



DELL TV

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Mission

Dell TV exist to captivate and connect people with stories they love by creating amazing experiences. We aspire to be a must-have global entertainment & technology brand that is celebrated for continuing to redefine TV.

Vision

Becoming the best global entertainment distribution service. Licensing entertainment content around the world, creating markets that are accessible to film makers and helping content creators around the world to find a global audience. Our core strategy is to grow our streaming subscription business domestically and globally. We are continuously improving the customer experience with a focus on expanding our streaming content, enhancing our user interface and extending our streaming service to even more internet-connected devices, while staying within the parameters of our consolidated net income and operating segment contribution profit targets.

Features

- Dell TV will be available for streaming via web browsers on PC and Mac, as well as apps on Apple iOS devices and Apple TV, Android mobile devices and Android TV, Amazon devices, Chromecast, Chromebook, Samsung smart TVs, LG smart TVs, PlayStation, Xbox, and Windows.
- Accessibility features include closed Captioning, Descriptive Video Service, Audio description, and Audio Navigation Assistance.
- Dell TV allows four user profiles per account, with the ability to stream on four devices concurrently and unlimited downloads for offline viewing.
- Content will be able to be streamed in resolutions up to 4K Ultra HD on supported devices.
- Content will be available in English, Spanish, French, Dutch, and Arabic.
- Subtitles and dubbing are available in English, Spanish, French, Dutch, and Arabic.
- Features also include continue watching, watchlists, and auto-playing.
- Another feature is Movie/TV Shows User Reviews. Which will create a community forum of users' reviews on Movies and TV Shows.



PDLC

1. Concept Phase:

- Brief:
 - See customer requests.
 - Acknowledge customer pain.
 - Develop a market study.
 - Recognize the competitors.
- Implementation:
 - Gathering information from customers with Quantitative and Qualitative ways (Surveys, Workshops and Interviews).
 - Recognize Market Opportunities.
 - Develop Product Purpose and Scope.
 - Product Concept Document.

2. Research Phase:

- Brief:
 - Develop Target Customer Segmentation.
 - Illustrate the growth potential.
 - Develop the customer needs.
 - Know and solve the legal issues.
 - Know the competition.
- Implementation:
 - Gathering information from customers with Quantitative and Qualitative ways (Surveys, workshops and Interviews).
 - Develop a Market Research Report using SWOT Analysis.
 - Develop Product Definition (Aim, Vision, Mission and Statement).
 - Develop Market Requirement Document.

3. Analysis Phase:

- Brief:
 - List all the features and functionalities the product should end up having.
 - Recognize the cost, benefit, capital expenses, profitability and margin.
 - Know the resources required.
 - Anticipated Sales.
 - Design the wireframe to help customers understand how different elements of the product fit together.
- Implementation:
 - Gathering information from customers with Quantitative and Qualitative ways (Surveys, workshops and Interviews).
 - Develop Personas, Empathy Map, As-is Scenario, Design Ideation, To-be Scenario, Need Statement.
 - Develop a Value Proposition (Customer Jobs, Pains, Gains, Pain Relievers, Gain Creators, Product and Services).



- Develop a Business Model (Customer Segments, Channels, Customer Relationships, Value Proposition, Key Resources, Key Activities, Key Partners, Cost Structure and Revenue Streams).
- Product Requirements Document.
- Develop the wireframe of product.

4. Estimation and Proposal Phase:

- Brief:
 - Estimate how much time the product is going to need.
 - Establish cost estimation.
- Implementation:
 - Create the User Stories.
 - Choosing Scrum as the software methodology to work with.
 - Working with Team Lead to choose what software and programming languages to work with.
 - Working with Team Lead to determine the team size and composition.

5. Project Preparation Phase:

- Brief:
 - Divide User Stories into Theme.
 - Decide Sprints Theme.
 - Align each Theme to a Business Goal.
 - Decide Sprint lifetime.
 - Decide Product KPIs and Metrics.
 - Assign Theme to KPI.
 - Assemble the team that is going to be working on the project.
 - Assign tasks.
 - Create product visual board.
- Implementation:
 - Create Organizational Chart.
 - Product Development Schedule and Roadmap.
 - Develop Gantt Chart.
 - Develop Scrum Board.

6. Design Phase:

- Brief:
 - Create mockups based on wireframes.
 - Show mockups to customers for feedback.
 - Improve UX based on customer's feedback.
- Implementation:
 - Create the UI/UX designs.
 - Show customer UI/UX for feedback by doing regular customer workshops at the end of every Sprint.
 - Improve UI/UX designs based on customer's feedback.



