



AI-based Video Summarization Tool for VOC Database

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Version
1

Link to product

[AI-based Video Summarization Tool for VOC Database](#)

Description

An AI tool designed to summarize and query video content from a Voice of Customer (VOC) database, named Enjoy HQ. The tool will feature a user-friendly interface allowing product owners, new product development teams, quality control teams, and continuous improvement teams to request video summaries based on transcripts. It will enable users to specify summary length, focus on specific themes, and detect critical non-verbal cues such as hesitation or enthusiasm in responses.

Goals

The product aims to be broadly available to all internal Fluke users requiring the functionality. It should provide timely, adjustable, and customizable summaries with options to export results as PDF documents or PowerPoint presentations. Additionally, the tool will include usage tracking to monitor adoption and application, with success measured by user engagement and satisfaction.

Target Launch Information

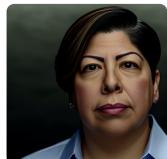
Launch Date: 2024-05-01

Launch Markets: Global, starting with North America

Launch Retail Price:

Launch Volume: 100

User Personas



Evelyn the Market Researcher

Age: 35

Occupation: Market Research Analyst

Proficiency: Advanced

Residence: owned

Summary

Evelyn, a 35-year-old market research analyst, is focused on efficiently understanding customer sentiment across different demographics to improve marketing strategies. As an advanced professional and urban homeowner, she encounters the challenge of spending too much time watching and analyzing customer feedback videos, which is crucial in her daily routine of identifying market trends and reporting her insights to her team. Evelyn's main goal is to convert the vast amount of video feedback she receives into actionable data that can inform her marketing decisions.

Goals

Evelyn aims to quickly understand customer sentiment across various demographics to tailor marketing strategies effectively. She needs to distill large volumes of video feedback into actionable insights.

Day In The 18px

Evelyn spends her day sifting through customer feedback, identifying market trends, and presenting findings to the marketing team.

Pain Points

Evelyn struggles with the time-consuming process of watching and analyzing hours of customer feedback videos.



David the UX Designer

Age: 29

Occupation: UX Designer

Proficiency: Intermediate

Residence: rented

Summary

David, a 29-year-old intermediate-level UX Designer, aspires to boost user experience by incorporating customer feedback, including non-verbal cues, into his design process. Although he rents his home and identifies as a tech-savvy millennial, David struggles with quantifying qualitative feedback for design enhancement. His typical day is filled with crafting wireframes, running A/B tests, and working closely with product managers to polish user interfaces, all aimed at achieving a more intuitive user experience.

Goals

David seeks to enhance user experience by integrating customer feedback directly into design iterations. He values nuanced insights like non-verbal cues.

Day In The 18px

David's day involves creating wireframes, conducting A/B tests, and collaborating with product managers to refine user interfaces.

Pain Points

David finds it challenging to quantify qualitative feedback and integrate it into design improvements.



Susan the Customer Success Manager

Age: 42

Occupation: Customer Success Manager

Proficiency: Intermediate

Residence: owned

Summary

Susan, a 42-year-old Customer Success Manager, is dedicated to reducing client turnover by addressing their pain points. As a suburban professional who owns her home, she is at an intermediate proficiency level in her field. One of her main challenges is the overwhelming number of customer interaction videos she needs to process for quality assurance. Despite this, she remains focused on efficiently summarizing customer interactions to develop effective strategies, manage her team, and optimize customer satisfaction and upselling opportunities.

Goals

Susan is focused on reducing churn by understanding and addressing customer pain points. She requires efficient summarization of customer

interactions to inform strategy.

Day In The 18px

Susan manages a team that oversees customer accounts, ensuring satisfaction and upselling opportunities.

Pain Points

Susan is overwhelmed by the volume of customer interaction videos that need to be reviewed for quality assurance.



Alex the Product Strategist

Age: 38

Occupation: Product Strategist

Proficiency: Advanced

Residence: other

Summary

Alex the Product Strategist, 38, focuses on aligning product development with market demands by utilizing customer feedback and a data-driven approach. An advanced professional and entrepreneurial thinker, Alex's primary goal is to ensure that the vision and roadmap for products reflect deep market research and competitive analysis. Although he is adept at his role, he faces challenges in efficiently synthesizing feedback from diverse sources due to a lack of effective tools. Alex's day-to-day involves collaborating with product teams to define the strategic direction of their offerings.

Goals

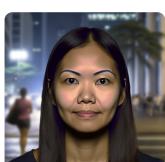
Alex aims to align product development with market needs by leveraging deep insights from customer feedback. He prioritizes data-driven decision-making.

Day In The 18px

Alex works closely with product teams to define the vision and roadmap based on market research and competitive analysis.

Pain Points

Alex needs to synthesize customer feedback from various sources but lacks the tools to do so efficiently.



Olivia the Data Analyst

Age: 27

Occupation: Data Analyst

Proficiency: Advanced

Residence: rented

Summary

Olivia, a 27-year-old urban data analyst, is highly skilled in her field with a focus on extracting patterns from customer video data to aid in forecasting trends and guiding business strategies. She aims for meticulousness in her analyses and spends her days immersed in statistical evaluation, compiling reports, and presenting her findings to stakeholders. Despite her advanced proficiency, Olivia is challenged by the large volumes of unstructured data she must process and interpret.

She currently rents her home and embodies the archetype of a data enthusiast in an urban setting.

Goals

Olivia is determined to extract meaningful patterns from customer video data to predict trends and inform business decisions. She values precision and depth in data analysis.

