

Arkansas Film Commission Website

IFSC Major

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Mr. Wallace, Mr. Bauer, Dr. Pierce
UALR
Little Rock, AR 72204

Dear Mr. Wallace, Mr. Bauer, Dr. Pierce

Thank you for spending time going over Arkansas Film Commission website requirement. During the question answer session, I thought of several ways in which I might be able to develop the website. Based on my assessment and understanding, Arkansas Film Commission is looking for a website that lists all the films that has Arkansas ties, drill down in those films and display what kind of ties they are, the location they are shot in, or actor and actresses. The website I am planning to develop will fetch data from <https://www.themoviedb.org/> and Encyclopedia of AR. During the prototype phase, I plan to take design ideas from <https://www.imdb.com/>

PROBLEM AREAS

Each of the filmmakers who are interested in filmmaking in Arkansas depends on external sources to understand the landscape, movies that were shot here, and the actors who have ties to Arkansas. Filmmakers usually have high investments in this kind of project and they may be interested to find out details on the location, incentive they may be able to get etc. Absence of central website promoted by Arkansas Film Commission makes this process costly and inefficient – and the information they may collect are prone to error. This can cost state of Arkansas unrealized revenue that it may lose and the potential job creation for the local talents in the state of Arkansas.

ADVANTAGES OF A WEBSITE BY ARKANSAS FILM COMMISSION

The website will offer state-of-the-art navigation page, collecting movies data that has ties to Arkansas and centralizing it for design flexibility. The website will include actor information such as name and picture, and movie information such as movie poster, release date, and names of cast. The website will also include information related to movie genre, how it is related to Arkansas and navigation to drill on ties with Arkansas. According to Mark Smallcombe, writing for Xplenty website (<https://www.xplenty.com/blog/top-5-reasons-to-centralize-data/>), top 5 reasons for a business or organization to centralize data of their interest are 1) Helps optimize Data Assets, 2) Enhanced Consistency, 3) Focus on What's Important, 4) Enhanced Customer Experience, 5) Saves Time and Money.

ADVANCED TECHNOLOGY

The website will be equipped with following standard features:

- State-of-the art navigation page that can be accessed on public domain.

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- Functionality and usability that address Arkansas Film Commission requirement.
- Data around analytics.
- Uses time.
- Data collection from Encyclopedia of AR and <https://www.themoviedb.org/>
- Links to the contacts and website that Users may reach out to learn more about filming in Arkansas.

EFFICIENT ACCESSIBILITY AND CUSTOMER SERVICE

The website will be designed keeping in mind that it is intended to provide research kind of platform to understand diversity of landscape. Unifying feature of users will be people interested in films in AR. As the website will be deployed in public domain, it will include Arkansas Film Commission contact information for enquiry about filmmaking in Arkansas and potential incentive. By having direct access to all the data and contact information, any potential user can more efficiently verify, fulfill and get information about their project.

TRAINING AND SERVICE

As all the installation can be centralized, setup and installation can be brief. As the installation provides easy to navigate front-end application, your staff will need minimal training to know how to use product.

SCHEDULE

Summary Milestone Schedule	
Project Milestone	Target Date (mm/dd/yyyy)
Project Start	09/23/2020
Data Source Identification	10/31/2020
Prototype	12/05/2020
Complete Solution	05/01/2021
Deploy Solution	05/01/2021
Project Complete	05/01/2021

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WORKS CITED

- 1) Smallcombe, M. (2019, May 05). Top 5 Reasons to Centralize Data. Retrieved September 29, 2020, from <https://www.xplenty.com/blog/top-5-reasons-to-centralize-data/>