

Interactive Video Spin-off White-paper: An effort to define features for the MVP

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Abstract—The purpose of this white paper is to seed an idea and initiate discussion towards creating a new spin-off project inspired by the existing Interactive Videos platform. The new envisioned platform should allow the external content creators to create their own set of interactive video(s), possibly in the form of a course or as a standalone video, publishable in a marketplace, which may be of our own or an embed to a third-party marketplace.

As opposed to the old Ivy which was used by the internal team to upload videos and quizzes created by our own content experts, the new platform will be open in nature.

I. INTRODUCTION

The Innovate Tech and the Advanced Pedagogy at large has an in-house mechanism for digital content creation in the form of video(s) and the distribution to the targeted users digitally. The content creation process is spread across several teams namely content experts, creatives, quality assurance task force, animators and video production. The content is served to the end users via "Interactive Videos" platform in conjunction with the "My Second Teacher" platform, both of which has been developed in house by the software engineering team. Both the content 'creators' and the 'enablers' are thus two important pillars of the wider vision of 'revolutionizing education with technology'.

The next natural step is to widen our vision and scope of the creation and enabling process, i.e, to enable external authors and content creators to reach wider audience via our platform. Thus, we envision a 'C2B2C' course market place where educators can create and publish the interactive video based courses directed at the the knowledge seekers. This platform, this, adds a third pillar to the vision - the freelance content creators.

II. MINIMUM VIABLE FEATURES

There are three major actors in the system, namely the content creators, the students, and the quality assurance team. The MVP features can thus be discussed in conjunction to those actors (see Figure 1).

A. The Content Creators

These are the freelance content creators or educators. They may create a standalone interactive video or a set of such videos grouped into a course. Both a single video and the

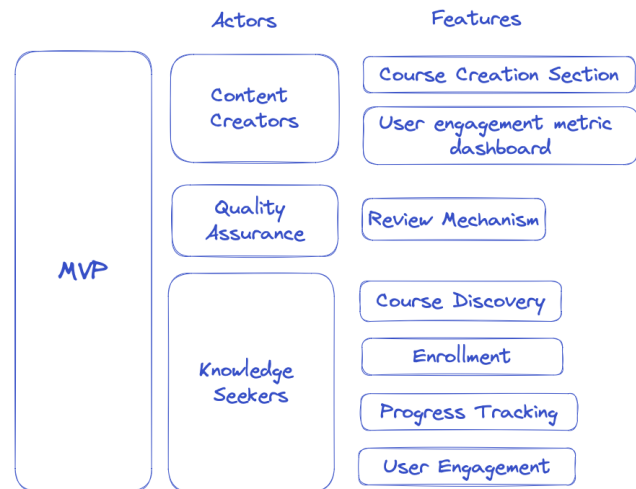


Fig. 1: Actors and the features for MVP

course can be published and hosted in our course marketplace. A standalone video can additionally be imported or integrated into a third-party marketplace such as Udemy.

We envision two major use intents or features for this actor:

- 1) A section dedicated to create a course or a video.
- 2) A dashboard to view and track user engagement data.

B. Students

These are the consumers of the materials created by the producers. A major aim of the platform should be to solve the needs of these group of users.

There should be a clear funnel where the students are guided to course/video discovery, enrollment, progress, and completion. The students should be able to search for relevant content with a simplistic search, or we can guide them via features such as popularity, recommendations, etc. After enrollment, their progress needs to be tracked, and some form of user engagement strategy or feature should be in place.

C. The Quality Assurance

The quality of the content should be of utmost priority to the platform. This means that there should be a strict review process before a content is moved from draft to published

state. While the platform is originally meant for the freelance content creators, the review process should be done strictly by the in house team, as the core-competency should never be outsourced.

This topic in itself deserves a separate discussion as the QA process can have complex pipeline. However, for the MVP, the simple commenting mechanism similar to that of Google docs should suffice.

D. Putting it all together

The areas discussed above is summarised as process model in figure below.

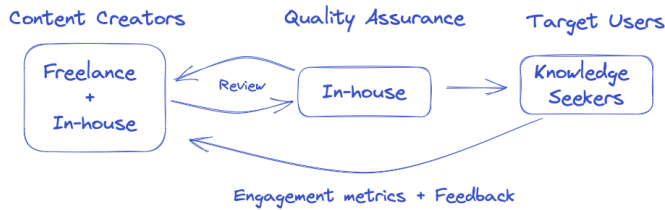


Fig. 2: User Journey/funnel

REVIEW OF SIMILAR PRODUCTS

In the quest to produce a novel product, we must glance into the past and the present to see the similar initiatives to learn from their mistakes and wins, and get inspired to create something unique for the future.

The existing Interactive Videos platform (IVy) is originally inspired from the platform H5p. There has been new developments in around the market since then. In this section, we review few of them.

