

# Final Project Scope of Work

It's My Raye Raye App



YouTube beauty blogger, It's My Raye Raye, currently has a YouTube following of 682,924 subscribers and has garnered over 30 million views to date. This YouTube sensation also has a strong social media presence:

1. Instagram.com/itsmyrayeraye
2. itsmyrayeraye.tumblr.com/
3. <https://twitter.com/itsmyrayeraye>
4. <https://www.facebook.com/ItsMyRayeRaye>
5. <https://www.pinterest.com/mariahchaday/itsmyrayeraye/>
6. <https://www.youtube.com/user/ItsMyRayeRaye>
7. Existing App on iTunes
  - a. It's My Raye Raye

It's My Raye Raye already has an existing iPhone app on iTunes that pulls all her YouTube videos into the app. Although YouTube's API has been successfully integrated into the app, it's not very engaging. My version of the app will feature the following elements:

API Integration

<https://developers.facebook.com>

<https://dev.twitter.com/rest/public>

App Features

1. Post one YouTube video (the most recent video) on the app.
2. Alert users that a new video has been posted on Raye's YT channel.
3. Product List – users can view a list of recommended products featured in featured video
  - a. Product name
  - b. Product cost
  - c. Where to buy
4. Users can share video content on FB & Twitter
5. Events/Appearances
  - a. Info/details
  - b. RSVP
  - c. Map
  - d. Share on FB/Twitter
6. News (example):
  - a. <https://www.youtube.com/user/Pantene?v=Ug3Tc4IKJOM>

Possible issues:

- Adding a YTPlayerView via Interface Builder to get it to size within the viewer and operate with or without ads.
- [https://developers.google.com/youtube/v3/guides/ios\\_youtube\\_helper#adding\\_ytplayerview](https://developers.google.com/youtube/v3/guides/ios_youtube_helper#adding_ytplayerview)