ArtistMagnet.com

Business/Functional Requirements

Phase I

A. OVERVIEW:

<u>Screen Designs:</u>

Screenshot designs in this document are mainly to provide a visual image to the requirements and are not necessarily the main design. We are open for suggestions and better design options. The key is to make the web site intuitive and user-friendly by following the Web 2.0 standards and having features that add value to the members of the site.

<u>Technology:</u>

Language: Ruby on Rails or PHP, Ajax, HTML, CSS

Web Server: Apache

Database: MySQL

Hosting: GoDaddy.com

Browser: Internet Explorer, Safari, FireFox

B. DESIGN

1. LANDING PAGE:

The landing page is located at http://www.artistmagnet.com.

>> Screenshot of the landing page:

Features:

A user can perform the following actions from the landing page:

- Sign In
- Retrieve Password
- Register
- Access to Common Hyperlinks
  At the bottom of every page of ArtistMagnet.com, the following links will be available all the time:
    - Site Demo
    - About Us
    - Advertise
    - Terms & Privacy
    - Help
- Artist Place:

Search and View Venues and Productions

- o Venue and production page views and searches will be open to everyone; search options and results are publicly available.

Search and View Postings

- o Postings like job/audition/classes etc. will only be available for members. The user will be prompted to login or sign up to the website upon executing his search.

Search Artist

- o A user can search for artists depending on the resume privacy. See the Resume section for the privacy setting.

Landing Page will not contain any user specific data if:

- First time access
- Inactive/no cookie

If the user selected the option of "Remember Me" previously, he will not see the landing page until he is logged out of the web site. The user will go directly to the Artist Feed page upon signing in.

2. REGISTRATION:

After clicking on the "Not a member yet? Sign Up" hyperlink, the user will see the registration page.

Registration Criteria:

In order to register, a user has to have a valid email address. This email address has to be in a valid email format and unique within our system; therefore there will be a check to verify this upon clicking on the Sign Up button. If the email address does not exist in our system, we will then verify the validity of the email address by sending an email to the email address provided during registration. In this email, there will be a link that will be used to activate the user's account. Until the user performs this action, he cannot continue with the registration process. The user has to activate his account within 7 days; otherwise the registration will be deleted.

>> Screenshot of the registration page:

Registration Fields - Screen 1 of 1

All required field labels will start with *.

Label	Required?	Control Type	Max Size	Possible Values	Notes
Nickname	No	Text Box	100 Chars		Nickname will be shown instead of a full name when there is a value
First Name	Yes	Text Box	30 Chars		
Middle Name /	No	Text Box	20 Chars		

Initial

Last Name	Yes	Text Box	100 Chars		
Email Address	Yes & Unique	Text Box	200 Chars		Validate if there is an @ sign and domain
Confirm Email Address	Yes	Text Box			Check if it matches the Email Address
Password	Yes	Text Box	Max: 12 Chars Min: 6 Chars		
Confirm Password	Yes	Text Box			Check if it matches the Password
Membership Type	Yes	Check Box		• Artist • Manager /Agent • Fan/Content Provider	Add the description of each membership type next to the field. This will determine the navigation and security options
Enter Text from Image	Yes	Text Box	6 Chars		Check if text matches what is on the image
Image	Yes	Image			Random image that contains a text
Terms & Privacy		Text & Hyperlink			Sample Text: By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.
Sign Up		Push Button			

The user will receive an activation email if the validation behind the Sign Up button is successful. A successful validation means that the user has entered:

- All the required fields
- Correct text value from the image
- A unique email address in a valid format
- Matching Email Address and Confirm Email Address values

- Matching Password and Confirm Password values

In this activation email, there will be a URL that will be used to finalize the registration. This email will also specify that the user needs to activate his account within 7 days. After the user clicks on this URL, he will be transferred to the Artist Feed page and can continue with using all the features of the site.

Membership Type Field:

The field Membership Type will determine the type of services a user can access and provide. Exact wording/description of the membership types are TBD; however there are 3 membership types and a user can only check 1 membership type:

- Artist
- Agents/Managers (Business Providers)
- Fan/Content Provider (of Venues/Productions)

Error Handling:

All error messages will be displayed on top of the page before the registration fields; they should be combined under the same error category. I.e. Group all missing required fields together. Fields that have errors need to be highlighted in red.

Activation Email: If the user does not activate his account within 7 days, he will see the registration page that displays the message below:

Your registration information is not found. Please register again.

"Sign Up" Button Validation: Upon clicking on the Sign Up push button, the system will execute the following validations:

Field	Reason	Message
Email Address / Confirm Email Address	Required field missing value	Fields highlighted in red are required. Please provide values.
Email Address / Confirm Email Address	When Email Address and Confirm Email Address field values don't match	Please verify your email address.
Email Address	Email is not unique	Email address already exists. Please verify your email address or login using this email address.
Password / Confirm Password	Required field missing value	Fields highlighted in red are required. Please provide values.
Password / Confirm Password	When Password and Confirm Password field values don't match	Please reenter your password.
First Name	Required field missing value	Fields highlighted in red are required. Please provide values.
Last Name	Required field missing value	Fields highlighted in red are required. Please provide values.
Enter Text from Image	Invalid text	Invalid Image value. Please try again.

Enter Text from Image	Required field missing value	Fields highlighted in red are required. Please provide values.

3. PASSWORD RETRIEVAL:

After clicking on the "Forgot Password?" hyperlink, the user will be taken to a screen where he can enter his credentials to retrieve his password. The system will send the user's password to the email address that is provided during registration. If the email address used to retrieve the password does not exist in the system, the user will be informed that it is an invalid email address and until a valid email address is given, the user cannot retrieve his password.

