

IST 420

Disney+ Systems Integration Milestone #5

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Prof. Howerton

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## **Executive Overview**

Disney+ is an on-demand, ad-free streaming service created by The Walt Disney Company. Subscribers of Disney+ have a multitude of choices in series and movies that are produced by Disney. Many people will see familiar names such as Pixar, Marvel, Star Wars and National Geographic. Disney+ provides a selection of subscription services, such as a monthly or yearly subscription. In addition, subscribers can pay an extra cost to have Hulu and/or ESPN+ with their subscriptions.

Disney+ is a fairly new streaming platform and the competition is already having years in the streaming space. So due to the young age of Disney+, there are many things that the platform may improve on so that they can catch up and eventually surpass the competition. One concept that could be looked into is the user interface for Disney+. User interface is extremely important aspect in having any platform. The UI needs to be easy to read and navigate or else many current subscribers will not be returning unless improved upon. With the current free trials that Disney+ offers, the UI is the easiest way to keep or lose potential subscribers. With how popular Disney+ has become, its important to find ideas of improvement or implementation to keep those subscribers. Another aspect to look at may be the responsiveness of the streaming platform. No user wants to sit and wait for their favorite shows to buffer or take forever getting to the next page. This can easily create frustrations and push users to end their subscriptions with Disney+.

For this project, our group will be looking deeper into Disney Plus, the operation of their streaming platform and how they provide those services. The goal is to find ways to implement a system that eventually pulls Disney Plus ahead of the competition. As a streaming platform that is new and to keep up with the other aged and experienced platforms could provide a challenge for Disney+ even with its already popularity with the Disney name. It is important to find how Disney+ can improve so that subscribers stay subscribers and consistently bring newer subscribers in.

## **Organization Background Summary**

Walt Disney started as a very small animation company. His first contract was with a company out of New York who contracted him to produce his "Alices Wonderland" cartoon. Originally names the Disney brothers cartoon studio, it was later changed to the better known Walt Disney Studio. He had a marginally successful Oswald the lucky rabbit cartoon that was later essentially stolen out from under him when the contracting company hired his animators behind his back and then discovered via his contract did not own the rights to Oswald. A short time later Disney animated arguably his most notable character ever, Mickey Mouse. This would lead to a chain of animated successes both in cartoons and in film. Much later after many more successes, Walt found himself unhappy with the state of local family entertainment such as zoos and carnivals. So he decided to build his first family-oriented theme park names Disneyland. This eventual success would lead to the creation of more theme parks such as Disneyworld and other international parks. Eventually, Disney would get into owning its cable TV network then branching out into more and more entertainment ventures. While doing so Disney would also continue to absorb companies and grow its entertainment empire. Its newest venture into direct to consumer entertainment is Disney+ which has allowed Disney to maintain a steady income even with the closure of its parks and cruise lines(d32.com).

The mission statement for the Walt Disney company as taken directly from their website is "The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company."

The goal of Disney+ specifically is to integrate its mass entertainment empire into one easy to use directly to a consumer product that requires a monthly subscription. At 6.99 a month or 70 dollars per year Disney+ is priced competitively with other subscription services such as Netflix. Even though it is still very new, and may have more to prove to become as successful as Netflix or amazon Disney+ has something its competitors simply do not the Disney name. At launch Disney+ has poised itself to take advantage of a huge target audience offering both nostalgic contents, behind the scenes, and new content. So far Disney has seen 50 million dedicated subscribers and believes there is still room to grow.

### **Organizational Chart and Culture Summary**

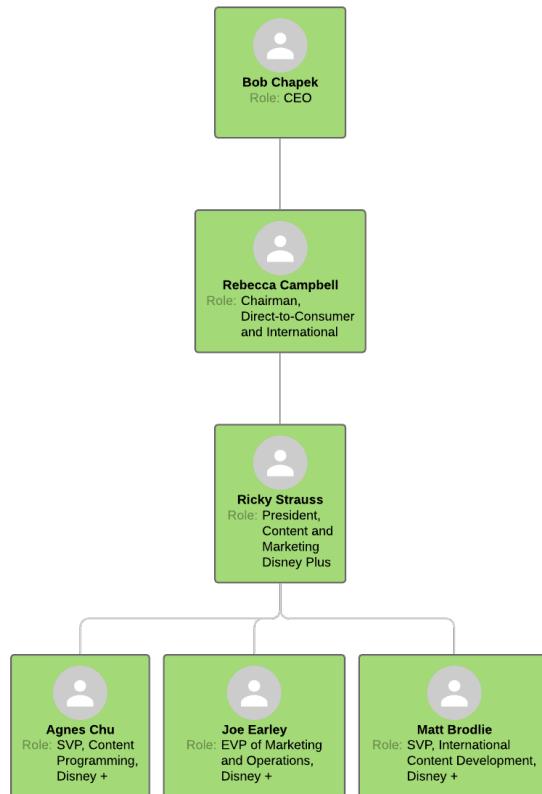
The culture within Disney is in large part be reflected in the way the company looks to improve the world within it operates. Disney undertakes a multitude of corporate social responsibility initiatives that acknowledges the impact a company of Disney's size and breath can have on the international community. Disney clearly states this on the opening page of their site saying, "We believe social responsibility is a long-term investment that serves to strengthen our operations and competitiveness in the marketplace, enhance risk management, attract and engage talented employees, and maintain our reputation."(Social Responsibility 2020). Statements such as this embody the understanding that Companies cannot operate within silos, and the initiatives they support can bring societal changes that benefits their employees as well as their organization.

Disney's social responsibility, which reflects its culture, focuses on seven keys areas which include: Social Impact, Environmental Sustainability, Conservation, Supply Chain, Content & Products, Reporting, Diversity & Inclusion. Yearly reporting from Disney highlights many of the key successes. Examples of these achievements include reducing net emissions by 47% from 2012, contributing over \$2 million to empower workers and improve supply chain traceability, and charitable contributions that exceeded \$338 million (The Walt Disney Company 2019). Examples such as these only highlight a few of Disney's achievements in 2019. As you can probably imagine, a corporation with such diverse interests can affect change across a multitude of interests. Disney continues to build off their past successes with a myriad of new targets for emissions, waste, volunteering and healthy living.

The leadership team responsible for ensuring such a diverse and inclusive culture can be seen in Figure 1.1 and Figure 1.2

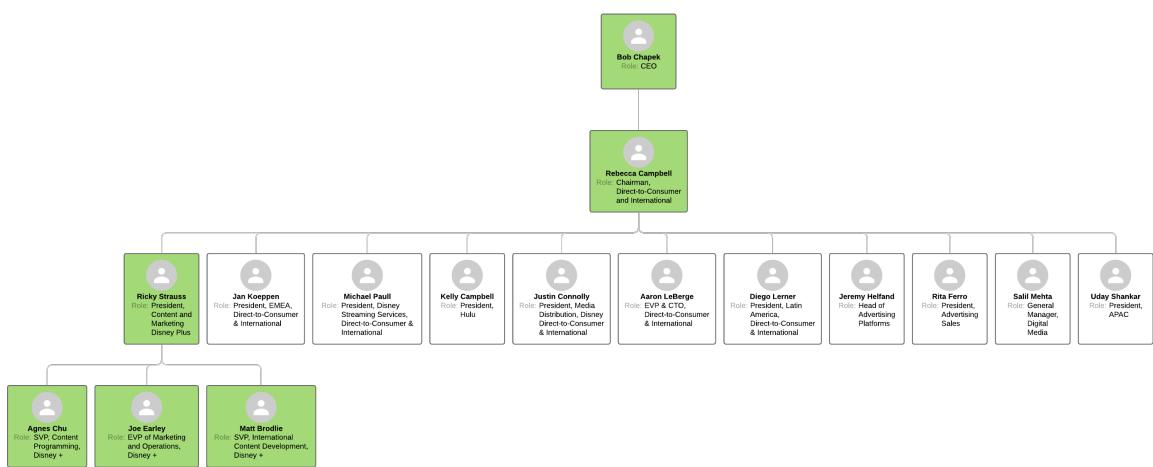
**Figure 1.1 - Direct Reporting Structure**

**The Walt Disney Company**  
September 9, 2020



**Figure 1.2 - Structure Within the Disney Companies**

**The Walt Disney Company**  
September 9, 2020



## **Policies and Procedures Summary**

Disney+ has substantial governance in place for users of their service. However, as a streaming service, there is limited governance of their business processes. The Digital Goods and Services Tax Fairness Act was passed in 2011 and serves as the guideline for taxing and governing digital goods and services. Since that time, roughly half of the states in the US have any legislation that pertains to digital goods and services which includes streaming. Firstly, we will discuss the relatively standard policies and procedures applied to users of Disney+. Next, we will examine the impacts of the lack of governance on Disney+.

