Sarah Kovar / James Brown / Nicole Forke
June 14, 2020
Assignment 7.2

Team Captain: Sarah Kovar

Team Name: Team .titanic {float: none;}

Developer Bios:

James Brown: Hi – I'm James Brown. I'm a Full Stack Developer (in progress), currently attending Bellevue University. I enjoy learning and solving problems. Prior to attending Bellevue, I earned a 2 year Associate degree in information technology (web development specifically) at Metropolitan Community College, in Omaha NE. I've been working as an Engineer at PayPal for the last 8 months, but have been with the company over 9 years. All my roles prior to this were based around business management. I eventually got burned out on the whole business and sales aspect. I almost felt like I was just another number and that I could be replaced very easily. I also wanted to do something I can be more creative at. With these things in mind (and also fear of getting stuck doing a job I hated for the rest of my life), I decided to go back to school for web development. At this point, I'm hoping to take knowledge learned from this course and move into a full stack development position at PayPal (or another company). In my free time, I like spending time with my wife and two dogs. I also enjoy building/creating things. Some recent projects I've worked on are pouring concrete skateboard ramps in my driveway, building a chopper, and making an umbrella/sand table thing for my wife.

Nicole Forke:

Nicole Forke has been a professional graphic designer since 2007. She specializes in the Adobe Creative Suite. Nicole has a Bachelor of Arts in Animation from Collins College located in Tempe, AZ. Her dream growing up was always to work in the movie industry creating animations for the public to enjoy. In the past years after working closely with IT professionals and Web Developers her interests changed to Web Development. The Internet has always intrigued her. When the company she was working for closed their doors in 2019 she gained the opportunity to go back to school. Nicole, lives in Beatrice, NE as a single mother who is currently in the process of getting a Bachelor of Science in Web Development. Her goal is to become a full stack web developer in order to achieve a career doing what she does best, graphic design, with the added benefit of putting her designs on the web to create amazing applications for a multitude of clients.

Sarah Kovar

Sarah Kovar has fourteen years' experience in the infrastructure and support side of technology. She is a student at Bellevue University working towards a degree in Web Development. She has two Associate's degrees from Metropolitan Community College in Omaha, NE; one in Multimedia Design and one in Programming for Database and Web with an emphasis in Java and C#. She started her career in print media at a local magazine in Lincoln, NE; however, quickly diverged to Information Technology due to the more diverse opportunities that could be obtained via on-the-job training or certifications. She and her husband have a 23 month old daughter that keeps them busy. When they aren't chasing after their toddler, their two large dogs and three cats keep them busy dehairing everything they come in contact with. They recently purchased a bike trailer they hope their daughter will enjoy but can also use it to transport their zoo around. Pre-parenthood she enjoyed playing guitar, traveling, and metal engraving.

Goal(s) of the website:

- Allow users to register and manage accounts (change password, update billing details, etc.)
- Allow users a way of streaming content
- Offer tiered services for users (basic, plus, and premium)
- Grow existing Brand.
- Expand and grow userbase
- 24/7 access to TV shows, movies, documentaries, and prerecorded sporting events through internet-connected devices
- Ability for customers to manage their level of subscription on the fly
- Ability for new customers to sign up without the need of human interaction or approvals, as long as required information is provided and validated via internet (ie, email validation, payment successful).
- Ability to offer suggestions for content based on current viewing history
- Search functionality of all the content you are able to access
- Closed captioning in multiple languages within video content
- Ability to apply language translation/voice over in multiple languages for video content
- Chat support for account and technical questions and issues

Core users of the website:

- People of all ages and backgrounds.
- Existing and new customers of all ages and backgrounds.
- Anyone with an interest in streaming video content either by choice or necessity.
- People who prefer to stream movies, TV shows, sports, etc. Instead of buying cable due to the cost of cable.

Personas for top five user types:

- **User 1**:

 https://www.fool.com/investing/2016/06/20/3-reasons-youll-spend-more-at-40-than-at-30.aspx

  - **Name:** Fred
  - **Age:** 40
  - **Current behavior:** Fred enjoys streaming services with his family in the evenings.
  - **Pain points:** Right now, Fred uses several different streaming services. His biggest pain point is that he doesn't have enough flexibility over adjusting viewing restriction settings.
  - **Unique Characteristics:** Color blind. Didn't grow up with technology, so he sometimes struggles with technical concepts.
  - **Goals:** His kids are 6 and 8, so it is important for him to be able to adjust viewing settings. He needs a streaming service that has navigation that takes his disability into consideration.
- **User 2**:

https://www.today.com/style/beauty-secrets-80-year-old-goddess-style-1B5521665

  - **Name:** Shyan
  - **Age:** 80
  - **Current behavior:** Shyan is retired, so she streams content the majority of her day at home. She enjoys documentaries, movies, and pre-recorded events.

