Problem Title: Media Streaming with IBM cloud Streaming

Project Statement:

The problem is to create a media streaming platform using IBM cloud Video streaming that offers a seamless and high quality viewing experience for users. This platform should provide to various types of media content while ensuring scalability, security and an easy-to-use interface. The key challenges include:

1.Quality of Service: Ensuring consistent video and audio quality across different devices and network conditions.

2.Scalability: Handling varying levels of user demand, from a few viewers to thousands or more, without performance degradation.

3.Security: Protecting content from unauthorized access, privacy and ensuring compliance with data privacy regulations.

4. User Experience: Designing an intuitive user interface for both content creators and consumers, allowing easy content management and playback.

5.Monetization: Implementing monetization options like subscriptions, pay-per-view, or advertising for content owners.

Design Thinking Approach:

1.Empathize:

- Conduct user research to understand the needs and preferences of content creators and viewers.
- Gather feedback on existing streaming platforms to identify pain points and areas for improvement.

2.Define:

- Create user personas for content creators and viewers.
- Clearly define the specific challenges and goals for the media streaming platform.

3.Ideate:

- Brainstorm solutions to address the identified challenges.
- Consider features like adaptive streaming, content delivery networks(CDNs), DRM for security, and analytics for content owners.

4.Prototype:

- Create a prototype of the streaming platforms user interface.
- Set up a test environment using IBM Cloud Video Streaming to simulate streaming scenarios.

5.Test:

- Conduct usability testing with potential users to gather feedback on the prototype.

- Test the performance and scalability of the streaming infrastructure.
- Refine the prototype based on user feedback and performance testing results.
- Continuously improve the platforms features and security.

6.Implement:

- Develop the streaming platform using IBM Cloud Video Streaming services.
- Implement security measures like DRM and user authentication.
- Integrate monetization options if required.

7.Launch:

- Roll out the platform to a limited audience initially to monitor it's performance and gather real-world data.
- Gradually expand the user base as confidence in the platforms stability and scalability grows.

8.Measure and Learn:

- Continuously monitor user engagement, streaming quality, and security.
- Use analytics to gain insights into user behavior and preferences.
- Make date-driven improvements and updates to the platform.

 By following the design thinking approach, you can create a media streaming platform using IBM Cloud Video Streaming that not only addresses the defined problem but also evolves based on user feedback and changing technology trends.