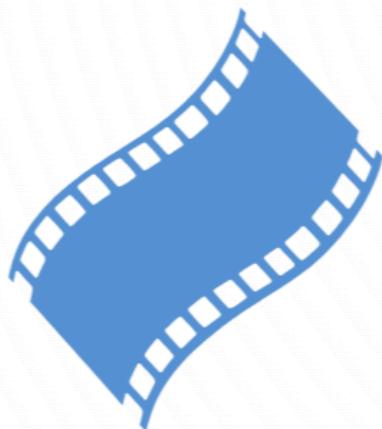


Project Proposal



PrimePix
PICK, RATE, ENJOY

Advanced Web | Group 4 | 12567 | Bruno

12th October, 2024

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2. Features

2.1 Key Features

Key Features	Description	Completed
Extensive Selection	A broad collection of Amazon Prime Movies, including various genres and categories.	<input type="checkbox"/>
User Ratings and Reviews	Registered users can rate movies on a scale and write detailed reviews to share their opinions and insights with the community.	<input type="checkbox"/>
User Registration and Profiles	Secure user registration and profile management functionalities will be implemented, allowing users to create accounts, manage their profiles, and track their activities (e.g., reviews, favorite movies).	<input type="checkbox"/>
Search and Filtering Options	Advanced search capabilities will enable users to find specific movies based on title, genre, rating, release year, and more. Filtering options will enhance the browsing experience.	<input type="checkbox"/>
Responsive Design	The website will feature responsive design, ensuring optimal viewing and functionality across desktop computers, tablets, and mobile devices.	<input type="checkbox"/>
Social Sharing Integration	Users will have the option to share movie details, reviews, and recommendations on social media platforms, increasing visibility and encouraging user growth.	<input type="checkbox"/>
Security and Data Privacy	Implementation of robust security measures, including encryption of sensitive data (e.g., user passwords, personal information), to protect user privacy and maintain trust.	<input type="checkbox"/>

2.2 Additional Features

Key Features	Description
Favorite List Management	Users can create and manage lists of their favorite movies, making it easier to track and revisit preferred titles.
Trending and Featured Movies	Highlighting trending movies, new releases, and top-rated films on the homepage to attract user interest and showcase popular content.
Admin Dashboard	A backend dashboard for administrators to manage user accounts, monitor site activity, moderate user-generated content, and perform system maintenance tasks.
SEO Optimization	Implement SEO best practices to improve the visibility of PrimePix in search engine results, driving organic traffic to the platform.