Disney+ has a privacy policy, a subscriber agreement, and a Marketing Rights Disclosure document that govern use of their service. The Disney+ privacy policy details the types of information that is collected, why this data is collected, who it is shared with, and how a user can opt-out. Some of the notable information that is collected includes:

- User name,
- Email address,
- IP address,
- Payment information,
- Location data

The subscriber agreement provides details to users about how they can cancel their service, the terms of the service use, copyright information, and the arbitration process. Based on this agreement, Disney+ is essentially able to sell a service that the user never actually owns. Examples of this service construct include the future unavailability and temporary download clauses. These clauses basically inform users that even if they download or pay specifically for a selected title, Netflix and its named subsidiaries or partners can later decide to prohibit use of said download. The marketing rights disclosure is mandated governance that forces companies to give consumers the option to opt-out of the selling of their personal data.

Unfortunately, for consumers, streaming is a disruptive technology that has largely been left ungoverned and unchecked by objective third parties. As long as a company secures the rights to the content they wish to stream, the public is largely subjected to whatever governance the streaming service deems acceptable. For a company like Disney which essentially creates and has full control of its own media, this is a very lucrative oversight that they fully exploit. For example, this year Disney will release their live-action production of Mulan exclusively to its streaming platform Disney+ for a whopping 429% premium to existing customers and almost 200% more than the average cost to rent a new movie from any other streaming platform. The company cites this cost as a “premium content experience” since this content will only be available on their platform. While this type of verticality is not limited to the Disney+ streaming platform, they represent one of the most abhorrent examples of a streaming monopoly.

Disney+ has a considerable amount of governance for users much like other companies in the streaming industry. Sadly, the governance imposed on these entities is lacking and they have carte blanche on how much they charge users and how they restrict their content.

## Stakeholder Analysis

A key element in the buildout of any new process requires gathering feedback from all of those involved within the project. A stakeholder analysis provides a great mechanism to capture all the parties that will have a role within your project. Below is a sampling of the roles that are required when considering changes to the Disney plus use case.

*Figure 1: Stakeholder and Communication Plan*

Stakeholder & Communication Management Plan								
Project Name: Disney + User Analysis				Project Manager:				
Who	What			How		Who	Other	
Stakeholder	Stakeholder's Role	Influence High/Low	Interest High/Low	Support Neutral Against	Monitor Inform Satisfy Manage	Strategy	Strategy Owner	Comments
Ricky Strauss	Brand and Content Strategy Director	High	High	Support	Manage	Weekly communication on project status. Get his buy in on major decisions.	Project man.	
Christina Cobb	Content Programming Director	High	High	Neutral	Satisfy	Weekly communication on project status. Get his buy in on major decisions.	Project Man.	understanding users will be critically important for this role
Jane Doe	Disney + Consumer	High	Low	Neutral	Monitor	Communication as major project milestones of improvement	Marketing	Timely communications will be an important step in keeping engagement throughout the project.
John Smith	UX Designer	Low	High	Support	Inform	Weekly communication on project items. User will be providing new designs within the branding guidelines.	Project man.	User will be a key stakeholder throughout the project and incorporate the feedback from all teams involved.
Patrick Kane	Project manager	High	High	Support	Manage	N/A	Project man.	
Azure or AWS	Cloud Service	Low	Low	Neutral	Inform	As needed per the project scope.	IT Manager	Jonathan Toews - 867-5309  toews@amazon.com Corey Crawford - ccrawley@google.com Alex Debrincat - debrink@apple.com
Paypal/Apple/Goo	Payment Service	Low	Low	Neutral	Monitor	As needed per the project scope.	IT Manager	Andrew Shaw - acrabshack@paypal.com
...								

## External

### Cloud Service

To provide a self-scaling, high speed hosting service that provides both the speed needed for streaming and a guarantee of a strong uptime. Service is both self-scaling based on network traffic to ensure against streaming delays but also meets all required standards for protecting customers personal and payment information.

### Subscription Payment Service

Payment service will collect and validate payment from customers. Will pass payment collection verification onto streaming service to allow customer access. Will comply with all payment collection laws. Will be responsible for keeping customer payment information secure.

## Internal

### Customer

Customers of Disney Plus represent a very broad age group, with many customer's growing up watching Disney content their entire lives. Monthly revenue from customer's represents the main source of revenue for Disney Plus with some in-app purchases available. This will represent a diverse group of people including families, couples spanning across the globe.

## Content Strategy Director

As part of the strategy at Disney Plus the Director must decide what content and how often the content is delivered to the work. Furthermore, the Director must help to determine what content will best serve the customers of Disney Plus within the varying global markets. Ultimately, the content distribution strategy is an essential component to help ensure a consistent stream of revenue.

## Content Programming Director

This position requires someone adept and anticipating the future needs of customers. The content Programming Director is focused on analyzing existing trends to help identify new content for the network that future users will consume within Disney Plus. In addition, this role must ensure that content remains affordable, so the monthly subscription costs do not out pace what consumers are willing to pay.

