1. **BUSINESS CONTEXT/ OPPORTUNITIES**

**BUSINESS GOAL**

The primary business goal for the "Game of Thrones" website is to become the leading fan engagement platform offering comprehensive information, and discussions related to the "Game of Thrones" series. Indeed, Game of Thrones ThroneQuest is a fan-centric website that focuses on content and community.

Specific goals could include:

* **Increase Website Traffic:** Attract and retain a large user base of "Game of Thrones" fans.
* **Monetize Fan Engagement:** Through ads, affiliate marketing, and possibly selling exclusive fan merchandise.
* **Build a Community:** Create a space for fans to discuss and engage, increasing site stickiness and returning visitors.
* **Data Collection for Fan Insights:** Gather data on fan preferences and behaviors for targeted marketing and potential content creation.

**OPPORTUNITY**

The "Game of Thrones ThroneQuest" website stands at the forefront of a unique digital revolution in fan engagement. As the ultimate destination for fans of the legendary "Game of Thrones" series and its upcoming expansion with "House of the Dragon" Season 2 in 2024, ThroneQuest is poised to offer an unrivaled blend of comprehensive content and dynamic community interaction. Our ambition is to establish this platform as the primary hub for fans seeking in-depth information, including books, TV series details, character profiles, and a forum for discussion and theory exploration.

This initiative is set to significantly amplify website traffic, drawing in a dedicated fan base keen on exploring both the original series and the expanding universe with "House of the Dragon." The imminent release of Season 2 in 2024 presents an exciting opportunity to further enrich our database and cater to a growing audience, fostering an even deeper connection with the series.

ThroneQuest also presents an excellent opportunity for monetizing fan engagement through targeted advertising. With the influx of new and returning visitors, especially around the release of "House of the Dragon" Season 2, we anticipate a substantial increase in ad revenue.

The platform will serve as a valuable resource for gathering data on fan preferences and behaviors, which can be leveraged for targeted marketing and enhancing user experience.

At launch, focus will be on establishing core functionalities such as content management, user interaction, and search capabilities. Future enhancements will include more sophisticated community engagement and user interaction features. The foundation of our platform will be robust tables including Books, TV Series, Characters, and User information, each meticulously crafted to support our website's primary functionalities.

In summary, the ThroneQuest website is envisioned as a comprehensive, interactive fan experience platform. With the anticipated expansion of the "Game of Thrones" universe and the continued interest in the series, ThroneQuest is set to redefine fan engagement and community building in the digital entertainment landscape.

1. **PROJECT ACHIEVEMENT**

**SYSTEM FUNCTIONALITIES**

**Content Management**: Ability to add, update, and remove books, TV series details, characters, and theories.

**User Interaction**: Users can create accounts, submit reviews, and propose fan theories.

**Search and Discovery:** Users can search for books, characters, or series and explore related theories.

**Community Engagement:** Forums or comment sections for discussions on theories and characters.

**LOGICAL DATA MODELLING**

**Entities**

1. **User**

Attributes: UserID, UserType, FirstName, LastName

Foreign Keys: None

1. **UserContact**

Attributes: ContactID, UserID, Address, City, State, PostalCode, Phone, Email

Foreign Keys: UserID references User

1. **UserAccount**

Attributes: AccountID, UserID, Username, Password, IsActive, CreatedDate, LastLoginDate

Foreign Keys: UserID references User

1. **Book**

Attributes: BookID, Title, PublicationDate, AuthorFirstName, AuthorMiddleName, AuthorLastName

Foreign Keys: None

1. **TVEpisode**

Attributes: EpisodeID, SeasonNumber, EpisodeNumber, DateAired, EpisodeTitle

Foreign Keys: None

1. **Character**

Attributes: CharacterID, Name, Alias, Description, Status

Foreign Keys: None

1. **Theory**

Columns: TheoryID, Title, Description, UserID, CreationDate

Foreign Keys: UserID references UserAccount

1. **Review**

Columns: ReviewID, UserID, ReviewType, BookID, EpisodeID, CharacterID, Rating, ReviewDate

Foreign Keys: UserID references User, BookID references Book, EpisodeID references TVEpisode

1. **Comment**

Columns: CommentID, UserID, CommentType, EpisodeID, BookID, CharacterID, TheoryID, CommentText, CommentDate

Foreign Keys: UserID references User, EpisodeID references TVEpisode, BookID references Book, TheoryID references Theory