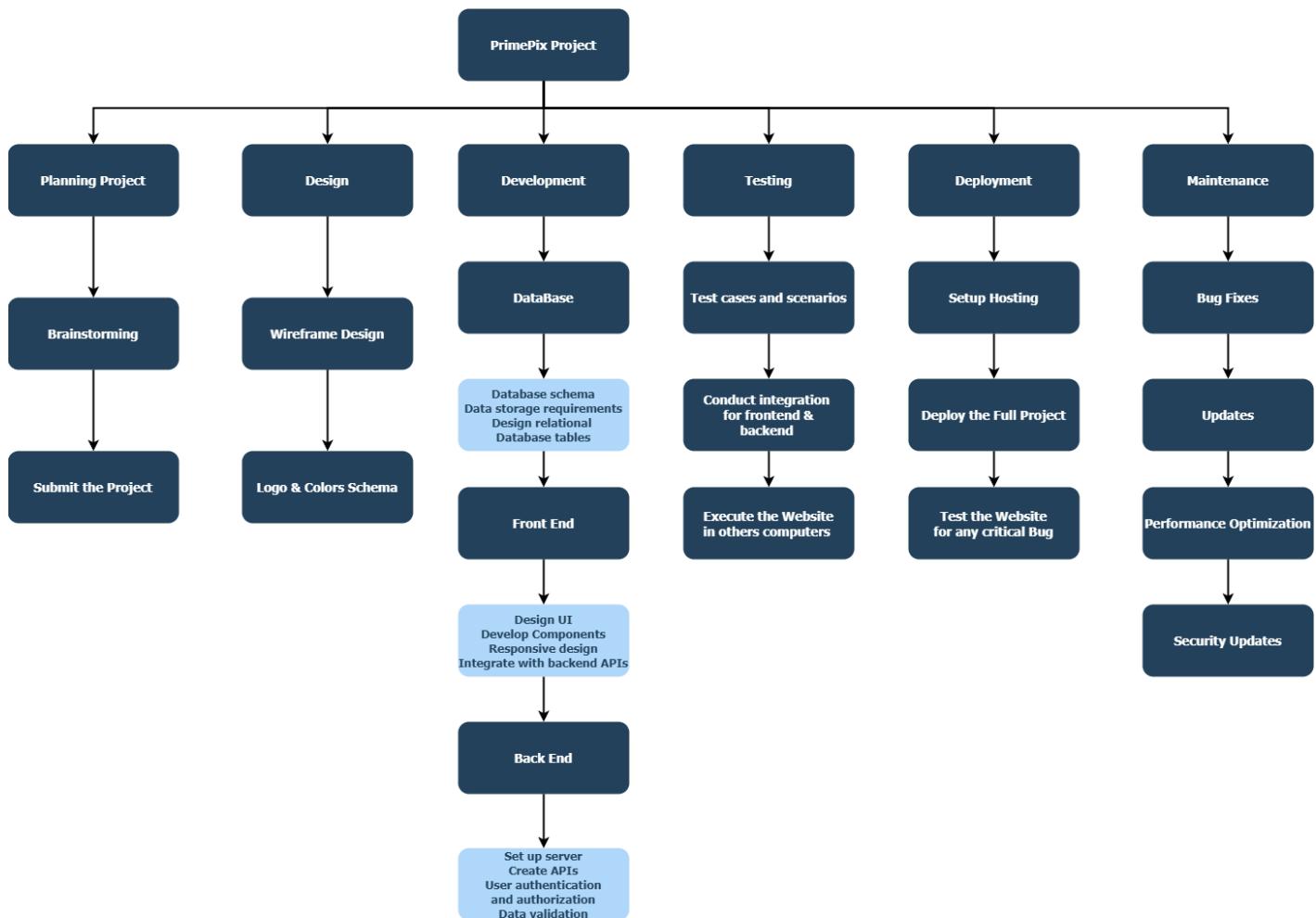
2.3 Potential Limitations

Key Features	Description
Performance Challenges	Handling large volumes of data and concurrent user requests may impact website performance, leading to slower response times or occasional downtime.
Security Vulnerabilities	Despite implementing security measures, vulnerabilities such as SQL injection, cross-site scripting (XSS), or data breaches could pose risks to user data and platform integrity.
Content Quality Control	Ensuring the accuracy and quality of user-generated content (reviews, ratings) may be challenging, potentially leading to misinformation or biased reviews.

Dependency on External APIs	Reliance on third-party APIs (e.g., for movie data from Amazon Prime) could lead to disruptions in service if the API is modified, restricted, or experiences downtime.
User Engagement and Retention	Maintaining consistent user engagement and retention rates may be difficult, particularly in a competitive market with numerous alternative platforms and sources of movie reviews.
User Experience Across Devices	Ensuring a seamless user experience across various devices (desktops, tablets, mobile phones) and operating systems may require continuous testing and optimization efforts.
Budget and Resource Constraints	Limited budget for hosting, maintenance, and development could impact the speed of feature implementation, scalability plans, and overall project timeline.
Technical Expertise and Support	Accessing adequate technical expertise and support for troubleshooting complex issues or implementing advanced features could be challenging, especially for a small development team.

3. Project Progression

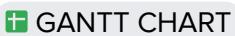
3.1 Work Breakdown Structure for PrimePix



[Please Click to See WBS](#)

3.2 Timeline (GANTT CHART)

[Link for the Gantt Chart:](#)



4. Risk Analysis

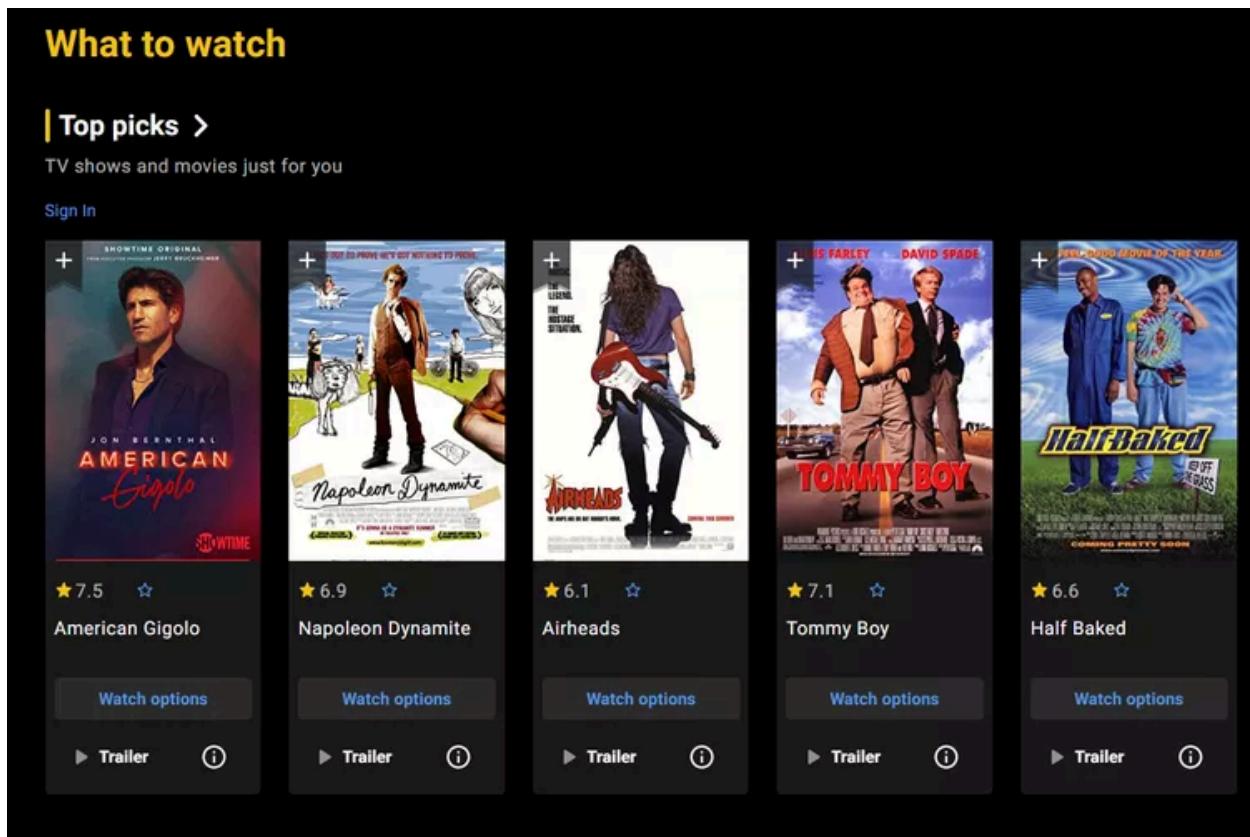
1. Very Unlikely 2. Unlikely 3. Neutral 4. Likely 5. Very Likely

