Live Streaming

Problem Definition

The problem is that IBM Cloud Video Streaming faces technical challenges related to latency, buffering, and scalability. Users encounter delays in live streaming, frequent buffering interruptions, and limitations in handling large audiences during live events. This affects the quality of their streaming experience and hinders their ability to engage and retain viewers.

Design Thinking Approach

Empathize :

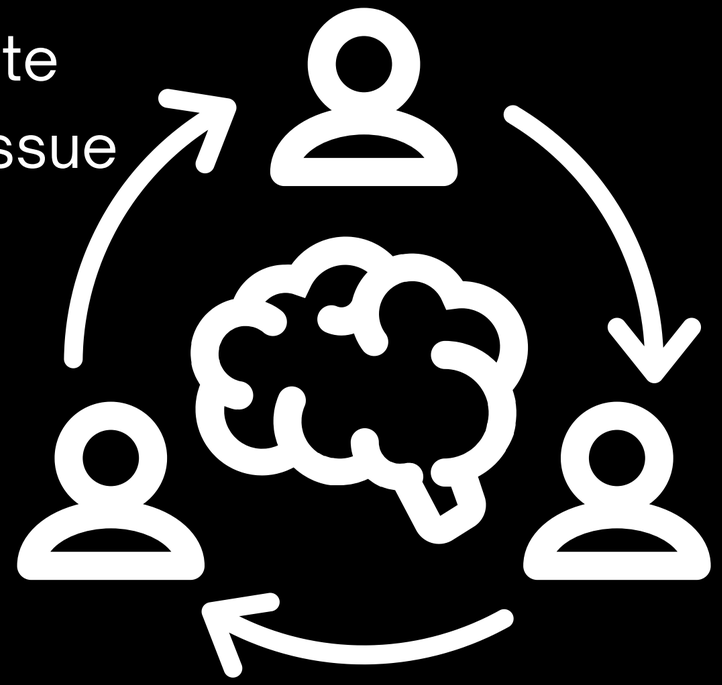
- Gather feedback from content creators, businesses, and viewers to understand their pain points and expectations regarding streaming quality and reliability.

Define :

- Clearly define the goal of improving the IBM Cloud Video Streaming platform's performance, particularly in terms of reducing latency, minimizing buffering, and enhancing scalability.

Ideate :

- Brainstorm technical solutions such as content delivery network (CDN) optimization, adaptive bitrate streaming, and real-time monitoring for proactive issue resolution.



Prototype :

- Develop prototypes showcasing the proposed solutions, emphasizing reduced latency, seamless playback, and scalability improvements.

Test :

- Conduct performance testing, measuring latency reduction and buffering elimination, ensuring that the prototypes meet the defined goals.

Implement :

- Implement the chosen solutions into the IBM Cloud Video Streaming platform, integrating CDN optimization, adaptive streaming, and real-time monitoring.

Test (Again) :

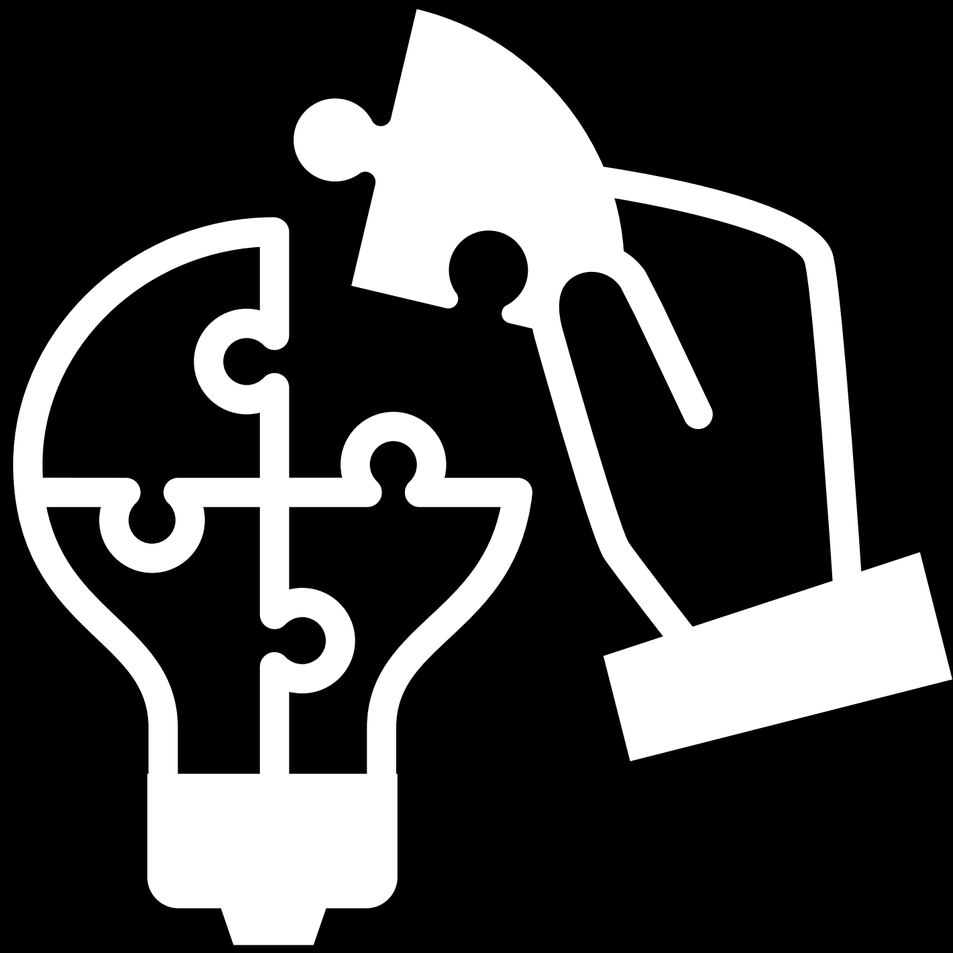
- Rigorously test the platform's new features to ensure they function as intended and deliver the desired improvements in latency, buffering, and scalability.

Launch :

- Deploy the enhanced platform to production with a focus on minimizing disruptions to existing users.
- Provide documentation and support for users during the transition.

Problem Solving Statement

The solution to the identified problems with IBM Cloud Video Streaming involves implementing CDN optimization, adaptive bitrate streaming, and real-time monitoring. These improvements aim to significantly reduce latency, eliminate buffering interruptions, and enhance the platform's ability to handle large audiences during live events.



Advantages

Improved Viewer Experience :

- Reduced latency and buffering interruptions lead to a smoother, more enjoyable streaming experience for viewers.

Enhanced Scalability :

- The platform can now accommodate a larger number of viewers during live events without performance degradation.

Increased User Satisfaction :

- Content creators and businesses benefit from higher viewer retention and engagement due to improved streaming quality.

Competitive Edge :

- IBM Cloud Video Streaming gains a competitive advantage in the market by offering a reliable and high-quality streaming solution.

Real-time Monitoring :

- Proactive issue detection and resolution through real-time monitoring ensure minimal disruptions for viewers and content providers.

Demo Video

Definition :

Create a comprehensive demo video showcasing the improvements in action. This could include side-by-side comparisons of the old and new streaming experiences, highlighting reduced latency and buffering. Additionally, demonstrate the platform's ability to seamlessly handle a large number of concurrent viewers during a live event. Use before-and-after examples to visually convey the advantages of the updated platform to potential users and stakeholders.

Demo Video


Thanking you