>> *Screenshot of the password retrieval page:*

Error Handling:

Invalid Email Address: If the email address is not found in the system, the following message will be displayed on top above the email address field:

There is no account found with this email address.

4. SIGN IN:

A user can sign in to the website from the landing page as well as from a direct link to the login page. After clicking on the "Sign In" push button, the user will be transferred to Artist Feed page upon authentication.

>> *Screenshot of the login page that can be accessed outside the landing page:*

Error Handling:

Inactive Account: A user cannot log in to the system until he verifies his email address during registration. If the user cannot find the email sent by our system, he can request another activation email from the login page. If he tries to log in, he will see the following error message on top of the Email field:

This email account has not been activated yet. Please follow the instructions in your email. If you do not have this email, click on the Request Activation Email link to receive another email.

"Request Activation Email" hyperlink should take the user to a page that contains an email field and a push button that says "Activate".

Invalid Login Credentials: If the login process fails anytime after the registration confirmation, the user will see the following error message above the email address:

Invalid email address or password.

Invalid Email Address: If the email address is not found in the system, the following message will be displayed on top above the email address field:

There is no account found with this email address.

<u>Navigation After Successful Login:</u>

If the user is signed in to the web site, he will be transferred to the Artist Feed page and the following navigation options will be available to him according to the user's membership type:

For Actors:

- Resume
- Profile
- Artist Feed
- Artist Place
- Account
- Sign Out

For Agents/Managers/Business Providers etc:

- Profile
- Artist Feed
- Artist Place
- Account
- Sign Out

For Fans:

- Artist Feed
- Artist Place
- Account
- Sign Out

5. ACCOUNT SETTINGS

A user can change his registration information at any time. Same validations executed during the registration process are still applicable. A user can also cancel his account. By doing so, all data pertained to the user will be deleted at the account cancellation.

>> *Screenshot of the account settings page:*

Logo	

Change Account Settings

Section for displaying errors

Nickname

First Name

Middle Name

Last Name

Membership Type
☐ Artist
☐ Agent/Business etc.
☐ Content Provider

Note: Your email address is your login ID as well. Changing your email address will also change your login credentials. Please enter your current password when changing your email address or your password.

Email Address

Confirm Email Address

Current Password

New Password

Confirm New Password

Update

If you would like to cancel your account, please click on the **Cancel Account** link. Note that by canceling your account, all of your data will be deleted and you cannot restore them.

Site Demo   **About Us**   **Advertise**   **Terms & Privacy**

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Note: Left middle section in the screenshot above will display the user's navigation options (resumes, artist feed, artist place etc) since the user can only change his account settings after logging in to the web site.

NOTE: Add Credit Card/PayPal section on this page to pay for the premier service.

6. RESUME

Resume Creation:

Resume creation will be partially dynamic and configurable. When the user clicks on the "Build Your Resume" hyperlink, he will have to choose the resume type and add as many sections as possible. Initial resume creation display will only have 1 section. Later on the user can choose any of the options from the drop down as well as enter custom sections and labels. The screenshot below shows the possible section combinations. As the user adds new resumes, they will be listed on the navigation under the Resume links.

>> Screenshot of the resume creation and update page:

Logo

Member's Name / Nickname

Resume

Actor(Resume Type 1)
Director(Resume Type 2)
....
Resume Type N
Build New Resume

Artist Place
Artist Feed

Artist Profile
Account Settings

Sign Out

Build Your Resume

*Resume Type [Actor ▼] Enter value when Custom is selected

*Section Type/Header [Theater ▼]   [Delete Section]

*Production   *Venue   *Character   Director

[   ] [   ] [   ] [   ]   [+] [-]

*Section Type/Header [Custom ▼] [Enter Custom Section Name]   [Delete Section]

[Enter Column Title] [Enter Column Title] [Enter Column Title] [Enter Column Title]

[   ] [   ] [   ] [   ]   [+] [-]

*Section Type/Header [Education ▼]   [Delete Section]

*College Name   City   State   Country   Degree   Year

[   ] [   ] [   ] [   ] [   ] [   ]   [+] [-]

*Section Type/Header [Representation ▼]   [Delete Section]

*Company   *Contact   Title   Phone   Address   City   State   Country

[   ] [   ] [   ] [   ] [   ] [   ] [   ] [   ]   [+] [-]

*Section Type/Header [Skills ▼]   [Delete Section]

*Category   Skill   Skill   Skill   Skill

[Sports ▼] [   ] [   ] [   ] [   ]   [+] [-]

[Add New Section] [Custom ▼]

Resume Options

☑ Show Contact Information on Resume
☑ Show Picture on Resume
☑ Show Physical Appearance on Resume

Visibility

○ Public
◉ Members Only
○ Private

[Save] [Build New Resume]

<u>Resume Build Page Details:</u>

RESUME TYPE: The selected value from this field will be the name of the resume and will be used as the navigation hyperlink to this resume view. If the user decides to create a custom resume type, he has to enter a label for this resume.

Drop-down values for the Resume Type field:

Resume Type	Action
Actor	Default value; display default the Section Type/Header with Theater value only
Director	When selected, display default the Section Type/Header with Theater value only
Custom	When selected, display a required text field next to it and display default the Section Type/Header with Theater value

SECTION HEADER/TYPE: The selected value from the drop down list will determine the look and feel of the section configuration and display. Only 1 section header with the same value can be inserted: i.e. a user can only insert 1 Theater section, 1 Skills section etc. However, he can insert as many custom sections as possible, providing that each custom section description/title is unique within all the headers.

There should be up to 5 columns in a custom section. Only the columns with the title and the content will be displayed on the resume. All titles have to be unique as well.