Risks	Likelihood	Mitigation
Performance Challenges Handling large volumes of data and concurrent user requests may impact website performance, leading to slower response times or occasional downtime.	4	Implement scalable cloud hosting solutions (e.g., AWS, Google Cloud) to handle increased traffic. Optimize database queries and use caching strategies to improve response times. Regular performance testing and load balancing can help manage high traffic periods.
Security Vulnerabilities Despite implementing security measures, vulnerabilities such as SQL injection, cross-site scripting (XSS), or data breaches could pose risks to user data and platform integrity.	3	Regularly update and patch all software components. Use web application firewalls (WAF) and conduct regular security audits. Implement strong encryption for sensitive data and employ security best practices, such as input validation and secure coding guidelines.
Content Quality Control Ensuring the accuracy and quality of user-generated content (reviews, ratings) may be challenging, potentially leading to misinformation or biased reviews.	4	Implement a moderation system where user-generated content is reviewed before being published. Use automated tools to detect and filter out spam or inappropriate content. Encourage community reporting and feedback to identify and address quality issues.
Dependency on External APIs Reliance on third-party APIs (e.g., for movie data from Amazon Prime) could lead to disruptions in service if the API is modified, restricted, or experiences downtime.	3	Develop fallback mechanisms to handle API downtimes, such as caching frequently accessed data. Maintain open communication with API providers and monitor API usage to quickly adapt to any changes. Consider having alternative data sources if the primary API becomes unavailable.
User Engagement and Retention Maintaining consistent user engagement and retention rates may be difficult, particularly in		Develop features that promote user engagement, such as personalized recommendations, gamification, and community-building activities.

a competitive market with numerous alternative platforms and sources of movie reviews.	4	Regularly update content and introduce new features based on user feedback. Use marketing strategies to attract and retain users, such as social media campaigns and email newsletters.
User Experience Across Devices Ensuring a seamless user experience across various devices (desktops, tablets, mobile phones) and operating systems may require continuous testing and optimization efforts.	3	Adopt a mobile-first design approach and use responsive web design techniques. Conduct regular usability testing across different devices and operating systems. Use analytics to monitor user behavior and identify areas for improvement.
Budget and Resource Constraints Limited budget for hosting, maintenance, and development could impact the speed of feature implementation, scalability plans, and overall project timeline.	4	Prioritize essential features and focus on delivering a minimum viable product (MVP) first. Seek additional funding sources, such as investors or grants, if necessary. Optimize resource allocation and use cost-effective tools and services.
Technical Expertise and Support Accessing adequate technical expertise and support for troubleshooting complex issues or implementing advanced features could be challenging, especially for a small development team.	3	Provide ongoing training and professional development for the team. Consider outsourcing or consulting with external experts for specialized tasks. Build a support network and community of practice to share knowledge and resources.
Compliance with Legal Requirements Adherence to legal requirements (e.g., data protection regulations) could pose challenges and potential risks if not properly managed.	2	Stay informed about relevant legal regulations and ensure compliance from the start. Implement robust data protection measures and regularly review legal compliance. Consult with legal experts to address any concerns and ensure ongoing adherence.

