**CMPE 131 Software Engineering**

**Moo Project**

Paul Diaz

Stefan Francisco

Timothy Magallanes

Tyler Olson

Movie reviews are a very popular way for moviegoers to assess a film’s overall quality and whether or not they find the movie worth promoting and recommending to family, friends, and other associates. Although there are many popular movie review websites that cater to moviegoers in providing assessments, critique, and other opinions, none provide a true interactive feel that users can access right off of their mobile devices immediately after the movie is over.

For our project, we propose the development of an application where avid movie fans can offer a fan-rating of the movie, post personal opinions, critique the movie, and join in discussions regarding the movie. Users would be able to share their thoughts and ratings of movies through common social media websites, thus further promoting our Moo mobile application as well as said movies. Wouldn’t it be amazing if moviegoers were able to write reviews of movies or trailers they just watched and receive incentives such as free movie tickets, popcorn, soda, candy, and monetary refunds? Moo aims to provide just that! The more you comment and vote on movies and movie trailers, and the more people who approve of or “like” your comments, the “moo-re” points you get, the “moo-re” incentives you receive!

//**Description of the Project - Solution of the Project - Contents of Moo**

A user has to create a free Moo account in order to write a movie or trailer review, or even “liking” someone else’s review. Users can write a review of either the film or trailer they just watched, and publicly publish the review so other users are able to read their reviews, having the ability to “like” them. The idea behind this is the more film reviews or trailer reviews a user writes, the more points the user earsn, called “Moo-re points”. Furthermore, the more “likes” a user receives from other users for the review written, the more points the user earns. User accounts are simple and concise; usernames created have to follow strict guidelines deemed publicly acceptable. Users may choose to have their personal information, such as location and email, publicly displayed on their profile, or kept private. Additionally, users can choose a small picture to upload as their profile picture. All of this is easily set-up during the registration process once the application has been downloaded.

//**What its context/market is**

Our target audience for this mobile application are active moviegoers who enjoy critiquing and discussing movies. In order to hit this market, we plan on offering in-application incentives to promote more voting and discussions. Our in-application incentives will allow users to earn free movie tickets and concession goodies (popcorn, candy, etc.), after accumulating a certain number of “Moo-re” points.

**//What would set it apart from other similar projects**

The majority of moviegoers who write satisfactory critiques and ratings aren’t compensated for their reviews, nor are the smaller population of users who offer in-depth responses and critiques. Our Moo application promotes users to offer in-depth responses and critiques, thus earning points to receive free movie tickets and more. This main reason is what separates our application from other movie review applications and websites. Additionally, given the future longevity of our application, we are confident movie producers will pay more attention to user feedback and critique, perhaps altering future production plans and/or movie prequel/sequels to adhere to the general population. We don’t expect all of our Moo users to take critiquing seriously- in which case those who don’t won’t be rewarded with Moo-re points (in accordance with our guidelines). Users who write fake reviews will be dealt with accordingly by having their post/review deleted. If the said user continues to write fake reviews, they will be adequately warned until further action, such as account banning, will be taken.

There are four members on the team: Paul Diaz - junior Software Engineering student, Tyler Olson - senior Industrial and Systems Engineering student, Stefan - senior Computer Engineering student, Timothy - senior Computer Engineering student. Our team plans to meet three times a week, three hours each meeting, for a total of nine hours per week (9 hours \* 4 members = 36 hours to spend per week).

Cost Estimation

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| --- | --- | --- |
| COST | | |
| Time |  | 167 |
| Labor | 1500 \* 4 | 6000 |
| Software Lincesses | $25 | 25 |
| Hardware | $1500 \* 4 units | 6000 |
| Others | $1,000 | 1000 |