and users and technical specialist in web development, we are hesitant to rely on claims about product performance.

Taks 2: Determine the hardware and software needed in project.

Next week, we propose to send an email to IIT OTS that currently serve the technical support to student. Ask them what is needed to let website run including hardware and software. The email would explain that we were seeking help about web development and telling them our budget.

Task 3: Determine the FrontEnd basic structure.

Our research has already revealed that users loves high user experience website and the beautiful website front end would make them relax and happy.

We would relay on bootstrap to build front end user interface and basic structure from duonaoTV.com.

Task 4: Determine the backend basic structure.

Our research has also points out that the buffering speed and page responsive speed are important regarding user experience.

To ensure these, we would choose to use PHP and mySQL as combination in the backend. We would rely on PHP developing articles to build backend system.

Task 5: Determine the Business logics.

To continued serve users, income is required to maintain hardware and software.

We would relay on business articles and do research to create business logics to create income.

Task 6: Analyze our data and prepare a recommendation report and informational report.

We would draft our recommendation report and informational report, after finished we would upload it to Dr. Edward's mailbox to make it convenient for the professor help us revise it. We would then in corporate professor's suggestions and present a final draft sent to Dr. Edward's mailbox.

Schedule

Figure 1 is a schedule of the takes we would complete for this project.
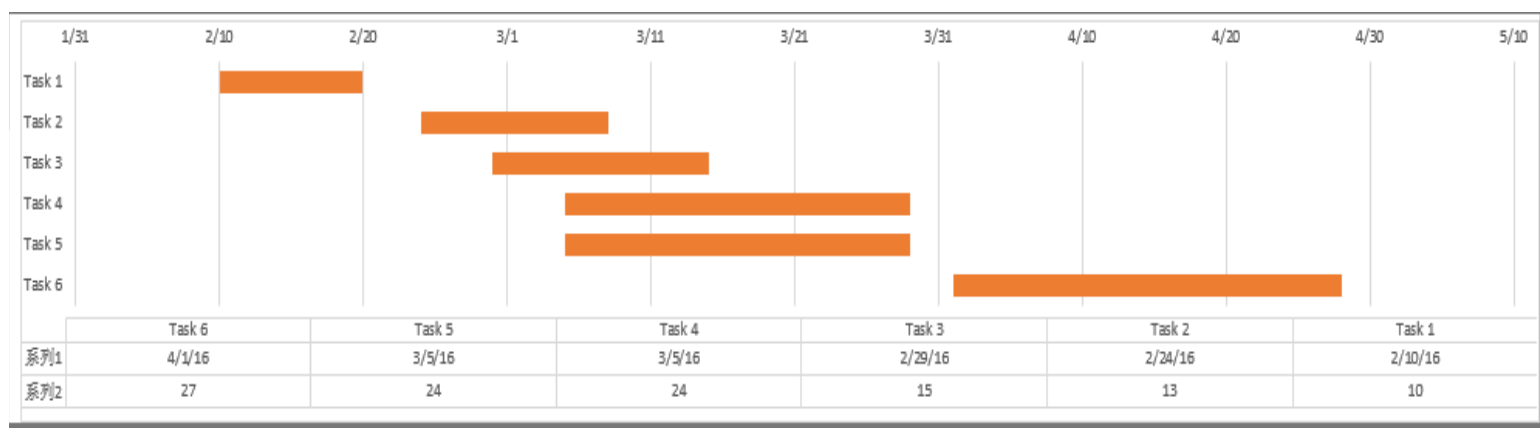

	1/31	2/10	2/20	3/1	3/11	3/21	3/31	4/10	4/20	4/30	5/10

	Task 6	Task 5	Task 4	Task 3	Task 2	Task 1
系列1	4/1/16	3/5/16	3/5/16	2/29/16	2/24/16	2/10/16
系列2	27	24	24	15	13	10

Figure 2 Budget for proposed research

Name	Hours	Hourly rate	Cost
Jinyang Li	20hrs	5$	100$

Experience

We are experience students who have participated in computer science studies in IIT.

Jinyang Li, student study in computer science, has been with development studies 6 years since high school. He has designed a traveling website that serve online booking and exploring functions, an E-commerce website based on Wordpress, and C# hack tools for games.

Works Cited

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