5. Market and Competition Analysis

1. IMDb (Internet Movie Database)



Strengths:

- Extensive database covering movies, TV shows, and celebrities.
- User-generated reviews and ratings.
- Advanced search and filtering options.
- Integration with Amazon Prime Video for streaming.

Weaknesses:

- Interfaces can be cluttered and overwhelming for casual users.
- Primarily focused on all types of media, not exclusively Amazon Prime.

2. Rotten Tomatoes



Strengths:

- Aggregates professional critic reviews alongside user reviews.
- Provides a Tomatometer score for each movie.
- Offers audience scores and reviews.

Weaknesses:

- Limited to movies released in theaters or major streaming services.
- Emphasis on critic reviews may not always align with user preferences.

4. Metacritic

The screenshot shows the Metacritic website's 'New and Notable' section. It features four items with their respective Metaccores and reviews:

- Elden Ring: Shadow of the Erdtree** (game): Universal Acclaim (Based on 59 Critic Reviews) - Metacore: 95
- The Bikeriders** (movie): Generally Favorable (Based on 42 Critic Reviews) - Metacore: 72
- The Exorcism** (movie): Mixed or Average (Based on 15 Critic Reviews) - Metacore: 47
- Inside Out 2** (movie): Generally Favorable (Based on 58 Critic Reviews) - Metacore: 74

Strengths:

- Aggregates critic reviews for movies, TV shows, music, and games.
- Assigns a Metascore based on critics' reviews.
- Includes user reviews and scores.

Weaknesses:

- Focuses on critical reception rather than user experience.
- Limited to major releases and may not cover all content on Amazon Prime.

PrimePix Unique Selling Proposition (USP)



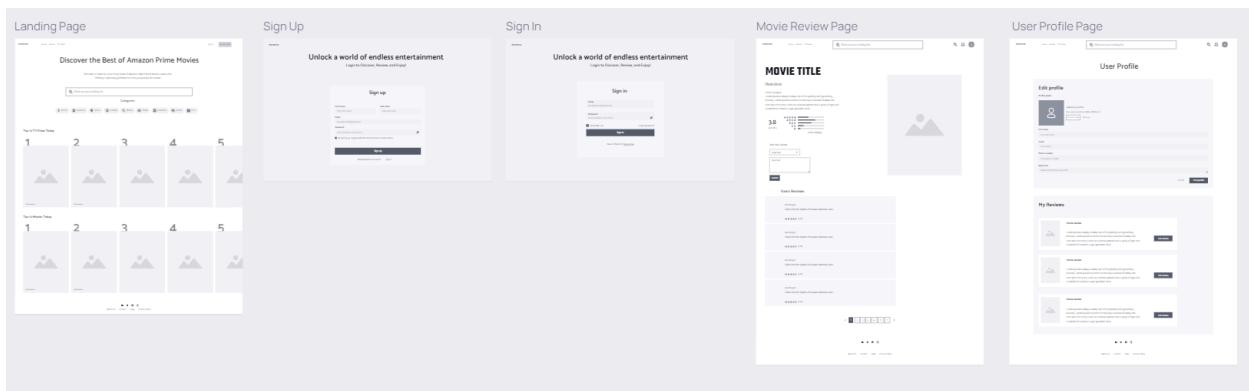
Focus on Amazon Prime Movies: PrimePix exclusively reviews and recommends movies available on Amazon Prime, providing a targeted and curated experience for users.

User-Driven Recommendations: Empowers users to share their reviews and ratings, influencing community-based movie recommendations.

Intuitive Interface: A streamlined design and user-friendly interface ensure easy navigation and discovery of Amazon Prime movies based on genre, ratings, and user reviews.

6. Layout Plans and Wireframes

6.1 Wireframes



Link for the Wireframes:

[Figma Wireframes](#)

Discover the Best of Amazon Prime Movies

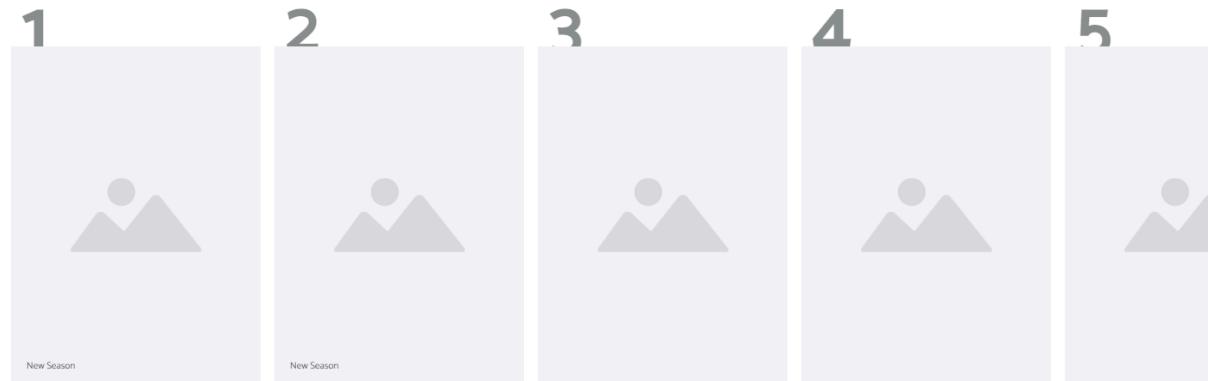
Welcome to PrimePix, where every frame of Amazon Prime's finest movies comes alive, offering a captivating platform that fuels your passion for cinema.