Initial display order of the sections on the resume is driven by the order each section is created. However from the resume view page, the user can sort each section by dragging and dropping them vertically.

There will be 2 Theater Section Headers: Theater - Cast and Theater - Production Staff

THEATER - CAST:

Columns	Required	Size	Type	Comments
Show	Yes	254	Text	As the user types a show name, it needs to look at the show names from the database and display the matching shows. If the user links it to an existing show, it will automatically provide the choice of venues, character, director etc later on in the corresponding fields.
Venue	Yes	254		If the Show is selected from an existing value, display the possible matching values
Character	Yes	100		If the Show and Venue is selected from an existing value, display the possible

				matching values
Director	No	150		If the Show and Venue is selected from an existing value, display the possible matching values
Date				Year
Delete Section			Push Button	Delete the section; if it is the only section to be deleted, display a blank Theater section.
+ (Add Row)			Push Button	Adds a new row to the section
- (Delete Row)			Push Button	Deletes a row from the section; if it is the only row to be deleted, clear the row or insert a blank row – always have a blank row

THEATER – PRODUCTION STAFF:

Columns	Required	Size	Type	Comments
Show	Yes	254	Text	As the user types a show name, it needs to look at the show names from the database and display the matching shows. If the user links it to an existing show, it will automatically provide the choice of venues, character, director etc later on in the corresponding fields.
Venue	Yes	254		If the Show is selected from an existing value, display the possible matching values
Role/Staff Type	Yes		Drop Down	If the Show and Venue is selected from an existing value, display the possible matching values
Date				Year
Delete Section			Push Button	Delete the section; if it is the only section to be deleted, display a blank Theater section.
+ (Add Row)			Push Button	Adds a new row to the section
- (Delete Row)			Push Button	Deletes a row from the section; if it is the only row to be deleted, clear the row or insert a blank row – always have a blank row

REPRESENTATION:

Columns	Required	Size	Type	Comments
Company				
Contact				
Title				
Phone				
Address				
City				
State				
Country				
Delete Section			Push Button	Delete the section; if it is the only section to be deleted, display a blank Theater section.
+ (Add Row)			Push Button	Adds a new row to the section
- (Delete Row)			Push Button	Deletes a row from the section; if it is the only row to be deleted, clear the row or insert a blank row – always have a blank row

EDUCATION:

Columns	Required	Size	Type	Comments
College	Yes	150	Text	
City	Yes		Text	
State			Drop-down	
Country	No		Drop-down	
Degree				
Year				
Delete Section			Push Button	Delete the section; if it is the only section to be deleted, display a blank Theater section.
+ (Add Row)			Push Button	Adds a new row to the section
- (Delete Row)			Push Button	Deletes a row from the section; if it is the only row to be deleted, clear the row or insert a blank row – always have a blank row

SKILLS:

Columns	Required	Size	Type	Comments
Category	Yes	20	Drop-	

			down	
Skill Name	Yes	20	Text	
Delete Section			Push Button	Delete the section; if it is the only section to be deleted, display a blank Theater section.
+ (Add Row)			Push Button	Adds a new row to the section
- (Delete Row)			Push Button	Deletes a row from the section; if it is the only row to be deleted, clear the row or insert a blank row – always have a blank row

CUSTOM:

Columns	Required	Size	Type	Comments
Enter Column Title		15	Text Box	Row 1: Columns 1 through 5 will have the default text of "Enter Column Title". User has to enter his own custom column title. Required to enter a unique column title in this section if there is a value in the rows below.
Empty Fields		50	Text	Row 2 +
Delete Section			Push Button	Delete the section; if it is the only section to be deleted, display a blank Theater section.
+ (Add Row)			Push Button	Adds a new row to the section
- (Delete Row)			Push Button	Deletes a row from the section; if it is the only row to be deleted, clear the row or insert a blank row – always have a blank row

ADD NEW SECTION PUSH BUTTON: This will add a new section after the last section with a default value of "Custom" unless the user chooses a different option from the drop down next to the push button.

RESUME OPTIONS:

- Show Contact Information on Resume: This will show the contact information from the Profile page on the resume for only the fields that have value.
- Show Picture on Resume: This will show the default picture from the Profile page if the user uploaded a picture. If there is no picture, the area for the image will be empty on the resume page.

- Show Physical Appearance on Resume: This will show the information from the Profile page for the fields that have value.

Visibility:

- Public: If checked, this resume can be viewed by anyone on the Internet
- Members Only: If checked, this resume can be searched and viewed by any member of ArtistMagnet.com
- Private: If checked, only the owner of this resume can view his resume

Error Handling:

Display the error messages related to a section on top of that section

- Each Resume hyperlink has to have a unique name, meaning you can only have one Resume Type. If the user wants to create more than one Actor resume, he has to use the option of Custom and enter a different name other than Actor: i.e. Actor 2
- Text field next to the Resume Type field is required if the Resume Type is Custom
- Text field next to the Section Type field is required if the Section Type is Custom
- Section Types have to be unique within the same Resume
- Under the Custom Section, custom column titles are required and have to be unique if the user enters data under the corresponding column. First row will always be used as the column title.
- When deleting a section, display a warning message
- When deleting a resume, display a warning message. Display a delete button upper right hand corner of this page (opposite side of the Build Your Resume page title) if the resume exists.

Resume Navigation: Under the Resume navigation, the user will see the links to the list of all configured resumes as well as link to build a resume.

>> Screenshot of the resume view page:

Logo

Member's Name / Nickname

Resume

Actor(Resume Type 1)
Director(Resume Type 2)
....
Resume Type N

Build New Resume

Artist Place
Artist Feed

Artist Profile
Account Settings
Sign Out

Actor (Resume Type 1)

Printable View   Edit Profile

Profile

This section will contain the information added from the artist profile section if the user chooses the display them.

