**Project Plan**

**Shuffler Tumblr**

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ITopia is part of the Hogeschool van Amsterdam

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**Management Summary**

In response to the request of Shuffler.fm, ITopia is developing a mobile application that

runs on the iPhone. Using this application should enable the user to quickly browse to

musical content that is offered on Tumblr. The content to be displayed is selected by

Shuffler.fm. Radio stations made of blogs and websites; music blogs are filtered on listenable content, which starts playing automatically. While listening to a single, the relevant post is shown. Where there is music with an article a shuffler can be provided alongside the article. The player will accept many kinds of content, such as mp3 or YouTube. The blog post is shown so as not to blatantly steal away visitors.

Shuffler.fm provides us with a rough sketch to create the user interface. Considering

how the application mainly creates a different way to use Tumblr, the interface should

resemble Tumblr in the way it works.

This project will be divided into five phases, also known as sprints. The project ends on 17-06-2013. A week before the end we will deliver a fully functional app as agreed upon. After the delivery there is still one week left to fix minor bugs or make final adjustments when necessary.

Correspondence regarding the development of the app is generally done by mail. When urgency is required, this will be done by phone.

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# Introduction

Shuffler.fm is a company that primarily concerns itself with turning websites and blogs

into playlists or “radiostations”.Ordered by genre, the user is transferred to a page or

blog that was found to feature such music, which automatically starts playing. Once the

song has ended, the next piece of music and page are loaded. This way users shuffle

through the entire web looking for music and written articles of their interest.

Shuffler.fm's world-wide userbase can create playlists or radio stations of their own, to

keep up with their favourite blogs and websites.

Shuffler.fm wants to leverage Tumblr, a large, international blogging platform, to give

users access to a more personal form of radio and music blogging. With the Tumblr

Shufflr app every blog on Tumblr can be used as a radio on the iPhone.

Considering the vast amount of content on Tumblr, a smooth way to access and filter

musical content from a mobile device would be quite useful.

The application will be built in a team consisting of five members: Berend Al, Bart de Man, Casper Eekhof, Mo Salem and Justin Oud. Berend Al is the team

leader and will be maintaining the correspondence. This team is part of a bigger

project team consisting of 15 members. This means that, in case of unforeseen

circumstances, other members from the team can offer assistance if

necessary.  
At the same time, this project is also part of a bigger project Prove IT. Prove IT is a project that is formed by eight different projects. In order to complete Prove IT, the project team of 15 members must complete all eight different projects.

This document contains the plan for bringing this project of Shuffler.fm to a successful end.

The project definition, contacts and the approach are fully explained so that the

agreements may be clear. This way there will be few surprises; everyone

involved know what will happen. Furthermore the project risks are described

as well to keep all on their guard. The project is divided into several

sub products, which are described below right before the project planning.

# Project definition

The project aims to create an app for the iPhone which plays the music posted on Tumblr blogs, making them akin radio stations. An app which plays music from tumblr does not exist yet and Tumblr.com itself doesn’t do any automatic playing of content, but fits in perfectly with Shuffler.fm's other products. Users will thus be able to listen to the music on any existing tumblog, adding a lot of value to the platform for those interested in music. Tumblr provides an API through which an app can get content to use in the app and how to interact with that content.

The project's scope will span code for one iPhone application with any designs and documentation it brings forth. The code will be written in the standard Objective-C language, and thus probably be compilable on Xcode 4.4 or later and target iOS 5 or later (as claimed on apple's website). The code will at least function to the extend agreed upon during the feedback meetings with the client. However, bugs and other faults cannot be ruled out, the code will be delivered in an operational state. The project does not include an iPhone with the app installed, nor does publicising it on the app-store. The project also cannot claim to deliver any support after the project has ended as the team will be disbanded.

## Tasks

All of the members will be involved on every aspect of the development, but for the sake of the management higher up, here is how the responsibilities of tasks may be assumed, in no particular order:

* J Man – Project management  
  Making plannings for the development sprints, distributing tasks, tracking progress and keeping contact with the client, upper management and the team members is done by J and assisted by Berend.
* Berend Al - Project management and development  
  Berend will mainly focus on the overall development of the app. At the same time he will assist J with the project management.
* Justin Oud - Networking, Tumblr API and filtering  
  Establishing connections with Tumblr, negotiating with its API and filtering out the things relevant to our app will be the responsibility of Justin.
* Mo Salem - Usability  
  Mo will be making sure all of the desired functionality is present and focus on getting the smoothest experience from it, think about reducing load times on startup or between page switches, making the control elements understandable and clearly visible.
* Bart de Man - User Interface  
  Everything that is displayed will be under Bart's responsibility, additionally this includes the tapping of buttons and other gestures on the screen.
* Casper Eekhof - App logic  
  Casper will make sure that the User interface will be able to request the data it needs in an orderly fashion and that any automatic process' results will be displayed back.
* Sem Wong - Testing  
  Sem will be concentrating on hunting down and fixing bugs that appear during development. In his position, Sem will be spending a lot of time working with the other developers, but it is in his responsibility the app does not crash and always behaves correctly.