## Appendix A – Use Case Diagrams

Figure 2 – Disney+ Login/Sign-up

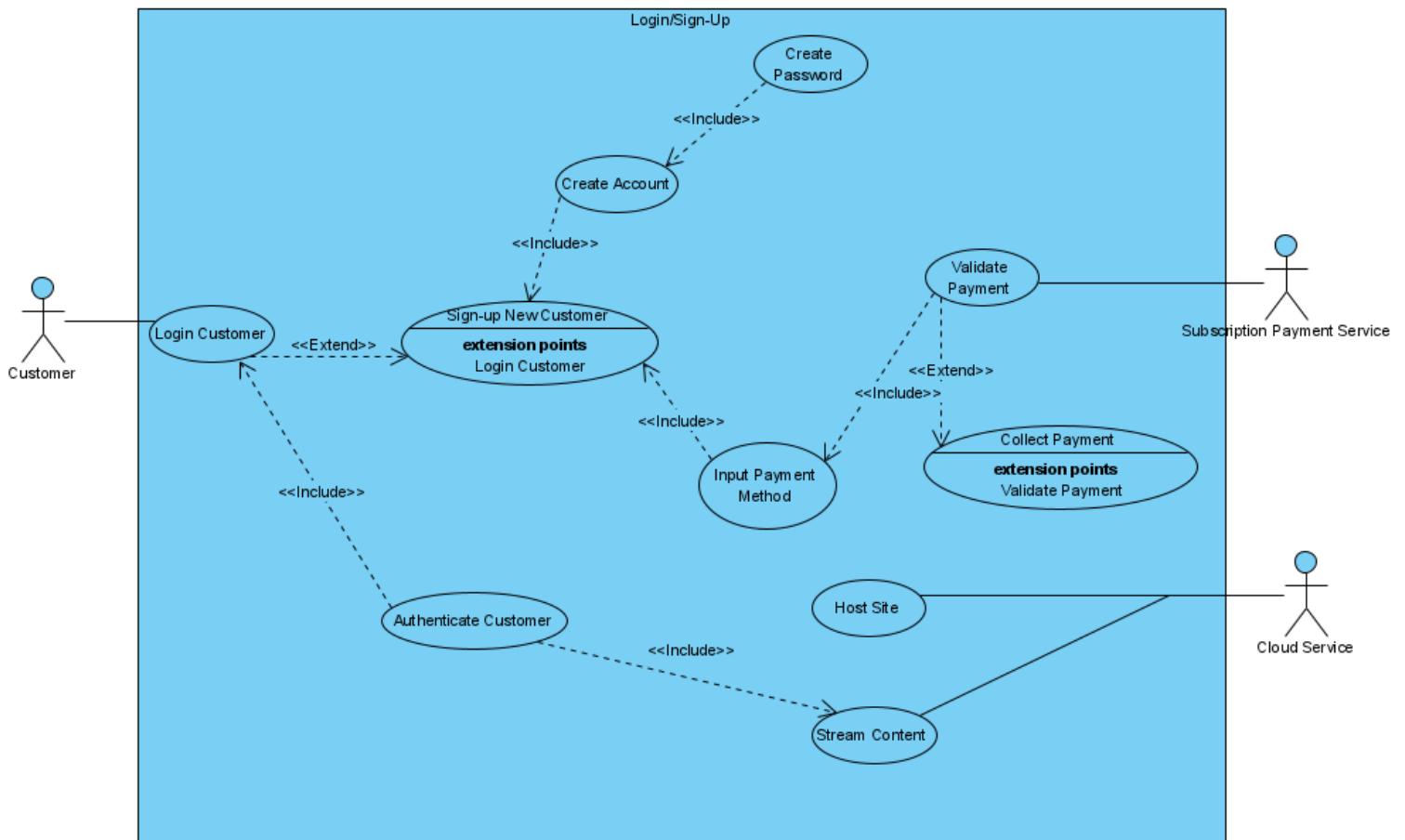


Figure 3 – Disney+ Searching for Content

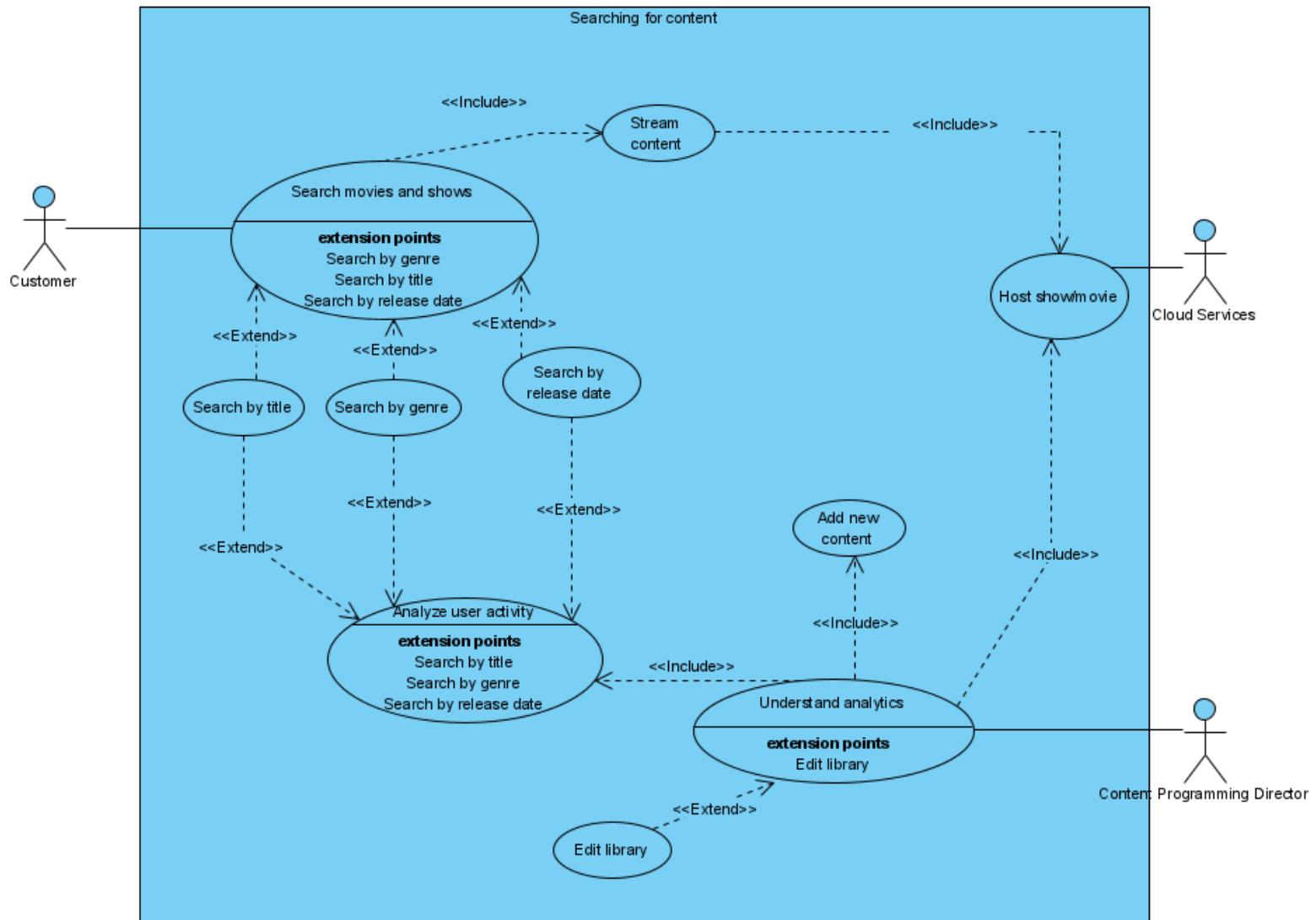
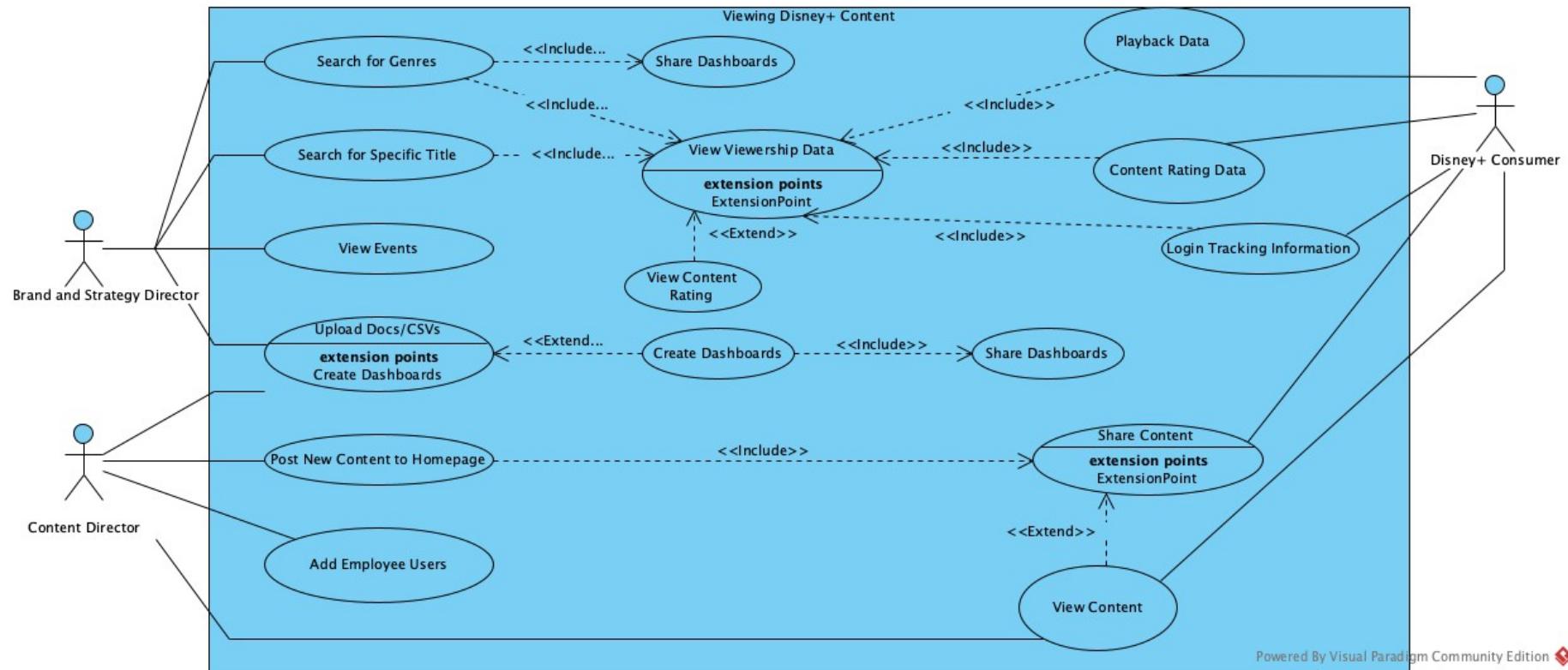