- Contact Details
- Physical Appreance
- Pictures
- .....

Edit Resume

Resume Content

This section will list all the data for this resume type. The user can also sort the order of the sections from this page by draging and droping a section vertically among different categories.

Sample Section/Category Names:

- Experience
- Theather
- Film
- Education
- Representation
- Skills
- .....

Horizontal Advertising Space

Site Demo   About Us   Advertise   Terms & Privacy

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7. PROFILE

Membership Type determines the content of the Profile page for the member. There will be 2 different types of profile page corresponding to the selected membership type:

- Artist Profile page
- Agent/Manager/Business Profile page

Artist Profile:

Content from this page will be displayed on the Resume.

>> Screenshot of the Artist Profile page:

Logo

Member's Name / Nickname

Resume

Actor(Resume Type 1)
Director(Resume Type 2)
....
Resume Type N

Build New Resume

Artist Place
Artist Feed

Artist Profile
Account Settings
Sign Out

Edit Your Profile

Physical Appareance

Gender	▼	Age Range	to	
Physique	▼	Height	feet	inches
Hair Color	▼		cm	
Hair Length	▼	Weight	lbs	
Eye Color	▼		kg	
Voice Type	▼			
Ethnicity	▼			

Contact Information

Nickname
First Name
Middle Name
Last Name
Address 1
Address 2
City
State
Country
Phone
Email

Note: This email address is strictly used on your resume and will not change your account email.

Photos

Default Picture
Upload Picture

X
O Set Default

X
O Set Default

X
O Set Default

X
O Set Default

Click on X to delete the picture
Click on a thumbnail to view the picture in a new window

Site Demo   **About Us**   **Advertise**   **Terms & Privacy**

<u>Note</u>: Nickname, First Name, Middle Name, Last Name and Email values will be defaulted from the Account Settings page entered during registration. However, the user can use a different email address on his resumes instead of using his account email. Changing the email address on this page is not going to change the user's login credentials. However, changing the name information will change the account settings entered during registration.

Agent/Manager/Business Profile:

This page will contain the information related to the business entity:

- Company name, address, URL, picture
- Contact name, phone, title
- List of people represented by this entity, which can come from the resume
- Public view URL of the company profile

When a company creates an account, an administrator will contact the company to verify the information before the registration is available.

>> Screenshot of the Agent/Manager/Business Profile page:

8. ARTIST FEED (NEWSFEED)

If the user has a valid account, he will be transferred to his own homepage called the Artist Feed under the following conditions:

- Successful login
- Active/valid cookie session from a previous login
- After registration

Artist Feed will display the following content; it is similar to Newsfeed feature of Facebook where the user is informed with the latest updates to the data that is pertinent to him:

- Auditions
- Jobs
- Classes
- Announcements
- Notifications
- Messages
- Venue & Production updates including notifications for linking resumes
- Misc

>> Screenshot of the Artist Feed page:

9. ARTIST PLACE (SEARCH AND POST)

Artist Place page is a site-wide search and postings page for the following content grouped under one page:

- Venues
- Production
- Artists
- Auditions
- Jobs
- Classes
- Applied Jobs
- Misc

>> *Screenshot of the Artist Place page:*

10. VENUE & PRODUCTION:

Venue and Production pages are available publicly and the content is accessible via search engines like Google, Yahoo etc. to attract more traffic and users to the site.

Following features are available to the public, requiring no membership:

- Search Venues
- Search Productions
- View Venues
- View Productions

However, the following features are only available to the members; a process similar to Wiki:

- Submit New Venues
- Submit New Production

- Submit Updates to Venues
- Submit Updates to Production Details

These requests will be submitted to the site administrator and upon approval the new information will be reflected.

Members can also rate the venues and productions.

VENUE:

Venue Search:

>> *Screenshot of the Venue search page:*

Search Fields		
Field Label	**Control Type**	**Max Size**
Venue Name	Text Box	150 Chars
Production Name	Text Box	150 Chars
Street	Text Box	50 Chars
City	Text Box	50 Chars
State	Drop Down	
Zip Code	Text Box	10 Chars
Country	Drop Down	
Search	Push Button	

Minimum Search Combination Fields:

A user can search for venues by providing the following combos at the minimum:

- Venue Name + Country
- Production Name + Country
- Zip Code
- City + Country
- State + Country

If any of these combos are not entered, the user will be prompted to enter more search criteria.

Venue Search Results:

Search results will be displayed on a Google map by using Google's APIs in addition to listing them on the page. Results will be displayed in alphabetical order.

>>*Screenshot of the Venue search results page:*

Search Results Fields		
Field	**Control Type**	**GUI Max Size**
Venue Name	Hyperlink	100 Chars
Street	Text	50 Chars
City	Text	50 Chars
State	Text	4 Chars
Zip	Text	10 Chars
Country	Text	4 Chars
View on Map	Image/API	

Clicking on the Venue Name Hyperlink will take the user to the Venue detail page.

Clicking on the View on Map image will launch the Google map and locate the venue on the map by using the Google API.