7. Development and Test Release Phase:

- Brief:
 - Create code based on User Stories and Theme.
 - Define Test Case Scenarios for User Stories to help in Testing.
 - Do Code Reviewing.
 - Start Testing and QA of User Sorties.
 - Start Creating the MVP.
 - Start Prototyping the MVP.
 - Start Trial Production.
 - Start Beta Testing.
 - Test Market Selling.
- Implementation:
 - Develop Product SRS Document.
 - Create the UML, DFDs, ERDs Diagram (All Diagrams needed).
 - Develop the MVP.
 - Develop Product Testing Report.

8. Lunch Phase:

- Brief:
 - Make sure customers confirms of the MVP of the product.
 - Develop how can customer install/use the product.
 - Developing the marketing plan of the product.
 - Developing the Product Distribution Plan of the product.
 - Create the Collateral Design and Branding of the product.
 - Protect intellectual property protection (Copyrights, Trademarks, Trade Secrets, Patents).
 - Setting the launch Date of the product.
 - Setting Product Pricing and Subscription Plans.
 - Lunching Product and see what market accepts the product the most.
 - Distribution is selective based on market acceptance of the product.
 - Setting Marketing Plan that is targeted at innovators and early adopters to try.
- Implementation:
 - Finish the MVP.
 - Develop Product Installation Document.
 - Develop Product User Manuals.
 - Develop the Lunch Plan.
 - Develop the Lunch Budget.
 - Develop Product Branding Plan.
 - Set Target Launch Date.
 - Approve all needed intellectual property protection.
 - Illustrate the ROI Forecast.
 - Set Product Pricing Models and Subscription Plan Models.
 - Develop Product Distribution Plan.
 - Develop Product Marketing Plan.



Product Life Cycle Stages

Product Life Cycle Stages

1. Development:

- Brief and Implementation details are in PDLC Phase 7.

2. Introduction:

- Brief and Implementation details are in PDLC Phase 8.

3. Growth:

- Brief:
 - Maintaining Product Quality.
 - Developing Product Additional Features.
 - Developing Product Complementary Products.
 - Creating Product Support System.
 - Stable Product Pricing.
 - Product Distribution increase.
 - Product Marketing focus on wider audience.

4. Maturity:

- Brief:
 - Enhancing Product Features to keep the strong Product Differentiation.
 - Prices may have to be cut to ward off competitive threats
 - Increase in Product Distribution.
 - Product Marketing focuses on the Product Differentiation.

5. Decline:

- Brief:
 - Maintain Product.
 - Attempting to recreate the product to fit new customer's needs.
 - Product Costs decreases till it become less than optimal.
 - The Product discontinued or become a legacy Product sold to a niche company.



Product Scenarios After Introduction Stage

- **Growth Stage:**
 - Product Costs begin to decline.
 - Product Sales Volumes rise.
 - Product Profitability rise
 - Product Awareness rise.
 - Increase in Product Market Competitors.
 - Attempts:
 - Succeed Attempts increase Product Sales Volumes and Product Profitability to keep the Product in the current Growth Stage.
 - Failed Attempts to make Product Sales and Product Profitability rise to keep the Product in the current Growth Stage. The Product move to Maturity Stage.
- **Maturity Stage:**
 - Product Costs decrease.
 - Product Sales Volume reaches its peak.
 - Product Market Saturation is achieved.
 - More increase in Product Market Competitors.
 - Product Prices drop.
 - Product Differentiation no longer be available.
 - Product Diversification no longer be available.
 - Product Profitability drop.
 - Attempts:
 - Succeed attempts to create new Product Differentiation and Product Diversification to keep the Product in the current Maturity Stage or make the Product move back to Growth Stage.
 - Failed attempts to create new Product Differentiation and Product Diversification to keep the Product in the current Maturity Stage or move the Product back to Growth Stage. The Product move to Decline Stage.
- **Decline Stage:**
 - Product Costs decreases till it become less than optimal.
 - Product Sales Volumes drop.
 - Product Prices drop farther.
 - Product Profitability depends more on efficiency of Product Production and Product Distribution than on Product Sales.
 - Attempts:
 - Succeed attempts to create new Product Differentiation and Product Diversification to keep the Product in the current Decline Stage or make the Product move back to Growth Stage or Maturity Stage.
 - Failed attempts to recreate the Product to fit new customer needs to keep the Product in the current Decline Stage or to make the Product move back to the Maturity Stage or the Growth Stage. The Product discontinued or become a Legacy Product sold to a niche company.

