# MICHIGAN STATE UNIVERSITY Project Plan Presentation Digital Playbill Builder The Capstone Experience

#### Team Ludus

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From Students... ...to Professionals

#### **Project Sponsor Overview**

- Saas for Performing Arts Organizations
- Kevin Schneider and Zachary Collins
- Founded in 2016
- Ticketing, Marketing, Fundraising, Collections

# OLudus



#### **Project Functional Specifications**

- Developed for performing arts organizations
- Replacement for development and distribution of paper playbills
- Drag and drop graphic design tool
- Publish playbills on the web
- Performance attendees access playbills digitally

#### **Project Design Specifications**

- Flexible web-app with an easy-to-use interface
- Dashboard to manage projects, advertisements, and branding
- Pre-made templates and blocks allow for quick creation of playbills
- Simple publishing and sharing to an audience for a seamless experience

# Screen Mockup: Dashboard



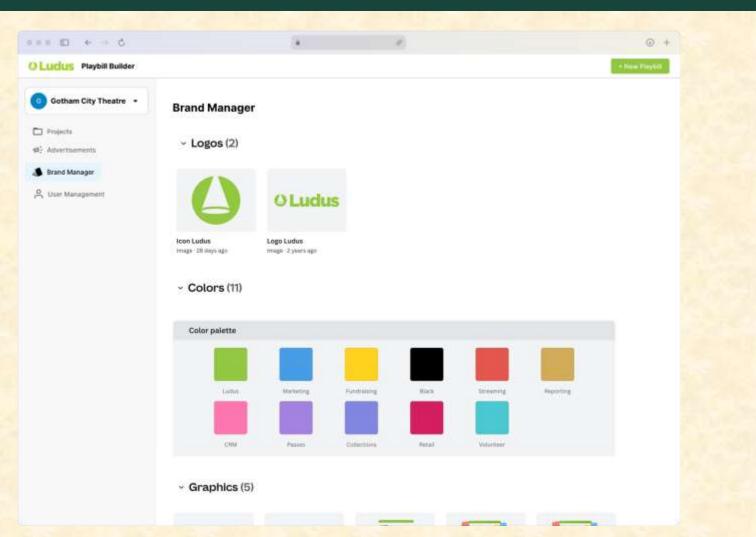


# Screen Mockup: Ad Space Manager

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|-------------------------|------------------------------------|---|-----------------|
| Lucius Playbill Builder |                                    |   | + New Pleybell  |
|                         | Advertisement Manager              |   | * New Att Space |
| Gotham City Theatre +   | Boosters Ad Space                  | Playbills using this Ad Space   |                 |
| Projects                |                                    | Wizard Of Oz 2024 Edited 1/21/2<br>Wizard Of Oz 2024 Edited 1/21/2                                  |                 |
| A Brand Management      | <u>لم</u>                          | Witand Of 02 2024 Edited 1/2//2   Witand Of 02 2024 Edited 1/2//2   Witand Of 02 2024 Edited 1/2//2 | 4 View          |
|                         | Current Advertisement Shown Change |   |                 |
|                         | Partner Ad Space                   | Playbills using this Ad Space   |                 |
|                         |                                    | Wizard Of 0z 2024 Edited 1/21/2   Wizard Of 0z 2024 Edited 1/21/2                                   |                 |
|                         | <b>_</b>                           | Wizard Of Oz 2024 Edited 1/21/2   | 4 View          |
|                         | Current Advertisement Shown Change | Wizard Of Oz 2024 Edited 1/21/2   | 4 View          |
|                         | Misc. Ad Space                     | Playbills using this Ad Space   |                 |
| • Invite Members        |                                    | Wizard Of Oz 2024 Edited 1/21/2   Wizard Of Oz 2024 Edited 1/21/2                                   |                 |
|                         |                                    | Wizard Of Oz 2024 Edited 1/21/3   | 4 View          |