Figure 4 – Viewing Disney+ Content



**Figure 5: Customer Login Activity Diagram**

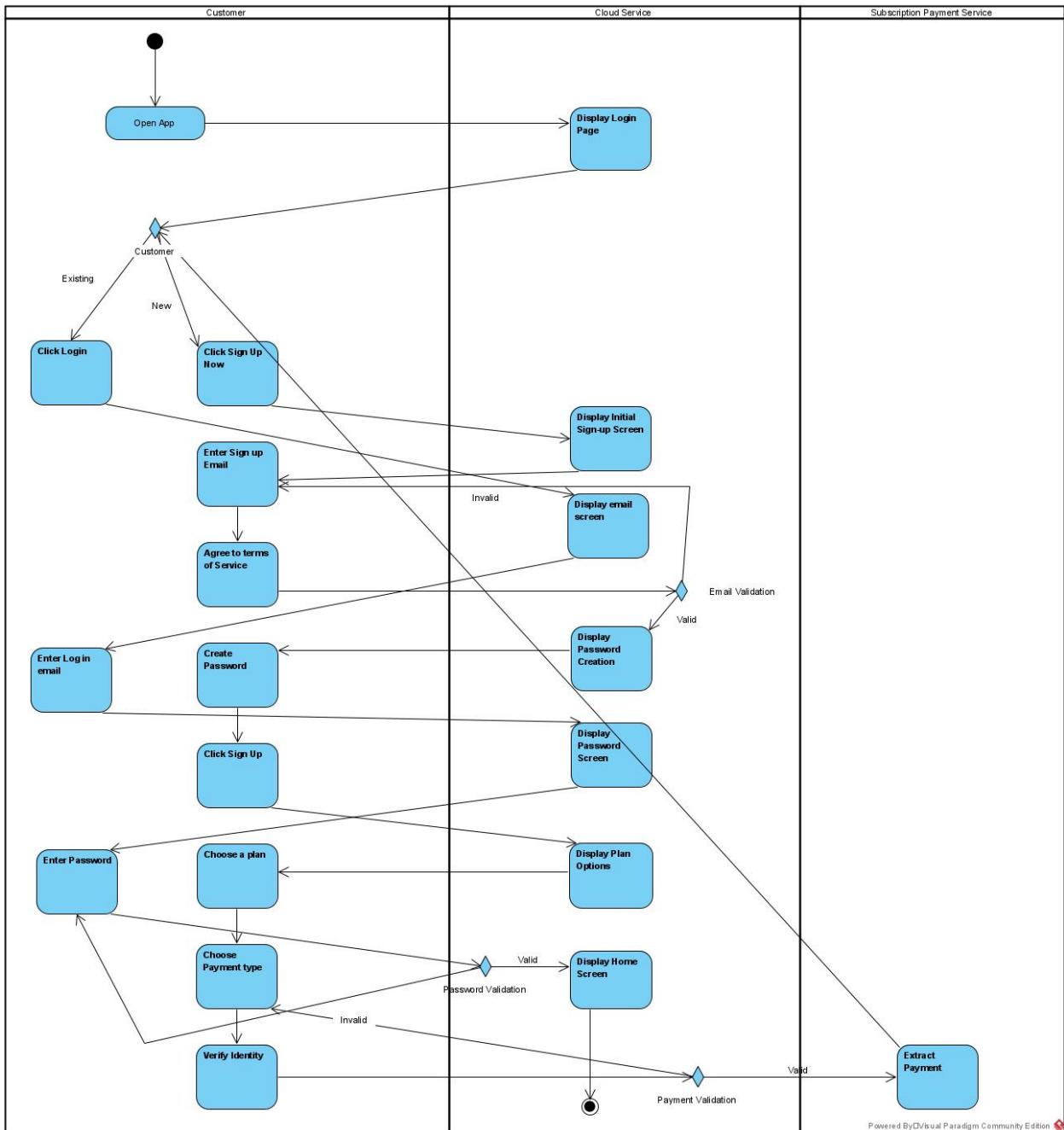


Figure 6: Searching Content Activity Diagram

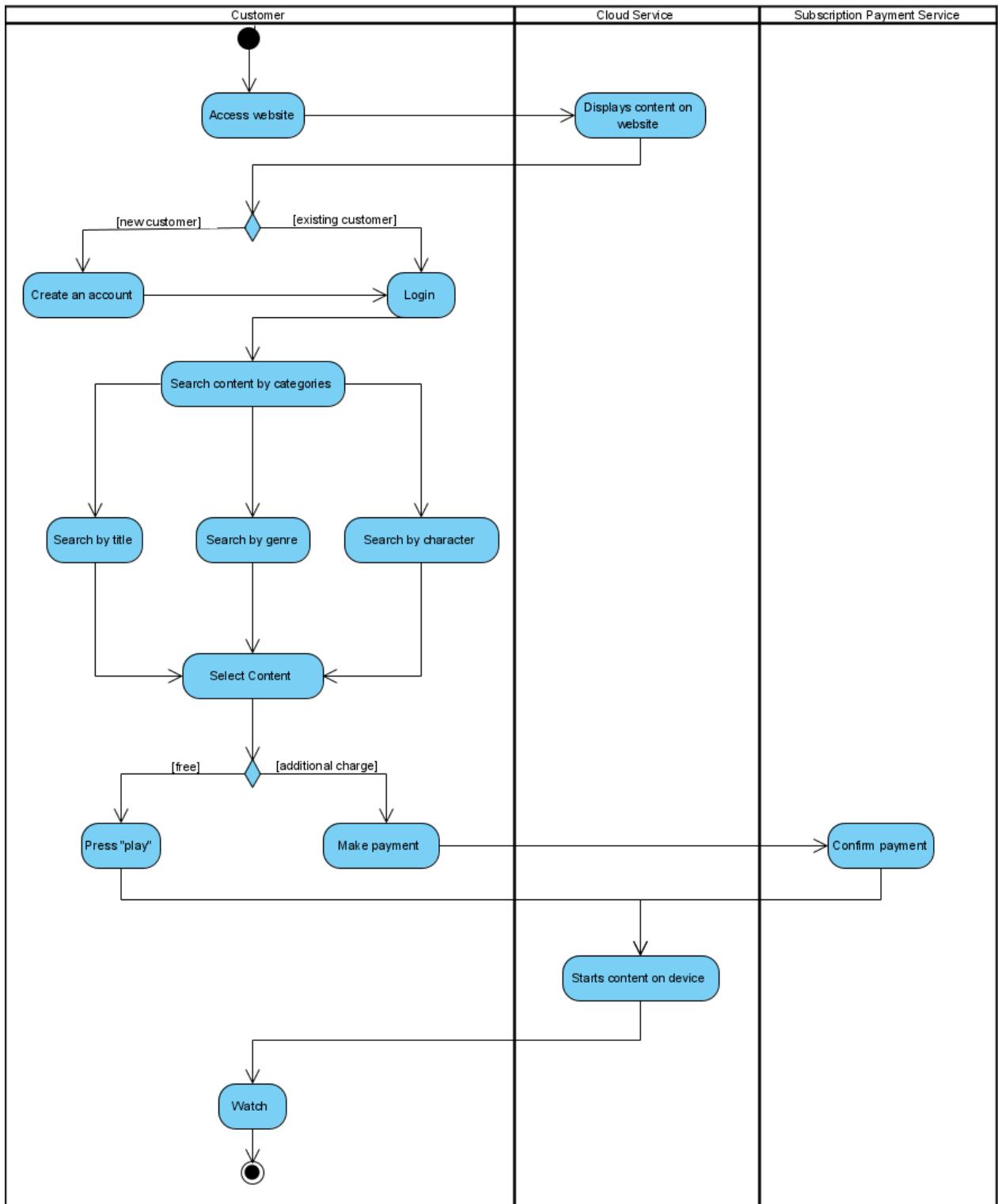
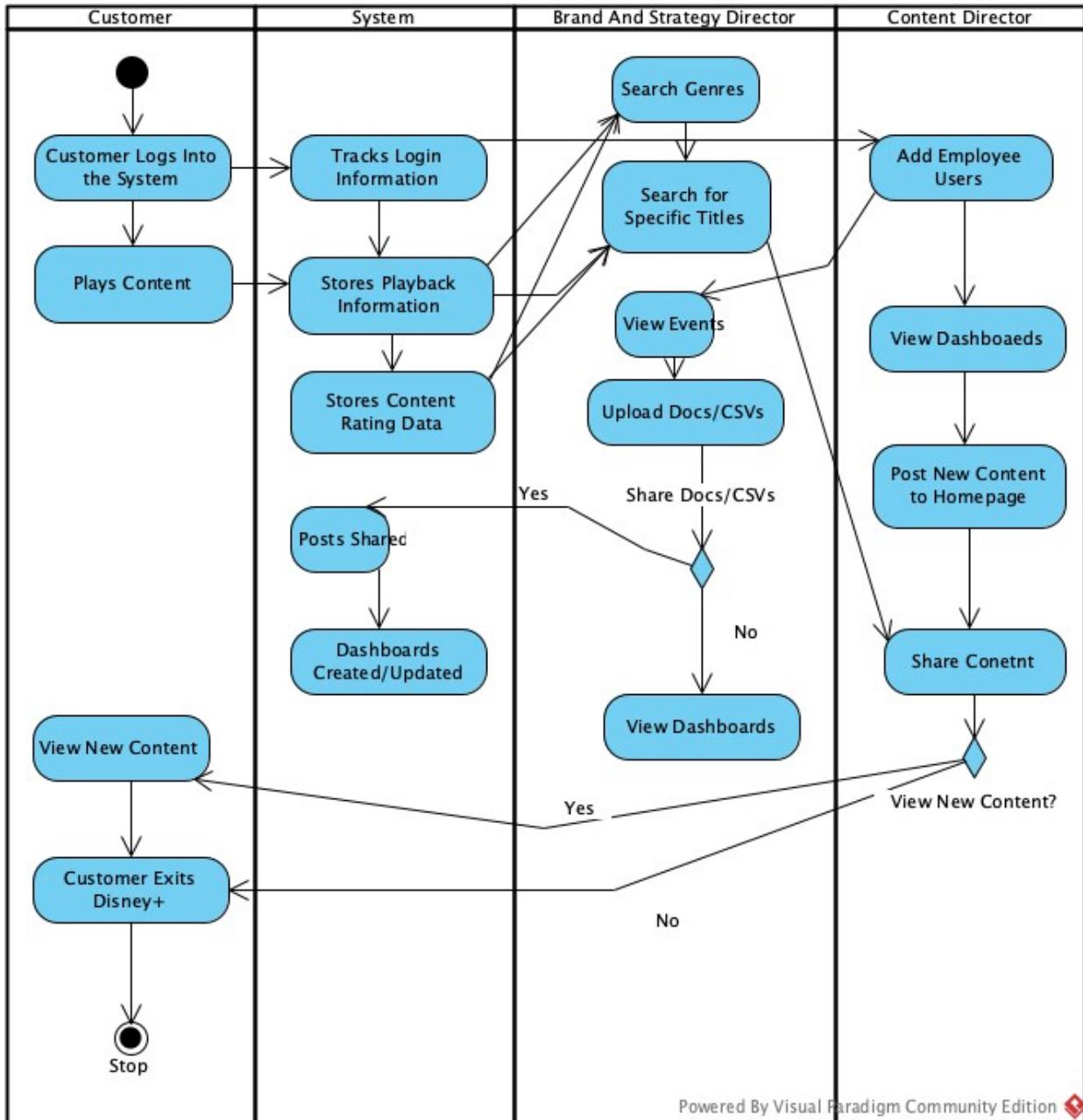