## Necessities

To successfully complete this project we will be needing a few things, for materials: A computer capable of running Xcode is needed in addition to an iPhone and something to connect the two. These materials can be borrowed from the Hogeschool van Amsterdam (HvA). A connection to Tumblr's servers is critical as well to be able to interact with the API, this can also generally be obtained on school or at home. In order to be productive enough we expect that seven team members will do, given that they have multiple projects to work on at the same time.

# Contact information and Organisation

Here you’ll find all the contact information of the people concerned with project Shuffler Tumbler. If one party (e.g. client party) has the need to communicate with the other party, they can do so via email and in emergency using the cell phone. The development team can be contacted via J Man.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Role** | **Phone** | **Email** |
| Tim Heineke | Client | +31626532272 | tim@shuffer.fm |
| Marcel Corso | Client | n.a. | marcel@shuffler.fm |
| J Man | Team Leader | +31614127248 | J.Man@hva.nl |
| Berend Al | Vice Team Leader | +31624998407 | Berend.Al@hva.nl |
| Casper Eekhof | Developer | n.a. | n.a. |
| Bart de Man | Developer | n.a. | n.a. |
| Justin Oud | Developer | n.a. | n.a. |
| Mo Salem | Developer | n.a. | n.a. |
| Sem Wong | Developer | n.a. | n.a. |

The team leader will be doing the same work as the developers in addition to maintaining contact and responsibility. The developers will be developing the application and negotiate with the clients on what exactly what should be developed. At least once every timebox the clients and developer will have an opportunity to talk about this. The current progress will be presented and after having discussed these results, the next priorities will be decided upon.

## Emergency Board

As soon as something seems to go wrong with the project, the so called ‘Emergency Board’ can be gathered to take measures so to lead the project in better directions. The Emergency Board consist of the following members:

|  |  |  |  |
| --- | --- | --- | --- |
| **Member** | **Role** | **Phone** | **Email** |
| Tim Heineke | Client | +31626532272 | tim@shuffer.fm |
| Marcel Corso | Client | +31626532272 | marcel@shuffler.fm |
| Ronald Kleijn | Project Manager  Prove IT\* | n.a. | r.kleijn@hva.nl |
| J Man | Team Leader  Prove IT and Shuffler Tumblr | +31614127248 | J.Man@hva.nl |
| Berend Al | Vice Team Leader Shuffler Tumblr | +31633234939 | Berend.Al@hva.nl |

\*: Prove IT is the main project whereas Tumbler Radio is a subproject.

## Organization chart of ITopia (HvA):

# Approach and Phasing

As per the clients preference, we will approach this project using largely Agile software development methods, even though we have little experience or knowledge of them. We did still loosely define a set of phases to help put things in larger perspective. The project itself will then be planned according to Agile’s Timeboxes, short sprints of development that end with a feedback session with the client after which a new sprint will be planned.

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Artifact(s)** | **Description** | **Deadline** |
| Genesis | Project Plan | We predetermine how to approach the project, along with a global planning. | 23-03-2013 |
| Design | Use cases,  Wireframes,  Class diagram | Shuffler.fm doesn’t need any document delivered except the source code of the project. For our own aid, we will still be making some documentation, though much less time will be spent on them than usual. | 07-04-2013 |
| Phase 1 | Prototype 1 | First of the two rough phases identified by the client. Here an application will be developed with the most basic functionality. | 05-05-2013 |
| Phase 2 | Prototype 2 | Second phase, where the app is extended beyond its minimal form. Mostly by tumblr-account intergration. | 26-05-2013 |
| Delivery | App | Final product | 10-06-2013 |

## Sub Product Specification

During each phase we will deliver sub product to the client. Below is a list of all the sub products we will deliver during each phase.