E. Educative

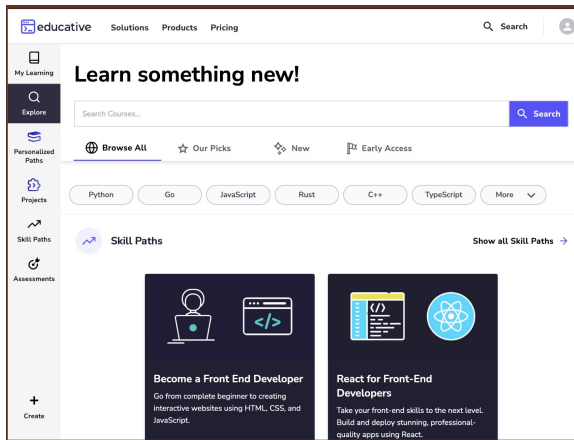
This is a text based developer education platform. While the internet is already full of text based tutorials and articles on different aspects of software engineering, such contents are rather scattered around, lacks standards quality, and is not organized in one place. This platform creates a unique value proposition for software developer by solving the above mentioned pain points.

The platform has specific client persona in mind: a software engineer who is a technical person; values structure and well organized/linked knowledge; likes distilled, succinct and 'to the point' content. The platform saves him/her time, helps fill any knowledge gap.

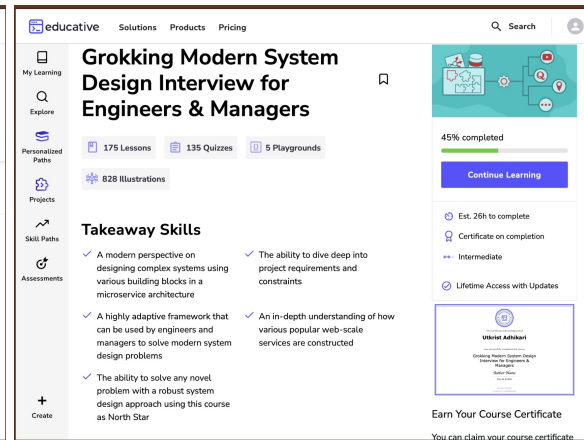
1) *User Journey*: The platform has well defined user journey: Course/Path Discovery → Enrollment → Progress Tracking → Course Resume → Completion.

Please refer to figure 3 for the screenshots.

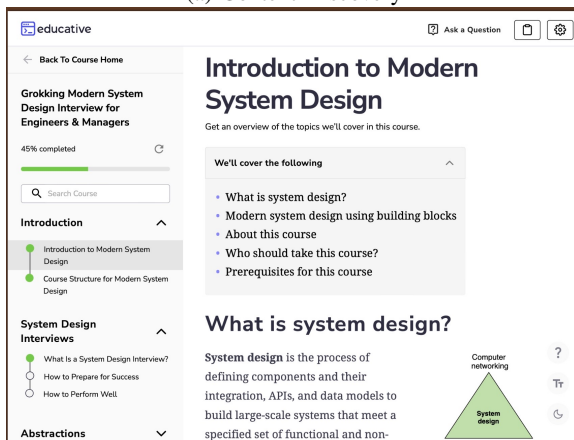
REFERENCES



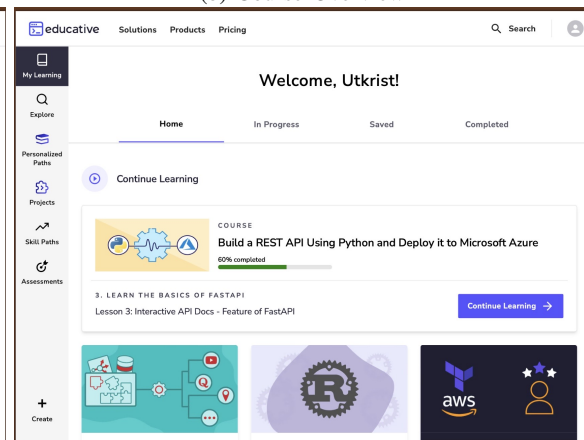
(a) Content Discovery



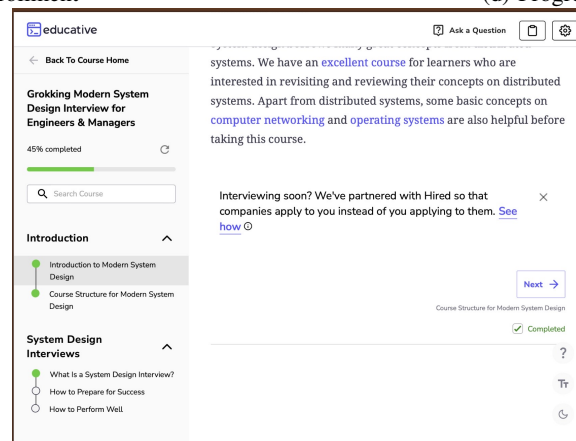
(b) Course Overview



(c) Enrollment



(d) Progress Overview



(e) Course Completion

Fig. 3: A well guided user journey.