Figure 7: Viewing Content Activity Diagram



Powered By Visual Paradigm Community Edition

**Figure 8: Logging In/Sign Up Use Case Description**

<b>Use Case Name:</b> Login Sign-up	<b>ID:</b> Ls04-1	<b>Importance Level:</b> High		
<b>Primary Actor:</b> Customer				
<b>Stakeholders and Interests:</b>				
<p><b>Customer:</b> Wants to sign into the app, or sign up for the app.</p> <p><b>Disney:</b> Wants to bring reliable streaming content to current user base, while increasing sign ups with a new user base.</p> <p><b>Cloud Service:</b> Wants to host streaming service for customers.</p> <p><b>Payment Service:</b> Wants to collect and verify payments for streaming company.</p>				
<b>Brief Description:</b> Use case will describe the flow and events involved with current user sign up and new customer sign up.				
<p><b>Trigger:</b> Customer wishes to sign into to app or create a new account for the service.</p> <p><b>Type:</b> External</p>				
<b>Relationships:</b>				
<p><b>Include:</b> Authenticate Customer</p> <p><b>Extend:</b> Sign up Customer</p>				
<b>Normal Flow of Events:</b>				
<ol style="list-style-type: none"> <li>1. Customer Open Apps</li> <li>2. Cloud Service Displays Login Page</li> <li>3. Customer Chooses Login <ul style="list-style-type: none"> <li>a. If a new customer wants to sign up, the S-1: Customer Clicks Sign-up New Customer</li> <li>b. If an existing customer, they will login with existing credentials</li> </ul> </li> <li>4. Customer Clicks Login</li> <li>5. Cloud Service Displays Email Screen</li> <li>6. Customer Enters Login Email</li> <li>7. Cloud Service Displays Password Screen</li> <li>8. Customer Enters Password <ul style="list-style-type: none"> <li>a. If customer enters a bad password, S-4: Password fails Validation is performed</li> <li>b. If customer enters the password correctly, Display Home Screen</li> </ul> </li> <li>9. Cloud Service Display Home Screen</li> </ol>				
<b>SubFlows:</b>				
<p>S-1: Customer Clicks Sign-up New Customer</p> <ol style="list-style-type: none"> <li>1. Cloud Service Displays Initial Sign-Up Screen</li> <li>2. Customer Enters Sign up Email</li> <li>3. Customer Agrees to Terms of Service <ul style="list-style-type: none"> <li>a. If the Cloud Service fails to validate Emails, the S-2: Emails fails Validation is performed</li> </ul> </li> <li>4. Customer Creates a Password</li> <li>5. Customer clicks Sign-Up</li> <li>6. Cloud Service Displays Plan Options</li> <li>7. Customer chooses Payment Type</li> <li>8. Customer device Verifies Identity</li> <li>9. Subscription Payment Service Validates Payment <ul style="list-style-type: none"> <li>a. If the payment fails to validate payment, the S-3:Payment Validation</li> <li>b. If the payment validates, Subscription Payment Service Extracts Payment</li> </ul> </li> <li>10. Customer Chooses Login</li> </ol> <p>S-2: Email fails Validation</p> <ol style="list-style-type: none"> <li>1. Customer Enters Sign Up Email</li> </ol> <p>S-3: Payment fails Validation</p> <ol style="list-style-type: none"> <li>1. Customer Chooses Payment Type</li> </ol>				

**S-4: Password fails Validation**

1. Customer redirected to Enter Password

**Alternate/Exceptional Flows:**

N/A

**Figure 9: Searching Content Use Case Description**

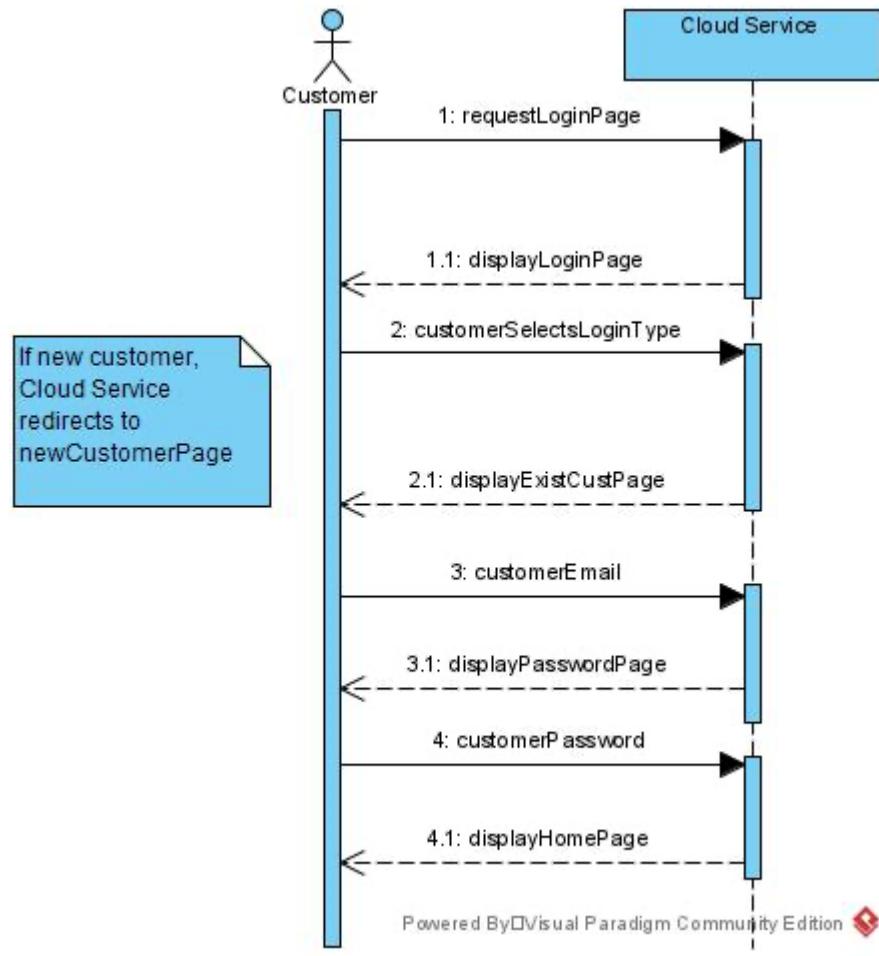
Use Case Name: Searching Content		ID: LS04-2	Importance Level: Simple		
Primary Actor:	User				
Stakeholders and Interests: User, Cloud Services, Content Programming Director					
Brief Description:	The user needs to be able to search and stream the content of their choice. Once paying for the monthly membership, the user has a multitude of choices for content to watch. It is important the user is able to use the tools that are available in order to search the content they want. It is also important that the user is able to search content through categories in case the user is just browsing the content. The cloud services just needs to host that content once the user chooses to stream the content. The content programming director will use the information provided by the activity by the user.				
Trigger:	The user is in search of content				
Relationships:	Include: Searching content Extend: Title, Genre, Release Date				
Normal Flow of Events:	<ol style="list-style-type: none"> <li>1. The user signs up and pays for the streaming service</li> <li>2. The user creates their profile and inputs their information</li> <li>3. The user will search by content           <ul style="list-style-type: none"> <li>If the user searches by title, the S-1 subflow will be performed</li> <li>If the user searches by genre, the S-2 subflow will be performed</li> <li>If the user searches by release date, the S-3 subflow will be performed</li> </ul> </li> <li>4. Once the content is chosen, the user will stream the content and the cloud services will host the content</li> </ol>				
SubFlows:	S-1: Search by title <ol style="list-style-type: none"> <li>1. The user will search content that are in alphabetical order or under a certain letter.</li> <li>2. The user finds the content and will stream the content.</li> </ol> S-2: Search by genre <ol style="list-style-type: none"> <li>1. The user will search content under certain categories of genre determined by their interests.</li> <li>2. The user finds the content and will stream the content.</li> </ol> S-3: Search by release date <ol style="list-style-type: none"> <li>1. The user will search content by the date of release or the content that was released on a specific date or timeline.</li> <li>2. The user finds the content and will stream the content.</li> </ol>				
Alternate/Exceptional Flows:	S-2, 2a1: The user will not find the content and will try a different genre.				

