

Thronies Hub

Background:

Home Box Office (HBO) is an American premium cable and satellite television network owned by Time Warner through its respective flagship company Home Box Office, Inc. They telecast theatrically released motion pictures, original television series, made-for-cable movies, documentary, sporting events -boxing match, stand-up comedy and concert specials.

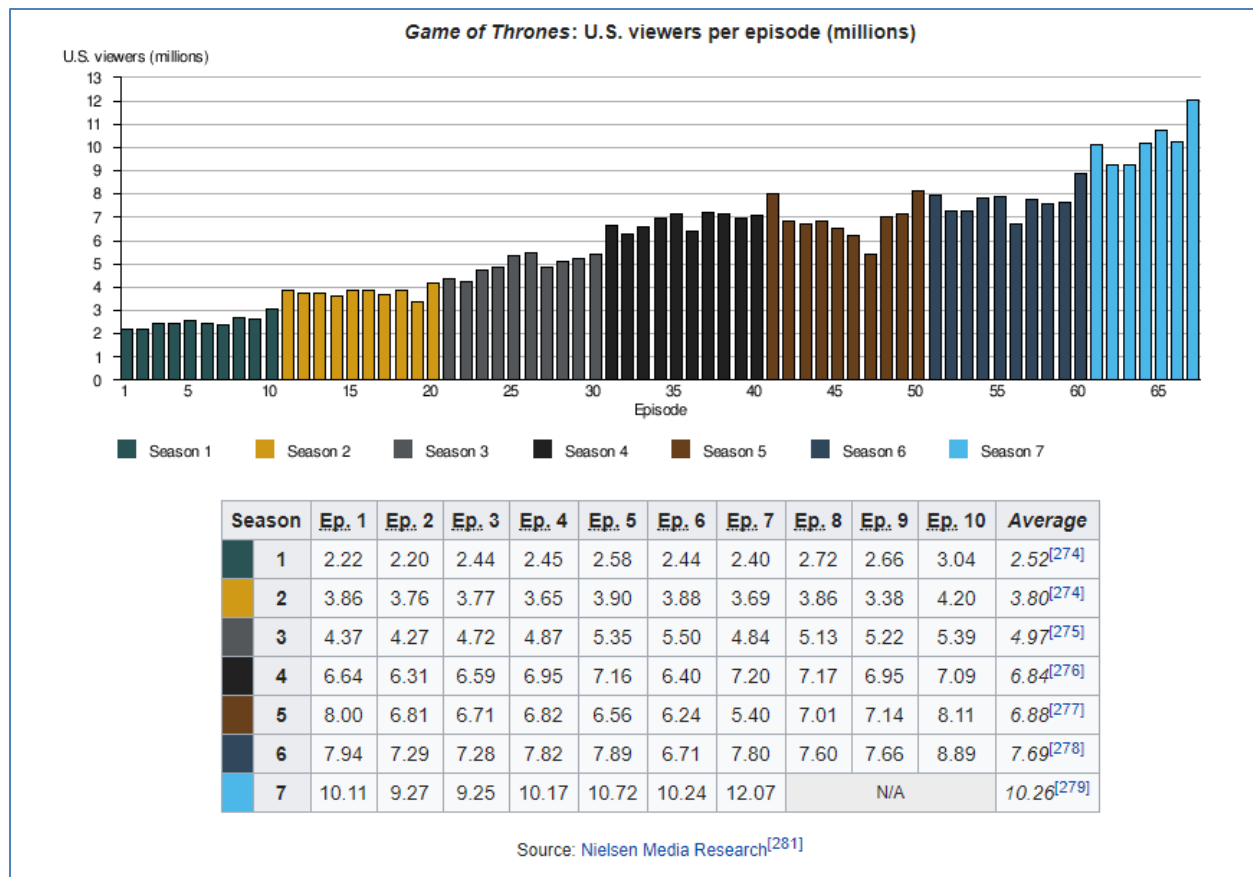
HBO had laid out a strategy to gain the number one position in the media market. As part of this strategy, they are looking to partner with a few consultancies and develop engagement platform to create loyal fans for its popular shows.

Business context:

Game of Thrones (GoT) has attracted record viewership on HBO and has a huge and active, international fan base. It has been acclaimed by critics, for its actors, complex characters, story, scope, and production value.

The first season averaged 2.5 million viewers for its first Sunday-night screenings and a gross audience (including repeats and on-demand viewings) of 9.3 million viewers per episode. For its second season, the series had an average gross audience of 11.6 million viewers. The third season was seen by 14.2 million viewers, making Game of Thrones the second-most-viewed HBO series (after The Sopranos). For the fourth season, HBO said that its average gross audience of 18.4 million viewers (later adjusted to 18.6 million) had passed The Sopranos for the record.

By the sixth season the average per-episode gross viewing figure had increased to over 25 million, with nearly 40 percent of viewers watching on HBO digital platforms. In 2016, a New York Times study of the 50 TV shows with the most Facebook Likes found that Game of Thrones was "much more popular in cities than in the countryside, probably the only show involving zombies that is". In season seven, the viewers' numbers averaged at over 30 million per episode across all platforms.



Source: Wikipedia

The Problem Statement:

HBO has identified **BrandManage** as one of the consultants for creating an engagement platform for GoT series, the **Thronies Hub**.

The main objective of the **Thronies Hub** is to convert anonymous followers into loyal fans through a process of engagement and brand expenditures. The engagement is aimed to deliver memorable experiences to the fans and increase HBO's brand value. **BrandManage** is looking for a team who can help them develop a progressive web application for **Thronies Hub**.

Thronies Hub shall have options to engage fans through varied membership options, news and events, merchandise, achieves of past series, challenges like quizzes, guessing characters, GoT houses, relationships between the families etc.

HBO would set up an exclusive team to manage **Thronies Hub**, who would fully own the responsibility of content update.

Note to customer to align features to capabilities:

Our aim is allow every campus mind to pick 1 user story and implement end to end to get an exposure to all layers UI, Business layer, service layer and DB.

Please ensure the following are addressed in the features they implement:

- Ensure CRUD (Create-Retrieve-Update-Delete) operations are covered as a basic minimum.
- Admin and end user operations to be considered throughout.
- Login
- Search
- Personalization
- Time box 1 could be more on MVP and Time box 2 on personalization.