Team Ludus Project Plan Presentation

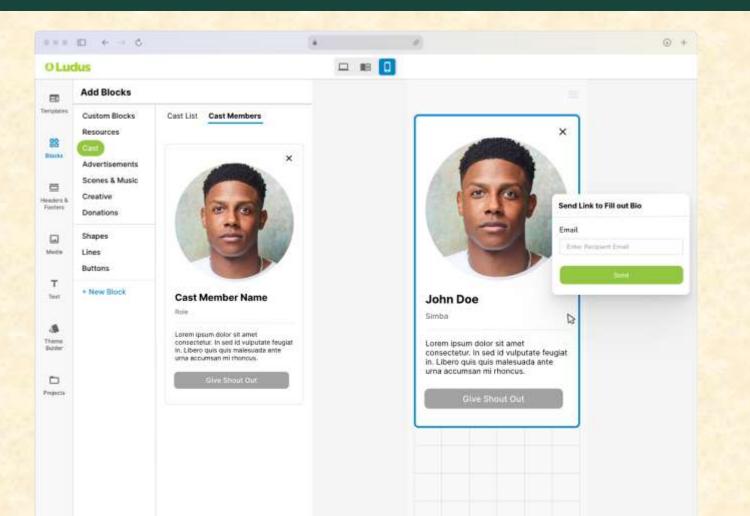
# Screen Mockup: Brand Manager



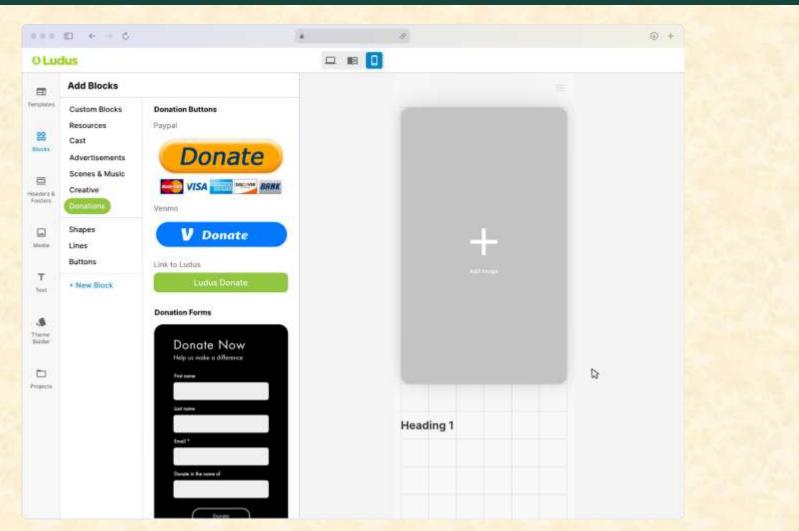
# Screen Mockup: Builder

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|----------------------------|------------------------|--|--------------------|-----|
| OLudus                     |                        |  | MB D               |     |
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| Tuators &<br>Features      | <b>V</b> er            | - Greate New block   |                    |     |
| Metta                      |                        |  | New Block<br>Name  |     |
| T<br>Text                  |                        |  | Enter Name of Hank |     |
| .s<br>brand                |                        |  |                    |     |
|                            |                        |  |                    |     |
|                            |                        |  |                    |     |
|                            |                        |  |                    |     |

# Screen Mockup: Cast Member



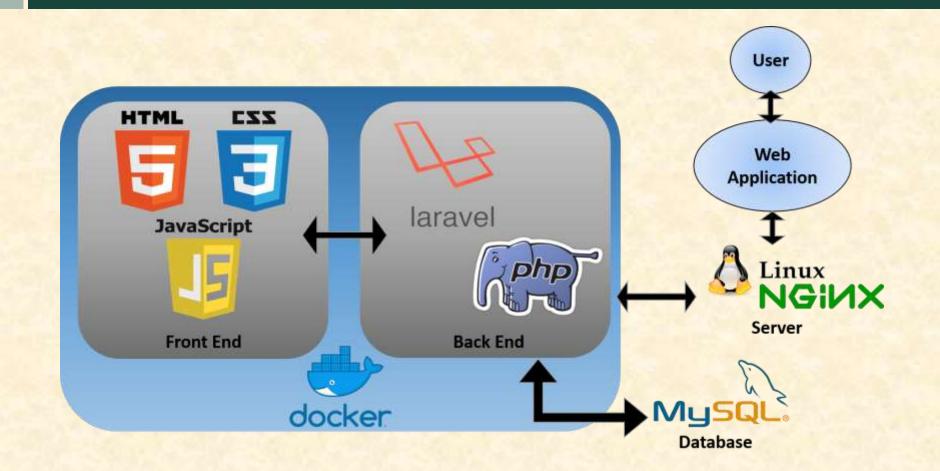
# **Screen Mockup: Donation**



#### **Project Technical Specifications**

- Front End:
  - HTML (HTML 5 Canvas) & CSS & JavaScript, Laravel
- Back End:
  - PHP Laravel Framework
  - MYSQL
- Containerization via Docker
- Integration and Testing
  - Unit Test & Behavior-Driven Development Test

# **Project System Architecture**



#### **Project System Components**

- Hardware Platforms
  - Nginx + Linux for deployment
- Software Platforms / Technologies
  - Visual Studio Code for development
  - Docker to build and deploy
  - GitLab and GitHub for version control

#### **Project Risks**

- Uploading and Storing Media
  - Users can upload photos, videos, and GIFs to add to their projects
  - Practice uploading and retrieving different media formats
- Publishing Playbills
  - Dynamically publishing playbills to a unique URL and allowing edits
  - Research how websites implement page publishing
- Dashboard Display
  - Displaying users' project files and folders on their main dashboard
  - Creating a mock file management system
- Cast List Editor
  - Creating forms from a cast list to allow cast members to add their own profile information
  - Create a mock cast list and generate matching forms

#### **Questions?**