**Figure 10: Viewing Content Use Case Description**

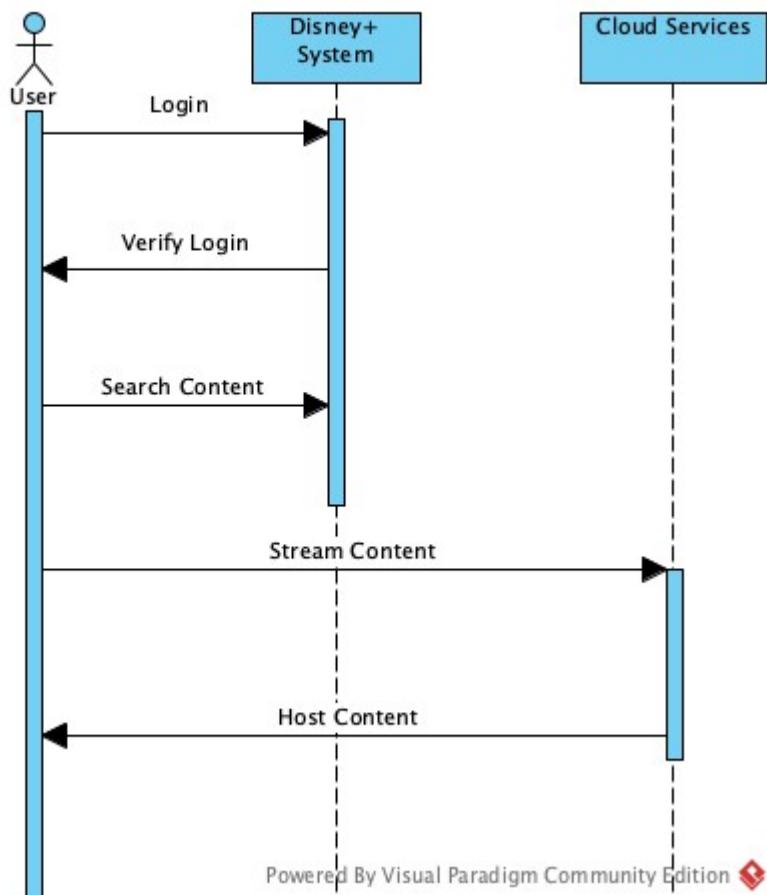
Use Case Name: Viewing Content		ID: LS04 - 3	Importance Level: High			
Primary Actor: Customer						
Stakeholders and Interests:						
Customer: Wants to watch content included in their subscription Cloud Service: Wants to store information for all titles and customers as host of streaming service Brand and Strategy Director: Wants to study trends in watching and how effective content is to drawing customers Content Director: Wants to distribute new content and measure outcomes of the new content						
Brief Description: <u>A customer after logging into their account, they will view content on the Disney + platform</u>						
Trigger: Customer pressing play icon on title Type: Internal						
Relationships: Include: Resuming Content previously played Extend: Searching for Content						
Normal Flow of Events: 1. Customer clicks play. 2. The content plays automatically from the beginning 3. The system tracks login information 4. The system logs playback data 5. The customer finishes their content 6. The customer submits content rating 7. The system tracks the content rating						
Sub Flows: S-1: The system tracks playback data 1. Playback data is aggregated from all users 2. The Brand and Strategy Director searches for content by title or genre 3. Aggregated data is displayed as a dashboard S-2: The Content Director posts new content to the system 1. The content director views aggregated data dashboards 2. The Content Director adds employee users 3. The Content Director adds junior staff to view system data/reports 4. The Content Director posts new content to the system 5. The Content Director shares the new content with users						
Alternate/Exceptional Flows:						

## Sequence Diagrams

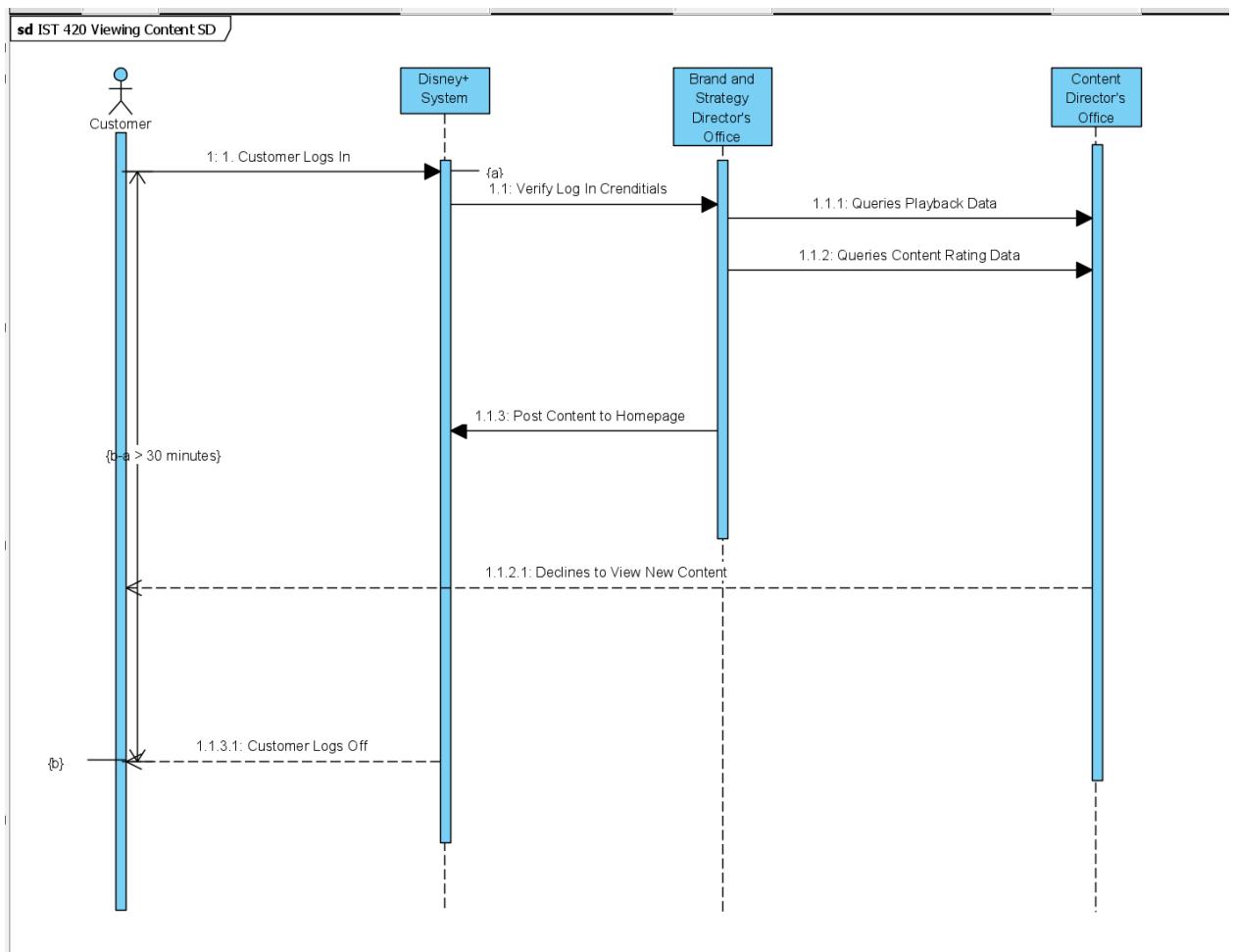
### Logging In/Signing Up Sequence Diagram