Venue Detail:

There will be only one venue displayed on the venue detail page. A user can access a certain Venue from the following entry points:

- Venue search results
- Production search results
- Production detail page
- Artist Resume

>>*Screenshot of the public view of Venue page:*

LOGO

Join Now   Sign In

VERTICAL
ADVERTISING
SPACE

Venue Name

URL   **External Venue URL**

Address

             View Map

Phone

Information

Venue Picture

Productions   **Calendar of Productions**

List of shows playing at this venue sorted by the latest start date. List maximum of 10 shows per page
Clicking on the show name will take the user to the Show Details page

1. **Show Name 1** + Start Date ~ End Date
2. **Show Name 2** + Start Date ~ End Date
3. **Show Name 3** + Start Date ~ End Date
4. **Show Name 4** + Start Date ~ End Date
5. **Show Name 5** + Start Date ~ End Date
6. **Show Name 6** + Start Date ~ End Date
7. **Show Name 7** + Start Date ~ End Date
8. **Show Name 8** + Start Date ~ End Date
9. **Show Name 9** + Start Date ~ End Date
10. **Show Name 10** + Start Date ~ End Date

<< Previous 10   Next 10 >>

Search Venues & Productions   **Submit a New Venue**   **Update This Venue**

HORIZONTAL ADVERTISING SPACE

Site Demo   **About Us**   **Advertise**   **Terms & Privacy**

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NOTE: If the user is not signed in, he will be required to log in upon clicking on the Submit a New Venue or Update This Venue links.

NOTE: If the user is signed in, middle left section will display the navigation hyperlinks instead of advertising space.

Features:

- Submit a New Venue hyperlink: If a user cannot find a venue, he can go to the Venue Submission form and request adding a new venue

- Update Venue Information hyperlink: A user can request a correction or an update related to an existing venue
- Production Section
  It can contain future, current and past productions; sorted from the latest to earliest date. There will be a link for each production under a venue where the user will be taken to the production details page.
- Venue Picture
- Venue Information
  Address, Map, Phone, URL, Description

>> Screenshot of the venue page in editable view:

PRODUCTION:

Production Search:

>> Screenshot of the Production search page:

Search Fields		
Field Label	**Control Type**	**Max Size**
Venue Name	Text Box	150 Chars
Production Name	Text Box	150 Chars
Street	Text Box	50 Chars
City	Text Box	50 Chars
State	Drop Down	
Zip Code	Text Box	10 Chars
Country	Drop Down	
Search	Push Button	

Minimum Search Combination Fields:

A user can search for venues by providing the following combos at the minimum:

- Venue Name + Country
- Production Name + Country
- Zip Code
- City + Country
- State + Country

If any of these combos are not entered, the user will be prompted to enter more search criteria.

Production Search Results:

Search results will be displayed in alphabetical order by Production Name and then within the Venue names.

>> *Screenshot of the Production search results page:*

Search Results Fields		
Field	**Control Type**	**GUI Max Size**
Production Name	Hyperlink	100 Chars
Venue Name	Hyperlink	100 Chars
Street	Text	50 Chars
City	Text	50 Chars
State	Text	4 Chars
Zip	Text	10 Chars
Country	Text	4 Chars
View on Map	Image/API	

Clicking on the Production Name Hyperlink will take the user to the Production detail page under the corresponding Venue name from the search results.

Clicking on the Venue Name Hyperlink will take the user to the Venue detail page.

Clicking on the View on Map image will launch the Google map and locate the venue on the map by using the Google API.

Production Detail:

There will be only one production displayed on the production detail page. A user can access a certain production from the following entry points:

- From the production list on the venue page
- Production search results
- Artist Resume

>> Screenshot of the public view of Production detail page:

NOTE: If the user is not signed in, he will be required to log in upon clicking on the Submit a New Production or Update Production links.

NOTE: If the user is signed in, middle left section will display the navigation hyperlinks instead of advertising space.

Features:

- Production dates and times under a specific venue
- Casts/Production Staff: If the cast has a member profile, the user can drill down to see the cast member details based on the security setting. If there is no member profile for the cast or the member did not allow profile view access, the name of the cast will be a plain text. When adding a cast, the user can link an existing member to the production. As the user types the name of the cast member, he will see names matching to his cast name input. If an existing member is selected, this will link the member to this specific production.
- Submit a New Production hyperlink: If a user cannot find a production, he can go to the Production Submission form and request adding a new one
- Update Production Information hyperlink: A user can request a correction or an update related to an existing production
- Production Pictures: Users can submit and view pictures related to this production
- Download/View Playbill: There could be an image/hyperlink where the users can download the playbill given by the production. Add this link near the Information area.
- Buy Tickets: If possible, there will be a link on this page where the users can purchase tickets to see the show.

>> *Screenshot of the production page in editable view:*

11. LINKINGS ARTISTS WITH PRODUCTIONS

There are 2 ways to link the artists with the productions:

- Artist's Resume
- Production Page

Artist's Resume:

As the artist creates or updates his resume, he has the ability to associate himself with a specific production. From a resume, if the artist chooses an existing production while

creating a Theater section, it will post his information to the production page under the Cast section automatically.

There will be 2 Theater Section Headers: Theater - Cast and Theater - Production Staff. This way, it will update the production page with the right category.

>> *Screenshot of the artist's resume while linking to a production:*

>> *Screenshot of the production page after linking from a resume:*

Production Page:

When a member submits or updates a production, he has the ability to associate the cast member to an artist. When adding a cast, the user can see the list of possible matches as he types the name of the cast. If an existing artist is selected, the artist will get notification about this entry and this information will be posted to his resume in everywhere he has the Theater section upon artist's approval. From the Artist Feed page, the artist can approve or deny this linking request. If there is no artist found to link a production or if the link is removed, the cast information will be displayed as a regular text. If there is a link between the artist and the production cast, the cast name will be displayed as a hyperlink, which will take the user to his default resume

Rules:

- If the artist approves the link, it will be posted to his resume in everywhere there is a theater section.
- If the artist denies the link, the information will still be on the production page but the artist and the cast will not be linked.
- If the artist did not create a resume, he will still be notified that there is a request for him to be linked to a production. If the artist approves this, the system will automatically create a private Actor resume with the Theater section.
- At any point, a member can unlink an artist from the production page by submitting an update for the production.
- If the artist removes a resume line linked to a production, it will be treated as a denied link.

