VideoPlace

Vision

Vision

# Introduction

VideoPlace is a website through which users can view, upload, rate, report and comment on videos. This website aims to target the rate at which videos are watched every day, doing so by recommending new videos to users and guests of the site. This helps users see the content they want to see (by searching or use of similar tags) every day. The system will also benefit future investors promote their brand or advertising only to people with similar interests. The users who upload popular videos will get an “investor bonus” if their video has advertisements or recommends a brand.

## Purpose

The purpose of this document is to define the context in which a website such as VideoPlace exists and the benefits it will bring to both users and shareholders.

## Definitions, Acronyms, and Abbreviations

Upload - Share a piece of content, a video in this case, through the internet;

Tags - Keywords used by a user who uploads a video in order to describe its contents and link it to other similar videos;

Report - A user reporting a video sends a message that the video is harmful for the website or is breaking the law.

Ad - Short for “advertisement”

## References

No references made.

# Positioning

## Problem Statement

|  |  |
| --- | --- |
| The problem of | People watching videos too fast and companies wasting money on marketing |
| affects | Normal people and companies |
| the impact of which is | People get bored/uninterested in a website ; Companies don’t advertise as much |
| a successful solution would be | A video platform that recommends videos based on personal watch preferences ; Potential advertisers can target preferences instead of hoping the right people notice them |

## Product Position Statement

|  |  |
| --- | --- |
| For | People |
| Who | Want to watch new videos daily |
| The (product name) | is a video sharing website |
| That | Recommends only what you want to see |
| Unlike | YouTube |
| Our product | Features new videos every day and the advertisements will be also based on your needs |

# Stakeholder and User Descriptions

There will be 3 main types of stakeholders of our website: the website developers, the content administrators and the investors.

The website developers are in charge of keeping the website running and ensuring that the purpose and functionality of the website is maintained.

The content administrators ensure that videos which the users report are indeed harmful and remove them if deemed necessary.

The investors advertise on tags they want either directly on the video of a user or in a recommended brand video.

The users of our site can watch videos they want. If the user creates an account, they can also upload videos, comment on, rate or report them.

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| Website developer | The developer keeps the website running at all times | Update the website according to market/user preferences  Ensure website security  Secure funds from investors and place advertisements in the appropriate categories |
| Content administrators | People chosen by the developers to monitor activity on the site | Watch reported videos in order to verify if the video breaks the site’s rules  Remove harmful videos |
| Investors | Companies which want to invest money into the site by advertising their brand | Provide the amount of money necessary for using their ads or sponsored videos  Choose a category/tag they think their ad/video fits into so that it can be seen by the people they want |

## User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| Video uploader | People who want their video to be seen by others | Upload a video using the appropriate tags and not breaking rules. |  |
| Video watcher | People who want to be provided with entertainment | Watch videos they like  (Optional) Leave ratings, comments or a report on videos |  |

## User Environment

The users can use our platform in whatever environment they wish as long as they have a stable internet connection. They can watch as many videos as they want for as long as they want knowing they will always watch what they want. This platform will provide an alternative to YouTube as it will be changing constantly depending on your preferences. If users want to earn a living by uploading videos they can do so by investors advertising through their video and giving them a percentage of earnings based on how many views a video has.