What are you looking for

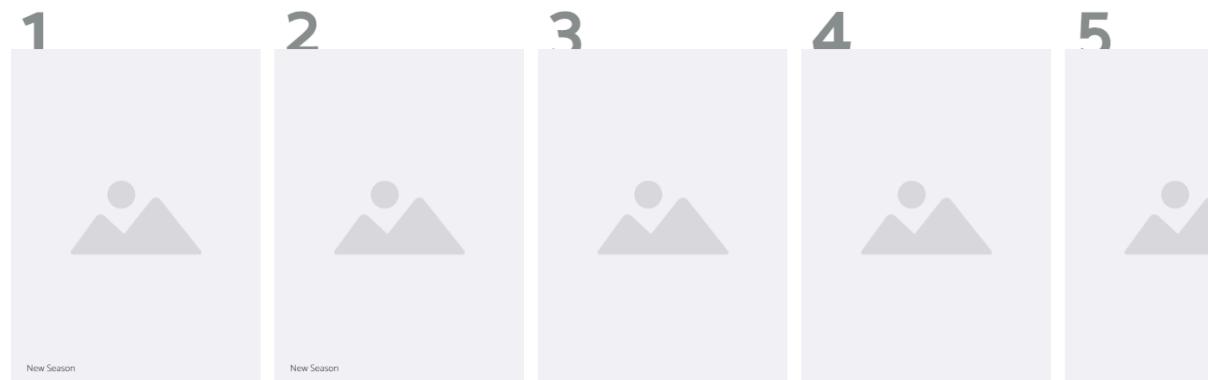
Categories

Action Romance Horror Comedy Mystery Family Animation Drama Sci Fi

Top 10 TV Show Today



Top 10 Movies Today

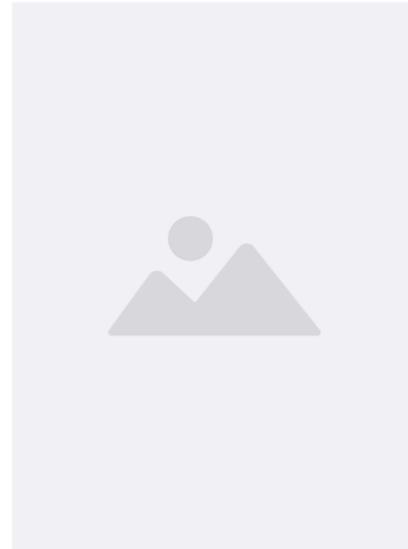


MOVIE TITLE

Movie Genre

Movie Synopsis:

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



Add Your Review

Users Reviews

Ava Morgan

Delve into the depths of human emotions and...

(2,706)

Ava Morgan

Delve into the depths of human emotions and...

(2,706)

Ava Morgan

Delve into the depths of human emotions and...

(2,706)

Ava Morgan

Delve into the depths of human emotions and...

(2,706)

Unlock a world of endless entertainment

Login to Discover, Review, and Enjoy!

Sign in

Email
example.email@gmail.com

Password
Enter at least 8+ characters 

Remember me

[Forgot password?](#)

[Sign in](#)

New to PlayCine? [Signup now](#)

Unlock a world of endless entertainment

Login to Discover, Review, and Enjoy!

Sign up

First name Last name

Enter first name Enter last name

Email

example.email@gmail.com

Password

Enter at least 8+ characters 

By signing up, I agree with the Terms of Use & Privacy Policy

[Sign up](#)

Already have an account? [Sign in](#)

User Profile

Edit profile

Profile photo



Upload your photo
Your photo should be in PNG or JPG format

 Choose image Remove

Full name

 Your full name

Email

 Your email

Phone number

 Your phone number

About me

 Tell something about yourself Cancel Save profile

My Reviews

Movie Review



Lore ipsum is simply dummy text of the printing and typesetting industry. Lore ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