>> Screenshot of the production page while linking to an artist:

>> Screenshot of the Artist Feed page for approving/denying the request:

>> Screenshot of artist's resume showing the requested link:

12. INVITE MEMBERS

From the Artist Feed, Artist Place, the Landing and Site Demo pages, there will be a hyperlink to invite others to join the site. This page is also accessible from a direct link and does not require any authentication. On this page, provide the following:

Email and the name of the person who is sending the invitation: If the member is logged in, default his email address and name/nickname.

Email addresses for the invitations to be sent: Display 10 email address fields with the option of adding more.

Image text and field: Display a random image with text and a field to enter the text value from the image.

"Invite" push button: once the user clicks on this button, execute the following validations:

- Check if the email addresses are in valid format
- Check if the image and the image text match

13. COMMON FEATURES:

Each page of artistmagnet.com will have the following common hyperlinks:

- Sign In/Sign Out
- Advertise
- About Us
- Terms & Privacy
- Site Demo
- Help

14.   SITE DEMO:

A user can see the features of the site by going thru a short video or a slideshow that explains the features and the value of the site.

Demo Screens:

1.   Resume Creation and View
2.   Venue and Production Features
3.   Artist Feed
4.   Artist Place

15.   NAVIGATION OPTIONS:

All users will be transferred to the Artist Feed page automatically upon successful login. Based on the membership type, each user will see different choice of navigation links and service options.

Actor:

- Resume
- Profile
- Artist Feed
- Artist Place
- Account
- Sign Out

Agent/Manager/Business Provider etc:

- Profile
- Artist Feed
- Artist Place
- Account
- Sign Out

Fan/Content Provider:

- Profile
- Artist Feed
- Artist Place
- Account
- Sign Out

16.   PERMISSION/SECURITY MATRIX:

High-level Feature Permissions:

Feature	Create	Update	Delete	View	Membership Type
Resume	Yes	Yes	Yes	Yes	Artist
	No	No	No	Yes	Agent/Manager
	No	No	No	Yes	Fan
Profile	Yes	Yes	Yes	Yes	Artist
	Yes	Yes	Yes	Yes	Agent/Manager
	Yes	Yes	Yes	Yes	Fan
Account	Yes	Yes	Yes	Yes	Artist
	Yes	Yes	Yes	Yes	Agent/Manager
	Yes	Yes	Yes	Yes	Fan
Artist Feed	N/A	N/A	N/A	Yes	Artist
	N/A	N/A	N/A	Yes	Agent/Manager
	N/A	N/A	N/A	Yes	Fan
Artist Place	Yes	Yes	No	Yes	Artist
	Yes	Yes	Yes	Yes	Agent/Manager
	Yes	Yes	No	Yes	Fan
Venue	Yes	Yes	No	Yes	Artist
	Yes	Yes	No	Yes	Agent/Manager
	Yes	Yes	No	Yes	Fan
Production	Yes	Yes	No	Yes	Artist
	Yes	Yes	No	Yes	Agent/Manager
	Yes	Yes	No	Yes	Fan

Artist Membership Options:

Feature	Permitted Action	Cost
Profile & Account	View	Free
	Create	Free
	Update	Free
	Delete	Free
Resume	View	Free
	Create	Free
	Update	Free
	Delete	Free
Venue	Search	Free
	View	Free

	Create	Free
	Update	Free
	Write Review	Free
	Update Review	Free
	Delete Review	Free
Production	Search	Free
	View	Free
	Create	Free
	Update	Free
	Write Review	Free
	Update Review	Free
	Delete Review	Free
Artist Feed	View	Free
Artist Place	Search Postings	Free
	View Postings	Free
	Create Postings	Requires Membership Fee
	Update Postings	Requires Membership Fee
	Delete Postings	Requires Membership Fee

Agent/Manager Membership Options:

Feature	Permitted Action	Cost
Profile & Account	View	Free
	Create	Free
	Update	Free
	Delete	Free
Resume	View	Free
	Search	Free
Venue	Search	Free
	View	Free
	Create	Free
	Update	Free
	Write Review	Free
	Update Review	Free
	Delete Review	Free
Production	Search	Free
	View	Free
	Create	Free

	Update	Free
	Write Review	Free
	Update Review	Free
	Delete Review	Free
Artist Feed	View	Free
Artist Place	Search Postings	Free
	View Postings	Free
	Create Postings	Requires Membership Fee
	Update Postings	Requires Membership Fee
	Delete Postings	Requires Membership Fee

Fan Membership Options:

Feature	Permitted Action	Cost
Profile & Account	View	Free
	Create	Free
	Update	Free
	Delete	Free
Resume	View	Free
	Search	Free
Venue	Search	Free
	View	Free
	Create	Free
	Update	Free
	Write Review	Free
	Update Review	Free
	Delete Review	Free
Production	Search	Free
	View	Free
	Create	Free
	Update	Free
	Write Review	Free
	Update Review	Free
	Delete Review	Free
Artist Feed	View	Free
Artist Place	Search Postings	Free
	View Postings	Free

	Create Postings	Requires Membership Fee
	Update Postings	Requires Membership Fee
	Delete Postings	Requires Membership Fee

17. SITE ADMINISTRATION/CONFIGURATION PAGES:

There needs to be pages to maintain the values displayed in the drop down/lookups, security and various content of the website:

1. Configuration: pages to add/update/delete values that are displayed in the drop-down fields as well as to maintain the default values
2. User Maintenance: page to add/update/delete the users, reset password
3. Venue: same page the venue editable page with more options
4. Production: same page the production editable page with more options
5. Data Maintenance: Tool to merge Venues and Productions

18. ERDS:

MEMBER

Table: Member

Usage: This table will contain all the site members.