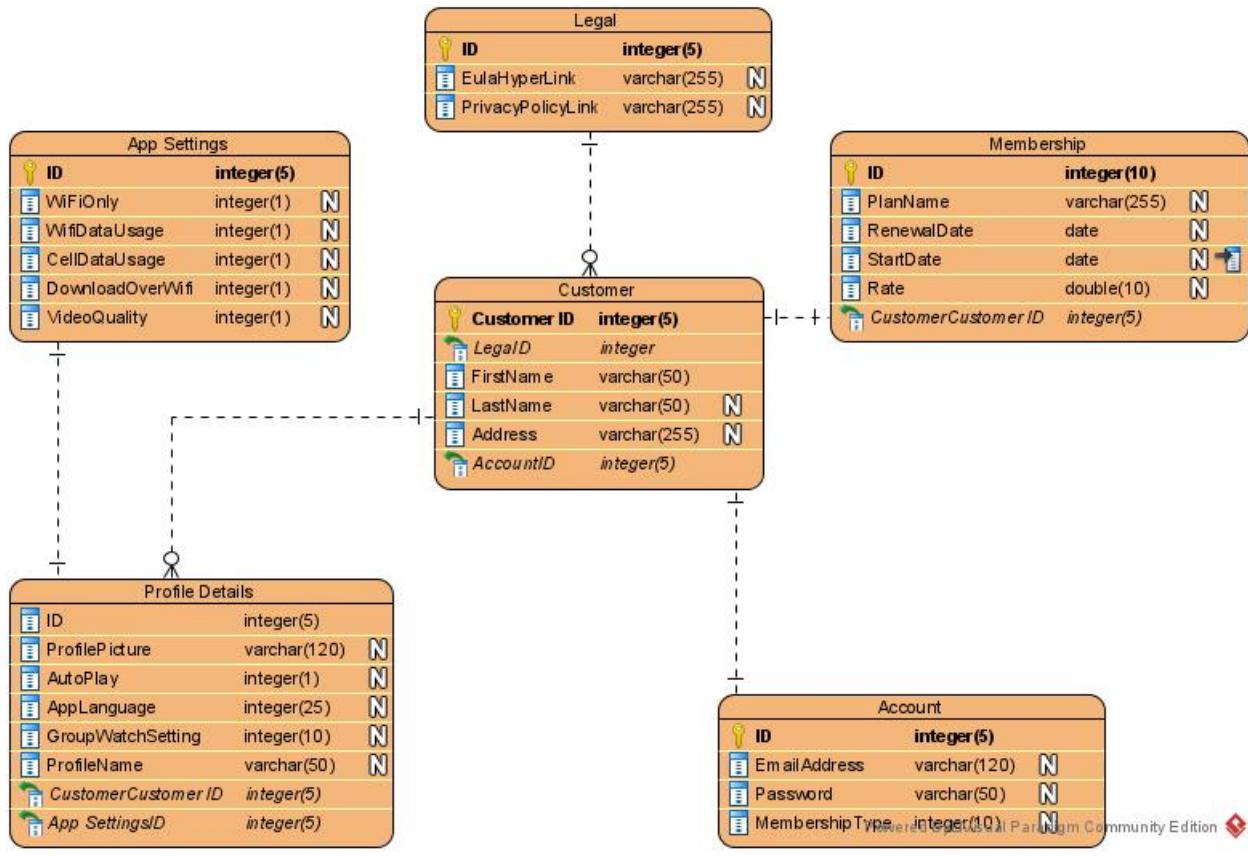
## Searching Content Sequence Diagram



## Viewing Content Sequence Diagram



## Disney+ E-R Diagram



## Milestone Summary

### **Milestone 1: Overview**

For the first milestone, the group already had their flow together. Most of the group members have worked together in previous projects and were familiar with each other and their work efforts. The team already had a case study to work on even before the choices were given to us. Our team decided to work with Disney's streaming platform. Planning for weekly meetings and who would work on what was very simple. So far there were no issues on getting the team ready for the rest of the milestones.

### **Milestone 2: Use-Case Diagrams**

The second milestone was similar to the last milestone. The group came together and used the overview from the last milestone to decide what our use-case diagrams would be based on. Since our team consisted of five people, we decided that each use-case diagram would have two people working on it and then one use-case diagram to be worked on one person and that person could ask for help whenever needed. The only small issue was the group getting used to the program to create the diagrams, but it did not take long for everyone to understand how to use the program. The flow of our work seems to be already solid for so early on and no problems currently.

### **Milestone 3: Activity Diagrams**

The workflow was more or less the same. The groups who were working on a specific case worked together again for the activity diagrams to keep consistency. Any questions about the diagram were easily answered during group meetings and the group would have their portion completed the next time our group met which was about a week before the official turn in date. As of this time, our group is currently ahead of schedule.

### **Milestone 4: Use Case Descriptions**

In Milestone 4, our group worked on use case descriptions. We chose three use cases from Milestone 2 and submitted a corresponding use case description describing the specific steps taken to complete that use case. The use case descriptions we chose were logging in/signing up, searching content, and viewing content. In this milestone, we worked with the same partners in previous milestones, which worked out very nicely.

### **Milestone 5: Sequence, E-R Diagrams, and Final Deliverables**

Milestone 5, the last milestone, was focused on sequence diagrams, E-R diagrams, and final deliverables. This deliverable included creating three sequence diagrams depicting specific object interaction and method/message exchange with parameters needed to complete each object request, creating one E-R diagram illustrating those data entities and their corresponding relationships, a summary of all milestones, and suggestions for improvement. Before the deliverable deadline, we all met up as a team, equally divided the work, and discussed any other necessary topics. The milestone is targeted to be completed in advance with efforts from all team members.

### **Suggestions for Improvements**

- Providing the list of possible case studies to choose from in Week 1 would be helpful. Our group was already off to the races in terms of choosing a case study before finding out there was a list requiring us to obtain special permission to keep working on the study we already committed time to.
- It would be nice if the sample project was provided at the outset of the assignment. Understandably, you do not want carbon copies of the project you provide but it would help clarify some of the things you are looking for from the group
- Even though this is a 400+ level course and everyone should be familiar with group work, it would be helpful if there were some recommended programs listed for our use during collaboration. Our group spent a good chunk of our initial meeting discussing how we would communicate and what platforms we would use. Some may not be as familiar with what Penn State offers students for free in terms of collaborative tools
- While your feedback is helpful as we progressively build to our final deliverable, it would be nice if each group could meet virtually prior to the submission of Milestone #5. In another IST course, this was done and we were able to meet our instructor on Teams and get some idea as to whether we were on the right track since the project was such a

significant portion of our final grade. It was really helpful not only in terms of building a relationship with our instructor but it helped us identify what we were doing well and what needed to be improved.

## Group Contract & Memorandum of Understanding

Contract	Group Name IST 420 Group #3	Project Name Disney+ Examination
<b>Participants (list Group members)</b>		
Whitney Hicks (wvh5192) 919.714.3594		
Russell Ossellborn ( <a href="mailto:Rmo5177@psu.edu">Rmo5177@psu.edu</a> ) 412.326.5292		
Christopher Voss ( <a href="mailto:cjv5@psu.edu">cjv5@psu.edu</a> ) 309.310.4015		
James Baek ( <a href="mailto:baeckjh@gmail.com">baeckjh@gmail.com</a> ) 267-664-5978		
Sara Cunningham ( <a href="mailto:slc5902@psu.edu">slc5902@psu.edu</a> ) 404-536-7635		
<b>Communication Rules:</b>		
Example (replace with your own):		
<i>We will communicate using email, cell phone, text messages, and face to face meetings. Group members must provide a response to all communications within a 8 hour period. Do not leave message out in the "void".</i>		
<i>Example responses to general questions:</i>		
<i>"I agree", "Let's discuss further", "I disagree".</i>		
<i>We will communicate using email, Canvas discussion forums, and Teams meetings, and text messaging. Group members must provide a response to all communications within a 24- hour period.</i>		
Use Teams app and OneDrive platforms.		
<ul style="list-style-type: none"><li>• Teams app is agreed to be used to connect and collaborate ideas while we are not in a conference meeting.</li><li>• Agree to read through the Teams chat thoroughly, scrolling up will be required! No skimming, this way we can assure that we are all on the same page.</li><li>• Agree that we will individually vocalize what we are working on to the Group.</li><li>• Agree that if the majority of the group (3 or more) has checked-in and has agreed upon something, then the group will not wait for those who did not check-in to move forward.</li><li>• Agree to hold a conference meeting <b>Wednesdays</b>, at 6:30 p.m. Conferences should last 60 minutes, but not more than 2 hours. Mid-week checkpoint would happen informally via Teams initially, then online when and as needed.</li><li>• Agree that the deadline for <i>individual submissions</i> towards a group project be prior to Saturday, 3 p.m. EST. (Unless earlier deadlines are needed).</li><li>• Agree to have our group submissions completed by 5 p.m. EST two days prior to official submission to instructor.</li><li>• Agree that each group member will take an initiative and will take turns (if possible) to "lead" projects.</li></ul>		

## **Group Contract & Memorandum of Understanding**

- Agree that each group member will take notes, action items and post to Box on a rotational basis in a timely manner (within 24 hours).