 Edit Review

Movie Review



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 Edit Review

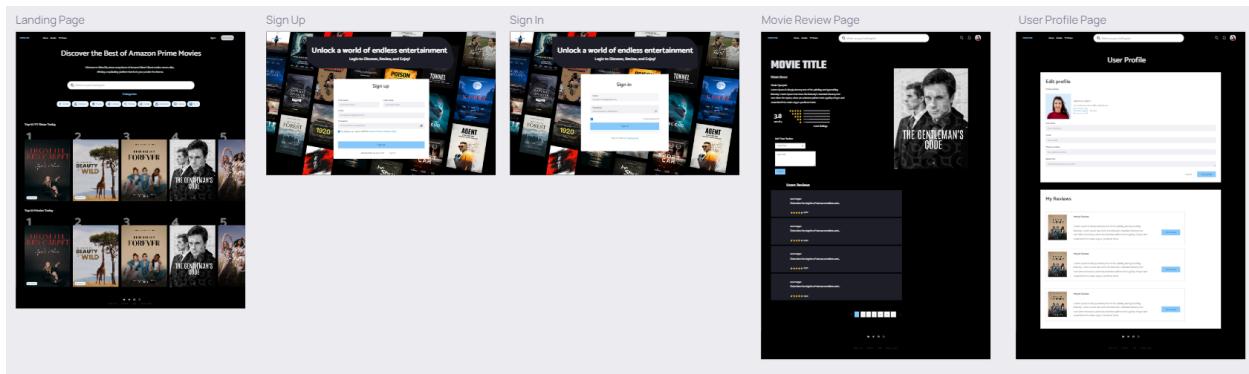
Movie Review



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 Edit Review

6.2 Mockup



Link for the Mockup:

[Mockup](#)

PRIMEPIX

Home Movies TV Shows

Sign in Join PrimePix

Discover the Best of Amazon Prime Movies

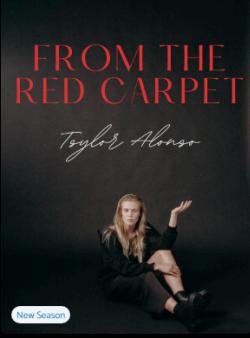
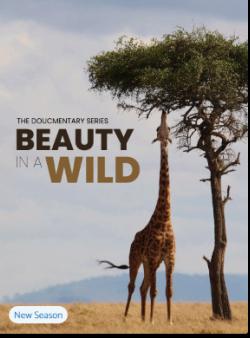
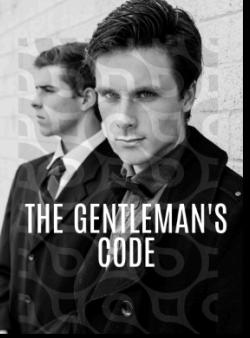
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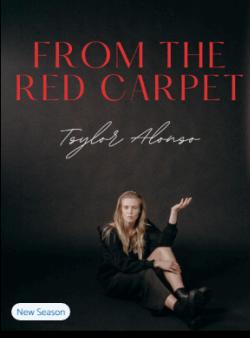
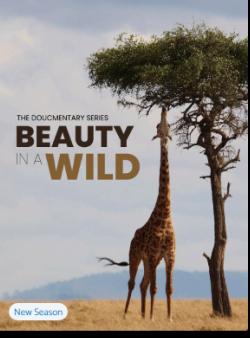
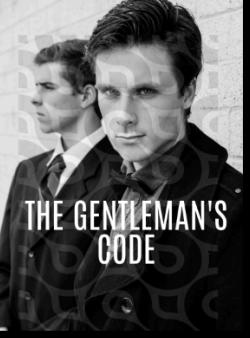
Categories

Action Romance Horror Comedy Mystery Family Animation Drama Sci Fi

Top 10 TV Show Today

1  2  3  4  5 

Top 10 Movies Today

1  2  3  4  5 

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PRIMEPIX

Home Movies TV Shows

What are you looking for

Search Bell User Profile

MOVIE TITLE

Movie Genre

Movie Synopsis:

Lore Ipsum is simply dummy text of the printing and typesetting industry. Lore Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

3.8
out of 5

2.706 Ratings

Add Your Review

Dropdown

Input text

Submit

THE GENTLEMAN'S CODE

Ava Morgan
Delve into the depths of human emotions and...

★★★★★ (2,706)

