

Project Proposal

CS320 Fall 2022

Company Name:

Batfolio Inc.

Application Name:

ContentBook

Proposal (>= 300 words):

Content Management Systems have become more popular in the past decade as the digital space has become more populated. They offer users the ability to take the reins on the design of the website whilst handling the more technical aspects such as the backend and HTML/CSS coding. Many Computer Science students often utilize the ability of popular Content Management Systems like WordPress and Wix to make their portfolio websites. Our company proposes a Content Management System, "ContentBook", for making portfolio websites that is specifically geared towards students and people in the labor force.

During a job search, a portfolio demonstrates a person's work to prospective employers. It demonstrates their applicable skills and competencies. Portfolios are particularly useful for independent freelancers, consultants, and business owners who need to provide prospective clients with samples of their work. This project assists users in creating a portfolio efficiently and quickly.

ContentBook will allow users to create a user-specific portfolio. This means that users will be able to sign up or log in to view their own specific template for their website during their session. ContentBook will also allow users to upload files to the website. This means that items such as images and resumes can be uploaded into the ContentBook ecosystem. Another feature that our Content Management System will have, is giving the users the option of selecting from a list of templates and also, the ability to modify templates according to their specifications. The proposed application will also allow users to publish their portfolios. ContentBook users will be able to download these templates directly onto their device.

The application will also allow users to add third party features such as social media plugins that feed content directly into their website. ContentBook will have support for searching to allow users to add images from the internet to boost their portfolio design. Users will also have the ability to favorite templates in ContentBook and save for later use. Our app hopes to support translation into different languages in order to support a wide range of audiences. The application will also allow users to select an available domain for their portfolio website. ContentBook will feature an analytics dashboard so that users can view how many portfolio visits they have garnered over time.

This website's main audience consists primarily of students and those seeking employment (realistically, the target audience would be of ages 18-60). Version control would

be the primary challenge in developing a content management system. Batfolio Inc. faces the difficulty of keeping track of a user's unique modifications and generating content based on the user's preferences. Another challenge would be integrating social media plugins and search feature into ContentBook. These features require third party software and need to be seamlessly integrated into the system. Overall, ContentBook is intended to be a very easy-to-use yet efficient content management system.