### **Attendance Policy:**

Example (replace with your own)

*All meetings are mandatory unless otherwise stated. If you are unable to attend a meeting, please call, text, email, or relay face to face. Failure to attend a meeting 3 times without notice is reason for removal from the Group.*

Team members who are no shows for meetings or do not participate in projects will be notified by the group via their communication choice that their participation is needed. If they continue to be a no show, miss critical assignments or opt to not participate, the professor will be notified, and the team members will reflect in their peer evaluation of that team member. Remaining team members will target to allocate the work of that individual to meet project deliverables.

*We should probably meet once a month at minimum as a mandate with the option to have ad hoc meetings should there be pressing issues (these ad hoc meetings would not be mandatory). As deadlines approach, meetings will be more common.*

### **Rules for Quality of Work and Conduct (replace with your own)**

*The Group will strive to produce high quality work. Assignment quality will be evaluated and accepted by the Group on a basis of majority rule.*

*The group will strive to produce high quality work and plagiarism, or academic dishonesty will not be tolerated. Assignment quality will be evaluated and accepted by the group on majority rule basis with respect and consideration for all opinions.*

### **Rules for Removal from the Group (replace with your own)**

*A member can be removed from the Group for the following conditions:*

1. *Failure to attend Group meetings without notice.*
2. *Failure to reply or communicate in a timely manner (see communication plan)*
3. *Failure to complete assignments on time.*
4. *Failure to produce quality work.*

We are committed to being mature and respectful in our discussions and collaborative time together. However, when disputes arise between

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two members of the group, we should try to follow the following steps to resolve them:

- a. Talk to the person whom you are having the dispute with directly. Outline how you feel and why you feel that way. Discuss how you contributed to the problem and what you would like to see to resolve it.
- b. Allow the person to respond with the same information and seek a compromise or consensus.
- c. If your issues are still not resolved, the third person in the group will be included in the conversation and will serve as the deciding vote on the disputed issue within 24 hours

If a dispute arises that fractures the entire group, we should try to respectfully deliberate to come to agreement. However, if we cannot work it out amongst ourselves within 24 hours, we should consult the instructor to determine a solution.

A member can be removed from the group for the following conditions:

1. Failure to attend group meetings without notice.
2. Failure to reply or communicate in a timely manner (see communication method)
3. Failure to complete assignments on time.
4. Failure to produce quality work
5. Infringing on copyright and plagiarism will not be tolerated. Any signs or indication that a group member has or is knowingly attempting to violate this will result in:
  - Immediate email notification to the professor so appropriate steps can be taken by the University
  - Request to the professor that the team member be removed from the group

*A member can be removed from the Group for the following conditions:*

1. Failure to attend Group meetings without notice.
2. Failure to reply or communicate in a timely manner (see communication plan)
3. Failure to complete assignments on time.
4. Failure to produce quality work.

**MOU**

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### **Project Goal/Objectives:**

The goal of this project is to evaluate the internal and external processes for Disney + and eventually integrate a system that ultimately gives Disney + and competitive edge over its counterparts. Our group goal is to fully understand how Disney + works and improve in areas that we see as a weakness in their system.

### **Project Description:**

Disney + is one of the newest online streaming platforms that adds competition to other platforms such as Hulu and Netflix. Due to the age of Disney +, we are looking at the how Disney + is handled externally and internally and improves in areas that we believe might create a competitive edge against the current competition.

### **Scope of Work:**

1. Executive overview - James
2. Organization background/summary/vision/mission - Russell
3. Organizational chart and culture summary - CJ
4. Policies and procedures summary (Governance) - Whitney
5. Group MOU - Group
6. Project plan - Group
7. Provide a stakeholder analysis
8. Prepare use case diagrams based on all external stakeholders/users of the system described
9. Prepare three activity diagrams with swim lanes based on the main activities provided by the system described.
10. Choose three use cases from Milestone II and, using the template provided, submit corresponding use case descriptions describing in detail the specific steps taken to complete that use case
11. Create three sequence diagrams depicting specific object interaction and method/message exchange with parameters needed to complete each object request.
12. Create one E-R diagram depicting those data entities and their corresponding relationships; include appropriate attributes, including a primary key for each entity.
13. Summary of all milestones.
14. Suggestions for improvements.

### **Major Deliverables:**

Milestone 1 – Overview and Project Plan - 9.20.20

Milestone 2 – Stakeholder Analysis & Use Cases – 10.4.20

Milestone 3 – Activity Diagrams – 10.18.20

Milestone 4 – Use Case Descriptions – 11.1.20

Milestone 5 – Sequence & ER Diagrams, Summary & Improvements – 11.15.20

## **Group Contract & Memorandum of Understanding**

### **Project Timeline:**

#### **September 1 – November 15<sup>th</sup>**

8.24. - 9.6 - Group Formation, Company Selection, Breakdown

9.7 - 9.13 - Rough drafts for First 6 Deliverables

9.14 - 9.20 - Peer Review, Edits, Final Submission of Company Details

#### **Milestone 1 – 9.20**

9.21 - 9.27 - Draft Stakeholder Analysis & Use Cases

9.28 - 10.4 - Peer Review, Edits, Final Analysis & Use Cases

#### **Milestone 2 – 10.4**

10.5 - 10.11 - Draft Activity Diagrams

10.12 - 10.18 - Peer Review, Edits, Final Activity Diagrams Submission

#### **Milestone 3 – 10.18**

10.19 - 10.25 - Draft Use Case Descriptions

10.26 - 11.1 - Peer Review, Edits, Final Analysis for Use Case Descriptions

#### **Milestone 4 – 11.1**

11.2 - 11.8 - Draft of Sequence & ER Diagrams, Summary & Improvements

11.9 - 11.15 - Peer Review, Edits, Final Analysis for Last Deliverables

#### **Milestone 5 – 11.15**

### **Project Group (Including Roles and Responsibilities for each member):**

Whitney Hicks - Project Manager

Russell Ossellborn – Solution Architect

Christopher Voss - Technical Lead

James Baek – Infrastructure Lead

Sara Cunningham - Quality Assurance Lead

### **Open Issues, Assumptions, Risks, or Obstacles:**

**Open Issues:** Currently, there are no open issues since our group is in the formative stages.

**Assumptions:** It is generally assumed that each member of the group will perform with distinction, communicate openly, and fulfill their assigned roles and responsibilities in the agreed timeframe.

**Risks:** There is always the risk that a group member will behave outside the realm of expectations. Our group is combating this risk by having a clear and detailed MOU.

**Obstacles:** As with any virtual team, finding a means to effectively communicate objectives, complete deliverables, equitably divide tasks, and avoiding confrontation will be difficult. However, our group seemingly has members with cohesive values and a high level of self-discipline which will enable us to overcome this potential barrier to success.

<b>Project Start Date</b>	<b>Project End Date</b>
9/1/20	11/15/20

## Group Contract & Memorandum of Understanding

<b>Document Prepared By</b> IST 420 Group #3	<b>Date Prepared</b> 9/4/2020	
<b>Group Signatures</b>		
Name	Signature	Date Signed
<b>Whitney Hicks</b>	<i>Whitney Hicks</i>	<b>9/4/2020</b>
<b>CJ Voss</b>	<i>CJ Voss</i>	<b>9.8.2020</b>
<b>James Baek</b>	<i>James Baek</i>	<b>9/8/2020</b>
<b>Sara Cunningham</b>	<i>Sara Cunningham</i>	<b>9/9/2020</b>
<b>Russell Osselborn</b>	<i>Russell William Osselborn Jr.</i>	<b>09/13/2020</b>

## Project Plan

Task	Assigned To	Start Date	End Date	Status
Milestone #1	Group #4	9/1/2020	9/15/20	Complete
Draft Stakeholder Analysis Document	Sara Christopher	9/15/20	9/20/20	Complete
Peer Review Stakeholder Analysis	Russell	9/20/20	9/22/20	Complete
Edit Stakeholder Analysis	James	9/22/20	10/3/20	Complete
Final Submission of Stakeholder Analysis	Whitney	10/3/20	10/3/20	Complete
Milestone #2	Group #4	9/15/2020	10/4/20	Complete
Draft Activity Diagrams	Russell James	10/4/20	10/10/20	Complete
Peer Review Diagrams	Whitney	10/10/20	10/14/20	Complete
Edit Diagram	Sara	10/14/20	10/15/20	Complete
Final Diagram Submission	Christopher	10/15/20	10/15/20	Complete
Milestone #3	Group #4	10/4/2020	10/16/2020	Complete
Draft Use Cases	Whitney Sara	10/16/20	10/20/20	Complete
Peer Review Use Cases	Christopher	10/20/20	10/22/20	Complete
Edit Use Cases	Russell	10/22/20	10/29/20	Complete

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Final Use Case Submission	James	10/29/20	10/27/20	Complete
Milestone #4	Group #4	10/16/2020	10/30/2020	Complete
Draft Sequence & ER Diagrams	Christopher James	10/30/20	11/3/20	Complete
Draft Summary and Improvements	Sara	11/3/20	11/5/20	Complete

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