Project specification/Report

The organisation I am creating a video for is the WWE (World Wrestling Entertainment). It is an organisation that is based on professional wrestling. Over the years professional wrestling has been classed in the sports entertainment category, and has become a popular watched sport worldwide. WWE is the top rated and most watched professional wrestling channel which has had the most well known famous wrestlers in the industry, and they still carry some of the best wrestlers today. As it is a worldwide based, WWE is broadcasted to almost more than 150 countries and has reached 13 million viewers in the U.S.

The problem these days is that less and less people seem to be watching WWE. It is a known fact that they may be losing a few of its viewers As years go by, but that is why I have come up with an idea in order to solve that problem. I am going to create a video to promote the company/TV show in order to attract viewers and show them what they are missing out on. The main problem WWE face is that when they launch their PPV’s (Pay-Per-View) not enough viewers buy them to watch it, instead viewers decide to watch it online through streaming (or simply just don’t watch it), and this can be a big issue. In order to solve this WWE have to raise their standards and give out more exciting matches, but what I’m going to do is advertise the main show and advertise the Pay-Per-View’s and give reasons why buying to view it is a more better deal, because for one, viewing it on your TV screen in HD is much better, and you get the full experience rather than watching it on a computer screen.

So I decided to interview a few fans to see what they’d like me to include in my video so that I can be able to meet their requirements and I have listed down a few things they’d want me to include:

* TV listings (Times it comes on TV)
* How the WWE has changed and improved
* List of wrestlers still in the WWE
* Tour dates
* Merchandise

In the new system, there will be new requirements for the company, as listed above there are some suggestions that have been made from the interview process, this means that they have all been taken into consideration and will be involved in the new system. Adding on to that the WWE offers a few benefits for the end-user that in the video that is going to be made the new system will show what type of merchandise is able to be bought from the online shop and how to sign up and create an account so users can buy their products, and for another benefit the video will be explaining how to buy tickets to shows and will be explaining the benefits to attending shows (you get to see the superstars live and enjoy the experience).

Hardware I will be using is a computer and a USB stick to save and carry out my video on. Whilst using the computer it is going to be the main thing I am using to carry out my project, I will also be using software that will help me do my project.  
For software I will be using the internet to get all the information that I need about the company and any other information, also I will be using the internet to collect images and video clips that I can include in my video. I will also be using is Windows Live Movie Maker to actually carry out the project, by using this software I am able to upload images and videos onto it and edit them creating a well produced video. My last piece of software is Windows Media Player, and this will be used for when I test my video to check if everything runs smoothly or if something goes wrong, and if something does go wrong I’ll have to go back onto windows live movie maker and re-edit the video.

For the end-user, they wouldn’t be required to have much IT skills as this video will be uploaded to the main WWE website and in order to access the video, on the main website there is a tab called ‘videos’ and once it is clicked the video will be there instantly ready to view. Overall the only IT skills the end-user will need is being able to access the internet. The whole system is user friendly, the video will have well enough information, and accessing the video will be quick and easy.