Field	Type & Size	Default	Comment
Member ID (PK)			
Email			
First Name			
Middle Name			
Last Name			
Nick Name			
Password			
Membership Type			
Registration Key			
Status			Active (A), Inactive (I), Pending Activation (P)
Payment Type			Visa, Amex, MasterCard, PayPal
Credit Card #			

Label	Type & Size	Default	Comment
Expiration Date			
Security Code			
PayPal Info			
Date Time Added			
Added By			
Date Time Updated			
Updated By			

Table: Member Pictures

Usage: This table will contain all the headshots or pictures of an artist that will be used in his resume as well as the pictures or logos of the businesses.

Label	Type & Size	Default	Comment
Member ID (PK)			
Image ID (PK)			
Image Location			
Image Title			
Image Description			
Date Time Added			
Added By			
Date Time Updated			
Updated By			

ARTIST PROFILE

Table: Artist Profile

Usage: This table will contain the profile information for the artist's resume

Label	Type & Size	Default	Comment
Member ID (PK)			
Gender			
Physique			
Hair Color			
Hair Length			
Eye Color			
Voice Type			
Ethnicity			
Age Range Bottom			
Age Range Top			

Height			
Weight			
Address 1			
Address 2			
City			
State			
Country			
Phone			
Email			
Date Time Added			
Added By			
Date Time Updated			
Updated By			

BUSINESS PROFILE

Table: Business Profile

Usage: This table will contain the information related to agents, managers etc.

Label	Type & Size	Default	Comment
Member ID (PK)			
Company Name			
Contact Name			
Phone			
Fax			
Email			
URL			
Title			
Description			
Address 1			
Address 2			
City			
State			
Country			
Date Time Added			
Added By			
Date Time Updated			
Updated By			

RESUME

Table:

Usage:

VENUES & PRODUCTIONS

Table Types:

We need to maintain 2 sets of tables for Venue and Production data.

- Master: Only the data from the master tables will be displayed on the pages. A user can only view the master data; therefore his updates will be against the master data.
- Temporary: Temporary tables are used until the site administrators approve the data. When a user submits/updates a venue/production, we need to store the information in the temporary tables initially. Once approved, the system will update the corresponding master tables and columns. Temporary tables will be the mirror image of the master tables with addition of another primary key column called Status. The values for the Status field are Submitted (S), In Review (I), Approved (A), and Denied (D).

Venue (Master Tables):

Table: Venue Header

Field	Type & Size	Default	Comment
Venue ID (PK)			
Name			
URL			
Phone			
Email			
Contact Name			
Address 1			
Address 2			
City			
State			
Country			
Zip			
Description			
Overall Rating			

Date Time Added			
Added By			
Date Time Updated			
Updated By			

Table: Venue Line for Reviews

Field	Type & Size	Default	Comment
Venue ID (PK)			
Added By (PK)			
Line Number (PK)			
Rating			Range from 1 to 5
Review Text			
Date Time Added			
Date Time Updated			
Updated By			

Table: Venue Line for Pictures

Label	Type & Size	Default	Comment
Venue ID (PK)			
Image ID (PK)			
Image Location			
Image Title			
Image Description			
Date Time Added			
Added By			
Date Time Updated			
Updated By			

Production (Master Tables):

Table: Production Header (Venue Line for Productions)

Label	Type&Size	Default	Comment
Venue ID (PK)			
Production ID (PK)			
Name			
URL			
Duration			
Description			
Overall Rating			
Date Time Added			
Added By			

Field	Type & Size	Default	Comment
Date Time Updated			
Updated By			

Table: Production Line for Reviews

Field	Type & Size	Default	Comment
Venue ID (PK)			
Production ID (PK)			
Added By (PK)			
Line Number (PK)			
Rating			Range from 1 to 5
Review Text			
Date Time Added			
Date Time Updated			
Updated By			

Table: Production Line for Pictures

Label	Type & Size	Default	Comment
Venue ID (PK)			
Production ID (PK)			
Image ID (PK)			
Image Location			
Image Title			
Image Description			
Date Time Added			
Added By			
Date Time Updated			
Updated By			

Table: Production Line for Show Dates & Times

Label	Type & Size	Default	Comment
Venue ID (PK)			
Production ID (PK)			
Date (PK)			
Start Time (PK)			
Date Time Added			
Added By			
Date Time Updated			
Updated By			

Table: Production Line for Production Cast and Staff

Usage: This table will contain the Production Cast and Staff data. If the Foreign Key Member ID has a value, it implies that the line is linked to an artist with that member ID. Clearing out the member ID field will remove the link between the artist and the production.

| Label	Type & Size	Default	Comment
Venue ID (PK)			
Production ID (PK)			
Cast/Staff ID (PK)			
Type			C=> Cast; S=>Staff
Cast/Staff Name			
Character/Role			
Member ID (FK)			
Date Time Added			
Added By			
Date Time Updated			
Updated By			