1. **OPERATIONS / CAPABILITIES**

**STAKEHOLDERS**

**Content Creators:** Manage and post new content.

**Users/Visitors:** Browse the website, read content, post reviews, and discuss theories.

**Administrators:** Oversee website operations, user management, and content approval.

**END USERS**

**Game of Thrones Fans:** Interested in exploring and discussing content.

**New Visitors:** Looking for information about the series.

**Researchers/Critics:** Analyzing the series for academic or review purposes.

**SYSTEM MODULES**

|  |  |
| --- | --- |
| **Module** | **Supporting Entities** |
| 1. User Management 2. User Registration 3. User Authentication 4. User Profile Management 5. User Activity Analysis | User  UserContact  UserAccount |
| 1. Data Reporting 2. Generating Reports on Reviews and Ratings 3. User Engagement Reports 4. Character Popularity Reports 5. Episode Rating Reports | Review  Comment  User |
| 1. Review Management 2. Submitting New Reviews 3. Editing Existing Reviews 4. Viewing Reviews by Episode 5. Calculating Average Ratings 6. Reviewer Engagement Analysis | Review  User |
| 1. Comment Management 2. Submitting New Comments 3. Editing Existing Comments 4. Comment Analysis by Type 5. Linking Comments to Users and Characters | Comment  User |
| 1. Episode Management 2. Adding New Episodes 3. Editing Episode Information 4. Episode and Rating Analysis 5. Managing Episode-Character Relationships | TVEpisode  User |
| 1. Character Management 2. Character Information Entry 3. Editing Character Details 4. Associating Characters with Episodes 5. Tracking Unreviewed Characters | Character  Comment  Review  User |

1. **DAY 1 (MVP) VS. DAY 2 (FUTURE RELEASE) OPERATIONS**

In launching the "Game of Thrones ThroneQuest" website, our strategy encompasses two phases: Day 1 (MVP) and Day 2 (Future Release), each tailored to enhance user experience and business growth.

**Day 1 (MVP):** Initially, our focus is on core functionalities to establish ThroneQuest as a go-to information hub. This includes content management for books, TV series, and characters, alongside enabling user interactions like account creation, reviews submission, and fan theory proposals. Additionally, a user-friendly search and discovery feature will be pivotal for easy navigation and exploration of content.

**Day 2 (Future Release):** The next phase aims to deepen community engagement with the introduction of forums or comment sections, creating a vibrant space for discussions. A significant addition will be the exclusive fan merchandise store, leveraging the site's popularity to monetize engagement and offer unique fan experiences. This phase will also utilize user data to refine marketing strategies and merchandise offerings, aligning with fan interests.

In essence, ThroneQuest's phased approach starts with establishing a strong foundation and progressively builds towards a more interactive and revenue-generating platform, capitalizing on the enduring popularity and expansion of the "Game of Thrones" universe.

1. **DAY 1’S ASSOCIATED TABLES**

The tables for the initial release will include entities like Books, TV Series, Characters, and basic user information, each with attributes to support the primary functionalities of the website.

**Books Table:** This table would store information about the books in the "A Song of Ice and Fire" series. It would likely include fields like BookID, Title, AuthorID, Summary, ImageURL, and PublicationDate. This table supports content management operations, providing users with detailed information about each book.

Example: A record in this table could be for the book "A Game of Thrones" with its respective publication date, summary, and a link to its cover image.

**TV\_Series Table:** This table would contain details about the TV series adaptation. Fields might include SeasonID, Title, Summary, ReleaseYear, ImageURL, and Rating. It serves to provide users with comprehensive information about different seasons and episodes.

Example: A record might include information about Season 1, its release year, a brief summary of the season's plot, and ratings.

**Characters Table:** It would hold details about various characters from the books and TV series. Fields could include CharacterID, Name, Alias, Description, ImageURL, and Status (Alive or Deceased). This table facilitates user searches for character-related information.

Example: A record for a character like Arianne Martell, detailing her role in the series, status, and an image link.

**Users Table:** Essential for managing user interactions, this table would have fields like UserID, Username, Password, and other relevant user details. It supports operations like user registration and profile management.

Example: User information, including username, password, and registration details.

**Reviews Table:** This table would be used for managing user reviews of books and TV episodes. It would include fields like ReviewID, UserID, ContentID, Rating, Comment, and DatePosted.

Example: A user review of a specific episode, including the rating given and the date it was posted.

These tables support the primary functionalities planned for the initial release, focusing on content management, basic user interactions, and search capabilities.