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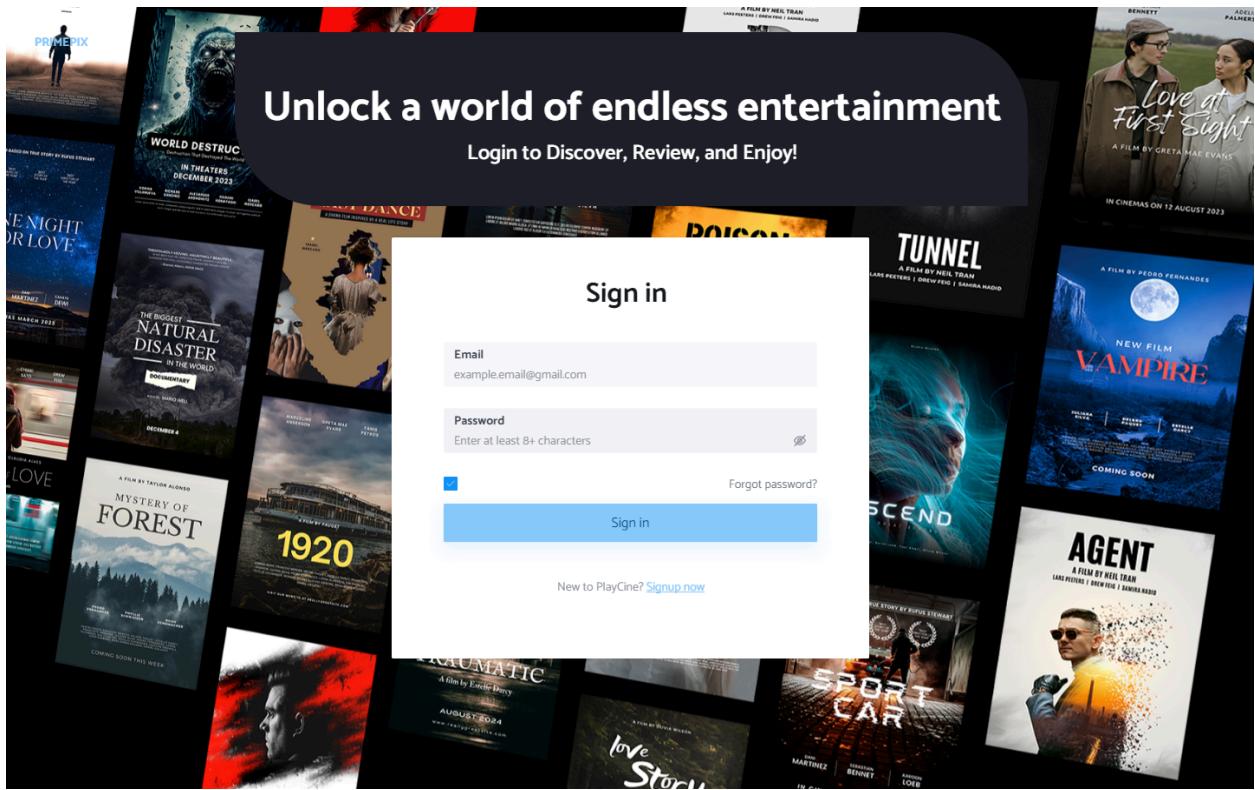
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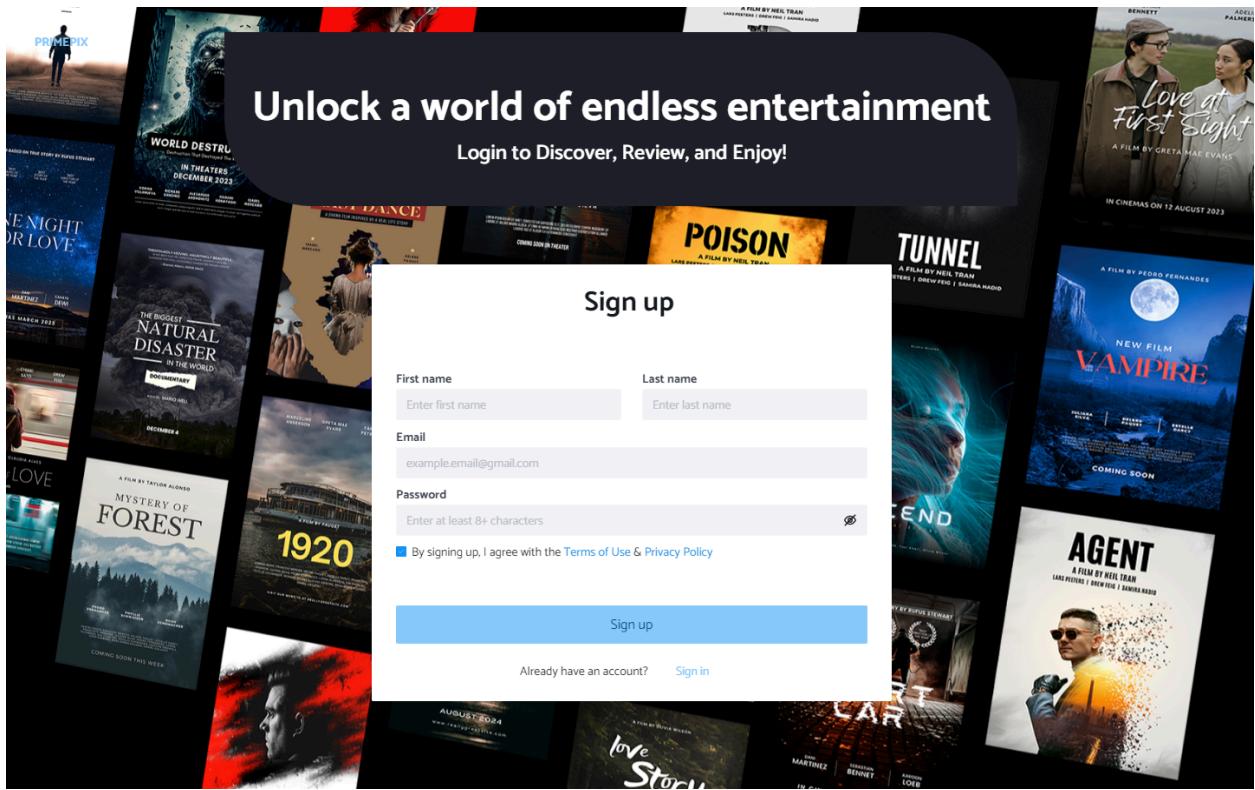
★★★★★ (2,706)