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Sub Product** | **Form** | **Description** |
| Genesis | Project Plan | Document | Document describing how we plan to approach this project and the rationale behind it. |
| Design | 1.Wireframes  2.System Requirements | 1.Image  Set  2.Document | 1.Series of images describing the flow and interaction throughout the app.  2.Consist of Use Cases and Class diagrams. |
| Phase 1 | Prototype 1 | App | App with the general user interface and the functionality for filtering and playing tumblrs all done. |
| Phase 2 | Prototype 2 | App | Continuation of Prototype 1, where the user will be able to log in to their tumblr to enable more interactivity and play personal lists. |
| Delivery | Shuffler Tumblr App | App | The product after the last few iterations to improve on Prototype 2 even more. |

# Global Planning

In this chapter you can find a more detailed planning of each phase. The planning might be adjusted during the project when necessary. However, the project end date will not change.

## Genesis

The project started on 04-02-2013 when we were handed the assignments, though only really caught steam after 11-02-2013, when we had our initial meeting with the client. During this phase the project team will have a first meeting with the client for an introduction and explanation of the project. After that the project team will write a project plan for this project.

This phase is planned to end 23-02-2013 or earlier, depending on when this document reaches the client.

## Design

During this phase we will Design how the system is to work, we will consider how the users are able to interact with the system, effectively identifying its use-cases. These are then used to make wireframes for the app, which help visualise the interaction flow. This process must absolutely not take more than two weeks, so focus will lie on creating a usable and sound wireframe and not creating complete design documents. The deadline for this phase will be 07-04-2013.

## Phase 1

The client pointed out the possibility of dividing up the app into two phases, leaving out some functionality in order to enforce proper prioritisation. The first prototype will then only make radio stations from a fixed set of “featured” tumblrs. Here the plan is separated. On one hand the creation of the user interface, a welcome/splash page, featured list and the radio page. On the other hand the app logic, tumblr filtering and multiple types of music players. Ultimately the goal is to let those two run in parallel. When the standard audio players of mp3 and youtube are done, we may start considering researching spotify or soundcloud integration.

Before the end of this phase on 05-05-2013, a first prototype with the mentioned functions will be delivered.

## Phase 2

Continuing with the first proto type, Phase two will start off with OAuth integration to allow users to interact with the app using their own tumblr account. This will allow following, favouring and reblogging when viewing a certain post. It will also allow the generation of radio stations of the user’s own dashboard, tumblr, favourites or followed tumblrs. It might even be nice to consider pushing an OS notification when there is activity on the user’s tumblr.

The deadline for this phase will be on 26-05-2013. At the end of this phase the second prototype will be delivered.

## Delivery

In this final phase we will work on the last functionalities and design of the app.

The delivery of the app with all the functions as agreed upon, will be delivered a week before 17-06-2013, which is when our project ends. The delivery date might change depending on what happens during the project.

A graphical planning can be found in the appendix.

## Communication

Starting from the Design phase, the team will regularly report the process of the project to the clients after two weeks. Therefor the clients know what is happening and if the project is still proceeding according to plan.

After each phase, the project team will have a meeting with the client to check if the project is proceeding in the right way. After a feedback session with the client, we will plan the next phase together. The planning might change depending if the project is behind schedule or unexpected issues occur.

# Project risks and Budget

## Project risks

The possible risks during this project:

1. The delivery of the suggested design/templates could be delayed. Which could delay the wireframing.
2. In an iterative process, the client could change his mind during the presentation of the prototypes. In extreme cases this could result in an worrying increase in workload.
3. If tumblr were to decide to cancel its API at any point, the project will suffer from severe issues on all fronts.
4. Lack of communication can result in misunderstandings which can lead to unnecessary problems.

The risks can be displayed in the following table and calculated with the following equation: chance \* effect.  
The risks can be rated by chance and effect on the project with numbers from 1, which stands for a small chance and small effect, to 5, which stands for a high chance and big effect.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Risk | Counter measurement | Chance | Effect | Risk |
| Delay in delivery | Reserve time for delay, while continuing with other tasks | 3 | 3 | 9 |
| Change of mind | Record all agreements | 2 | 4 | 8 |
| Cancelling API | Back-up plan | 1 | 5 | 5 |
| Lack of communication | Confirm every step and actions | 2 | 2 | 4 |

## Budget

The clients M. Corsa and T. Heineke will provide the licenses for the AppStore. Apart from these costs, there won’t be any other.

However the client should always be aware that unexpected costs might arise during the project.

If this is the case, it will be discussed with the client before the cost are made.

Examples of unexpected costs are missing material to develop with, missing third party software or the absent of valid licenses.

# Appendix

## Graphical planning

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