- o **Pain points:** Text is often not placed in areas that make the most sense, so navigation is often hard for Shyan to figure out. Sometimes closed caption is also not offered for all shows or isn't working, so she isn't able to stream certain programs.
- o **Unique Characteristics:** Shyan is deaf, so she uses closed caption when streaming content. Shyan also did not grow up with technology, so the user interface must be easy to use.
- o **Goals:** Shyan's main goals are to be able to use a streaming service that is reliable, user friendly, offers closed caption.

• **User 3:**

https://depositphotos.com/stock-photos/family.html

- o **Name:** Martin Family
- o **Age:** Bob 48, Melissa 44, Brody 6, and Amy 10
- o **Current behavior:** The Martin family has 2 children Brody age 6 and Amy age 10. The children enjoy streaming their favorite shows after school and on the weekends during their free time. Both are very comfortable with searching for the shows they want to watch.
- o **Pain points:** The parents Bob and Melissa would like better parental controls, so they are reassured their children are safe when streaming.
- o **Unique Characteristics:** Melissa, currently struggles with the user interface. The children are young and need parental controls in order to avoid inappropriate shows.
- o **Goals:** Melissa would like it to be more user friendly and offer better parental controls, so the children are only allowed to view certain movies, shows, etc.

- **User 4:**

- o **Name:** Roberta
- o **Age:** 75
- o **Current behavior:** Lives on a fixed income. The cost of cable and satellite have risen beyond her means. Watches over the air (OTA) television; however, has a desire to watch more than what is available OTA.
- o **Pain points:** Has a very loose understanding of the concept of streaming services. She needs clear explanation of all aspects of the packages offered and how to use the service on different platforms (smart tv vs browser vs smartphone vs tablet).
- o **Unique Characteristics:** Not particularly technically savvy. Has a computer, tablet and smartphone; however, no experience with streaming services or the concept of active streaming connections, DVR, or even smart tvs. Has internet; however also lacks the understanding of how a smart tv may connect; or how she could purchase a streaming device to connect to her existing tv.
- o **Goals:** Have more options than OTA without the cost of satellite or cable tv.

- **User 5:**

- o **Name:** Meghan and Jordan
- o **Age:** 22/25
- o **Current behavior:** College students that travel frequently.

- o **Pain points:** Their existing streaming service is glitchy with regard to recognizing when an active stream has ended on a device, despite closing out of the application/browser. They both have a laptop, tablet, smartphone, and would like the ability to carry a streaming device that can plugin to a TV in a hotel room. They do not have one dedicated device they watch movies/tv on. What they are using to stream depends on which mobile device they are using at the moment, whether in line at the air port (smartphone), waiting on a plane (laptop), or at the hotel. They would like a seamless, glitch-free experience.
- o **Unique Characteristics:** Traveling they don't always have internet connectivity. They have a need to be able to DVR/download shows they want to watch.
- o **Goals:** Ability to easily switch between different modes of utilizing the service while it recognizes when one active stream ends and another begins. Supports two simultaneous streams, minimally. Ability to download content.

Top five requirements from standpoint of the user:

1. As a user, I need to be able to stream content, so that I can keep myself entertained.
2. As a user, I need to be able to manage my account, so that I can change my password, update notification preferences, or adjust billing details.
3. As a user, I need to be able to navigate the content easily, so that I don't spend a lot of time searching.
4. As a user, I need to be able to monitor my children, so I can block certain content and know they are only watching approved shows, movies, etc.
5. As a user, I would like to be able to sort and search content by various filters (ex: genre, title, actor).

Top five requirements from the standpoint of a user interface:

1. As a user interface developer, I need a NoSQL database, so that I can easily grow and change documents in a collection.
2. As a user interface designer, I need a generic category list of the content that will be getting displayed, as this will help me design an interface that is easy to use.
3. As a user interface developer, I need to know the modes in which the application will be accessed (mobile browser, desktop browser, mobile application, streaming device, etc.) in order to develop different applications and make the web interface responsive.
4. As a user interface developer, I need to be able to troubleshoot errors effectively when they arise and be able to fix them efficiently.
5. As a user interface developer, I need to provide security for existing user accounts and new user accounts.