# Feasibility Study for MPS - Cornell Alumni Magazine ReDesign

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# Contents

# 1 Objective

Keerthana Manoharan, Sarah Zhou and Tao Zhou(here after referred as "the team" is engaging with the Cornell Alumni Magazine(here after referred as "CAM") staff at Cornell University. The team will redesign and rebuild a new website for CAM and their visitors.

# 2 Deliverables

To keep the client informed throughout the development process and to fulfill their needs, our periodic and final deliverables include:

## 2.1 Weekly Status Report

The team will have a weekly meeting to discuss about the progress they have made and problems they have met. After the meeting, the team will send a summary of the meeting to all the members of team and the client.

## 2.2 Biweekly Presentation

The team will have a biweekly meeting with the client to show the progress they have made and wireframes or demos if they have and collect feedback from the client.

## 2.3 Online Preview System

The team will do the development base on a test environment provided by client and both the team and client will have appropriate access to the dev-website. The client will see everything the team does on the website.

# 3 Schedule

The team divide the project into 5 milestones as follow:

## 3.1 1th Milestone: feasibility study

*September 10th - September 28th*

- Meet with client and discuss about the details of the project;
- Finalize a list of requirements that are reasonable for both parties;
- Cover business considerations and legal agreements;
- Summarize the feasibility study;

### 3.2 2nd Milestone: Wireframes and System Design

*September 28th - October 5th*

- Finalize the wireframe for homepage of CAM;
- Finalize the wireframe for article page of CAM;
- Finalize the wireframe for gallery page;
- Do experiement on database migration in a test environment;

### 3.3 3rd Milestone: Core Implementation and High-quality User Interface Design

*October 5th - October 19th*

- Finalize the high quality design for homepage and article page;
- Migrate the database and set up the website framework and plugins;
- User test for the interface;

### 3.4 4th Milestone: Design Implementation

*October 19th - November 9th*

- Implement the design into real website;
- User test for the testing website;

### 3.5 5th Milestone: User test and Optimization

*November 9th - December 2nd*

- Test all functions and workflow;
- Iterative changes as suggested by the client;
- Final debugging with user test;
- Project deployment;
- Operation presentation;

# 4 Project Requirements

The team hereby agrees to complete, to the best of their ability, the following project requirements. Additional requested features will not be guaranteed under this agreement although they may be implemented if the team have available time.

The team will use a modified waterfall model as the software development process.

The requirement of this software project is well understood and the design of the software is straightforward after a thorough discussion with client.

As demonstrated in the requirement section of this report, this software system has many interrelated components, and in order to avoid major changes to the design of a system during the phase of development, it is necessary to adopt a sequential process. But we will do iterative changes for the user interface.

Finally, there are very strict time constraints applied to this project, which make iterative or agile development approaches less feasible.

## 4.1 CMS

- Agree to use wordpress as the main CMS tool for this project;

## 4.2 Home Page

- Redesign the whole page with most of the current elements;
- Elements need to be retained: navigation(optimize),cover story, headlines, blogs, most read articles, links to donate/feedback/contact/digital edition/rss, advertisements,latest magazine articles, search, share;
- More appealing with meaningful content;
- Reserve 3-5 places for advertisement;

## 4.3 Article Page

- Consistent experience with magazine but more friendly to web users;
- Consistent experience between homepage and article page;
- Easy to navigate;
- Elements need to be retained: navigation, advertisements, share, search, article,related articles, most read articles?
- Support threaded comments with spam filter;

### 4.4 Gallery Page

- Pinterest style gallery;
- Images can only be uploaded by editors and admins;
- Images are clickable and link to specific posts or other resources;

### 4.5 Admin Page

- Support create new users with specific access;
- Support post new articles and edit, delete current posts;
- Support preview and set a specific publish date;
- Support delete any comments;
- Support show or hide specific ads and change to different ads;

### 4.6 Statistics

- Add GA into all pages;
- Add GA for every advertisement click;

### 4.7 Migration

- Keep all current articles;
- Keep all current comments (not sure);
- Set all links redirect to new links (need to change the server setting, not sure whether we have the access);
- Keep all structures(tags/categories/pages, etc);

### 4.8 Performance

- Definitely no slower than current;
- Use as few plugins as possible;

### 4.9 Technical Requirements

- Keep current domain;
- Keep using current server belonged to GoDaddy;
- Develop in a test environment before deploying;

# 5 Terms and Conditions

## 5.1 Compensation

The client understands that the team will be working on a volunteer basis with no monetary compensation.

## 5.2 Copyright Ownership

The client understands that all code, design and other materials created by the team will unconditionally be owned by the team. All copyrights will remain under the names of the respective team members.

## 5.3 Trade Secret

Valuable information provided by CAM and the project source code will not be disclosed by any of the team members.

## 5.4 License Agreement

The design team hereby agrees to release the code of the project to the clients. And give the clients the ability to share and adapt the code, provided the development team is given appropriate credit. Additionally, this code may not be used for any commercial purpose.

# 6 Visibility Plan

## 6.1 Communication with client

The team will have biweekly meetings with client to report the progress of the week and show the demonstrations or any deliverables of the project.

The team will give client access to read our code which is stored in github and track the progress and issues which we post on Waffle.

Any questions or suggestions beyond the meetings will be discussed via emails.

## 6.2 Communication among design team members

A weekly meeting will be held by the team to summarize what they have done, report the progress of each member and compare the progress with the project schedule.

All the meeting notes will be recorded and shared with all team members via emails or other document sharing tools like Google Drive.

Source code with nice and friendly comments will be stored in Github and opened to every member. Every progress and question will be recorded on the Waffle and all team members have access to read and edit.

Facebook will be used as a regular IM tool to communicate among the team.

# 7 Risk Analysis

Throughout the software development life cycle, the team may encounter several risks. We have identified some potential risks as well as some fallback plans. The risks can be divided into three types: time management, resource availability and functionality.

## 7.1 Time Management

Since we have a concrete deadline for completing the entire project by the end of the semester, there is a possibility that we will not be able to deliver all the features that the client requested. This may be due to underestimation in function implementation efforts or an emergency situation like a team member is not able to work for an extended period of time.

For situation like this, we will achieve the most important requirements first. And we will have a priority list of requirements after discussing with client.

## 7.2 Resource Availability

There might be a small chance that service which host our source code goes down, or client may leave the town for a long time.

For the first condition, the team will use different tools to create backups at each milestone.

For the second condition, client will assign a new contactor before she/he leaves the town to make sure the project would continue.

## 7.3 Functionality

The functionality risk is the team may not misunderstand the requirements provided by client. This could cause some small issues like client is not satisfied with a piece of user interface, or some big issues that cause the project fail.

In order to reduce this kind of risk, the team will have biweekly meetings with client and frequently report teams' progress among the team and client via emails.

# 8 Recommendation

According to our research and understanding about the project. The team believes this project is feasible.