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User Profile

Edit profile

Profile photo



Upload your photo

Your photo should be in PNG or JPG format

[Choose image](#)[Remove](#)

Full name

Your full name

Email

Your email

Phone number

Your phone number

About me

Tell something about yourself

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My Reviews



Movie Review

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[Edit Review](#)

Movie Review

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[Edit Review](#)

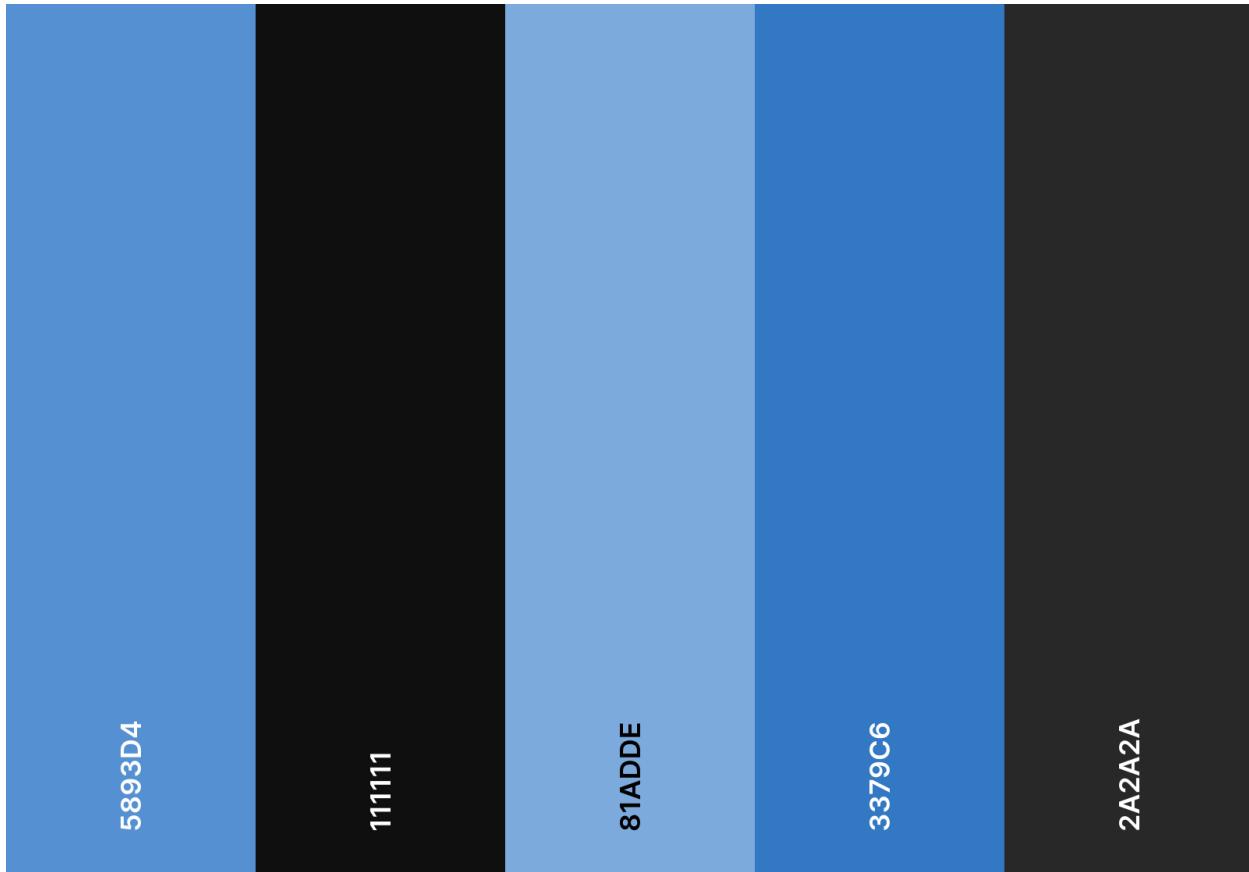
Movie Review

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[Edit Review](#)



Color Scheme:



PrimePix

coolors

Logo:



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