

**PROJECT CHARTER PLAN**  
**<ARKANSAS MOVIE DATABASE>**

**UALR - IFSC**  
**2801 S. UNIVERSITY AVE.**  
**LITTLE ROCK, AR 72204**

**DATE 10/20/2020**

## EXECUTIVE SUMMARY

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.

## PROJECT PURPOSE/JUSTIFICATION

### Business Objectives

The website will offer state-of-the-art navigation page, collecting movies data that has ties to Arkansas and centralizing it for design flexibility. 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.

### Project Objectives and Success Criteria

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. The website 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.

### Assumptions

Here is the list of assumptions in this project

- The data captured in themovedb.org is accurate.
- The data captures all the information related to actor, actress, and location with ties to Arkansas.

## Risks

- The website will primarily rely on data extracted from Encyclopedia or AR and themoviedb.org. If there are future changes to these resources in terms of their data collection or accessibility, that will impact the project.

## PROJECT DELIVERABLES

The website will be equipped with following standard features:

- Easy to use navigation page.
- 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.

## SUMMARY MILESTONE SCHEDULE

The project Summary Milestone Schedule is presented below. As requirements are more clearly defined this schedule may be modified. Any changes will be communicated through project status meetings by the project manager.

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

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	05/15/2021

## AUTHORIZATION

Approved by the Project Sponsor:

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<Project Sponsor>

<Project Sponsor Title>

Date: \_\_\_\_\_