19.   USABILITY STANDARDS:

This site is to be designed based on Web 2.0 standards.
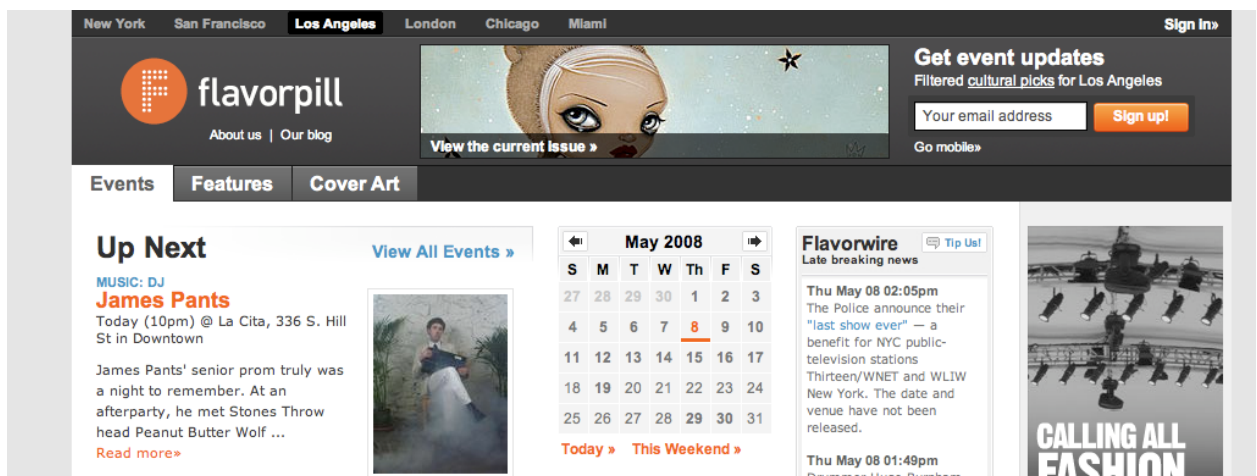
1. Color Palette

    Option 1: Gray and Blue tones with a dominant accent color

    Example: 6 Dimensions – www.six-dimensions.com
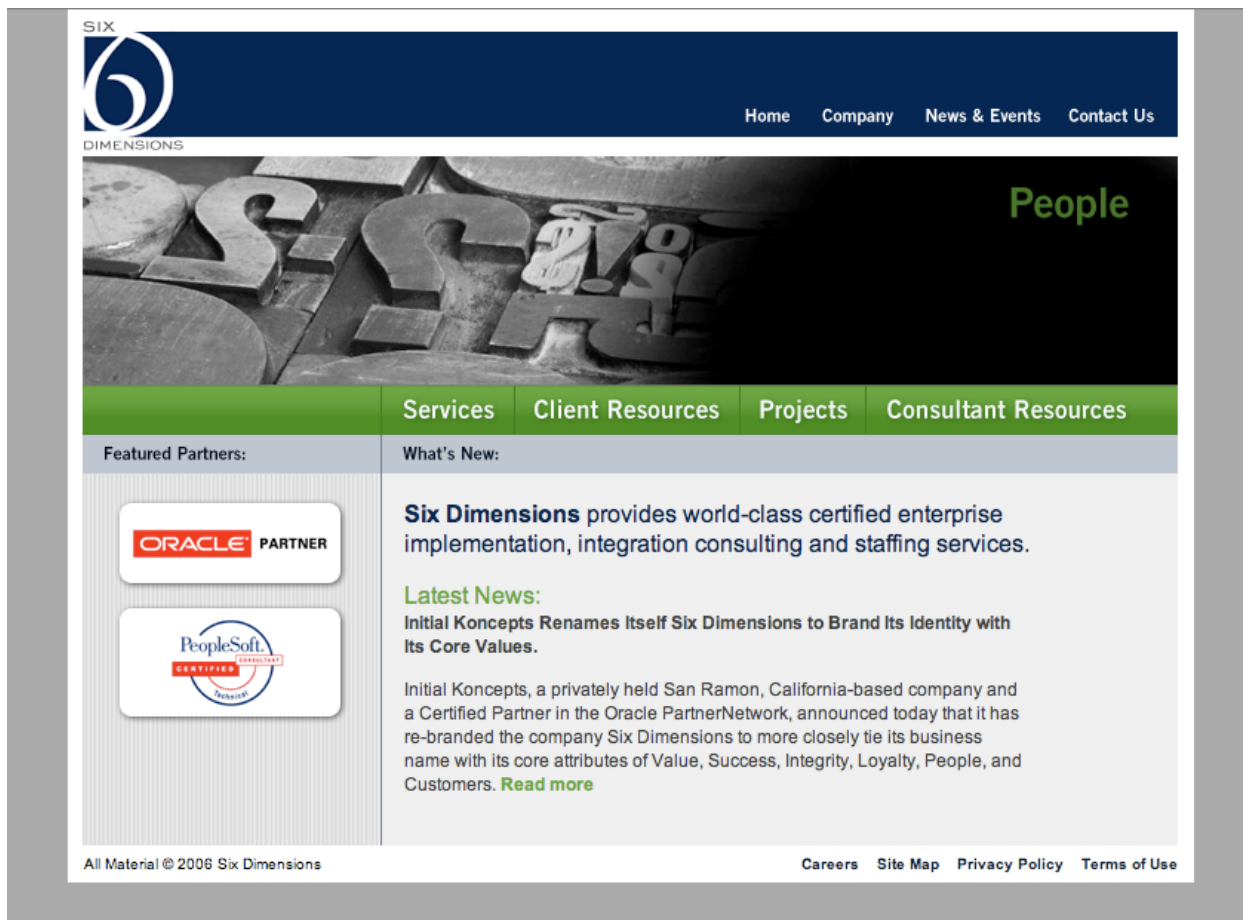
Option 2: Gray and orange tones

Example: Flavorpill: flavorpill.com

2. Font

    Arial, Helvetica

3. Layout/Navigation

    Web 2.0 standards

4. Logo

    TBD

5. Advertising requirements

    TBD