Day In The 18px

Olivia's day is data-centric, involving statistical analysis, creating reports, and communicating insights to stakeholders.

Pain Points

Olivia faces difficulties in processing and interpreting the vast amount of unstructured data from customer videos.

Requirements

Software

R-2 P0 Dynamic Summarization and Thematic Extraction

Category: Software

Description: Enable dynamic video summarization with adjustable lengths and develop algorithms for thematic extraction based on user-specified topics.

Technical Specification: Summarization to support lengths from bullet points to full overviews. Algorithms to identify and prioritize themes within the video content.

Justification: Dynamic summarization allows users to receive tailored content, enhancing the tool's flexibility and appeal. Thematic extraction focuses on relevant content, increasing the summarization's value.

R-8 P0 Scalability and Performance

Category: Software

Description: Design the architecture to support 100 concurrent users and implement load balancing and failover strategies for peak loads.

Technical Specification: Cloud-based architecture with effective resource management, load balancing capabilities, and failover strategies for high availability.

Justification: Ensuring scalability and performance for concurrent users is essential for a seamless user experience and to accommodate future growth.

R-1	P1	<h3>User-Friendly Interface for Video Summaries</h3> <p>Category: Software</p> <p>Description: Design and implement an intuitive interface for users to request video summaries and perform thematic queries. The interface should include adjustable controls for summary length and thematic focus.</p> <p>Technical Specification: Interface to include sliders for summary length, checkboxes for themes, and visual indicators for non-verbal cues. Must be compatible with web and mobile platforms.</p> <p>Justification: A user-friendly interface is crucial for user adoption and satisfaction. It will enable users to easily navigate and use the video summarization tool, improving the overall user experience.</p>
R-3	P1	<h3>Non-Verbal Cue Detection</h3> <p>Category: Software</p> <p>Description: Integrate non-verbal cue detection that analyzes tone, speed, and hesitation, requiring collaboration between NLP and computer vision teams.</p> <p>Technical Specification: Detection algorithms to analyze video and audio data for tone, speech speed, and hesitations. Integration with NLP for contextual understanding.</p> <p>Justification: Non-verbal cue detection will provide a more comprehensive summary by including important non-verbal information, which is often as informative as verbal communication.</p>
R-4	P1	<h3>Complex Query Capability</h3> <p>Category: Software</p> <p>Description: Develop the ability to perform complex queries across multiple videos, synthesizing answers based on user-specified topics.</p> <p>Technical Specification: Query engine capable of handling multi-video input, thematic relevance ranking, and synthesis of information into coherent responses.</p> <p>Justification: Complex queries enable users to extract and synthesize information from a large dataset, providing a powerful tool for analysis and decision-making.</p>

R-6	P1	Export Summarized Content Category: Software Description: Create modules to convert summaries into PDF and PowerPoint formats with options for branding and clear formatting. Technical Specification: Modules to support PDF and PowerPoint exports, customizable templates with branding options, and readability considerations. Justification: Providing export functionality in common formats like PDF and PowerPoint with branding options is essential for users to share and present summarized content.
R-10	P1	Azure Compatibility and GPT-4 Turbo Integration Category: Software Description: Ensure the application is compatible with Azure and integrates with GPT-4 Turbo, designed with a microservice architecture. Technical Specification: Azure cloud environment compatibility, GPT-4 Turbo integration, and microservice architecture for scalability and maintenance. Justification: Compatibility with Azure and integration with GPT-4 Turbo leverages existing cloud infrastructure and advanced AI capabilities, enhancing the tool's features and performance.
R-7	P2	Usage Tracking and Analytics Category: Software Description: Incorporate tracking capabilities to record user interactions and develop a dashboard for visualizing usage trends and performance metrics. Technical Specification: Tracking of user interactions such as query types and summary lengths. A dashboard to display utilization trends, satisfaction, and performance metrics. Justification: Tracking user interactions and visualizing data helps in understanding user behavior, improving the tool, and making informed decisions based on usage patterns.

R-9	P2	Global Deployment and Localization
		Category: Software
		Description: Plan for multi-region server allocation and introduce localization features for different regional laws, languages, and cultural nuances.
		Technical Specification: Deployment plans for North America and other regions, localization support for multiple languages and regional compliance requirements.

Compliance

R-5	P0	GDPR Compliance and Data Privacy
		Category: Compliance
		Description: Implement consent verification workflows and secure storage solutions to ensure GDPR compliance and data privacy.
		Technical Specification: Workflows for user consent verification, encrypted storage for data at rest and in transit, and anonymization techniques for personal data.

Other

R-13	P1	System Documentation and User Support
		Category: Other
		Description: Provide comprehensive technical documentation for the maintenance team and user manuals for end-users to facilitate product adoption.
		Technical Specification: Technical documentation detailing architecture, data flow, operational procedures, and user-friendly manuals and guides.

R-11 P2 Launch and Adoption Strategy

Category: Other

Description: Define rollout strategies for an internal user base, including user training and support documentation.

Technical Specification: Rollout plans with user training sessions, creation of support documentation, and tracking of initial user group engagement.

Justification: A well-defined launch and adoption strategy ensures smooth onboarding of users and maximizes the initial impact and acceptance of the tool.

Quality Assurance

R-12 P0 Quality Assurance and Testing

Category: Quality Assurance

Description: Establish a comprehensive testing plan covering unit, integration, system, and user acceptance testing to ensure product robustness.

Technical Specification: Testing plan including various testing stages continuous monitoring, anomaly detection, and automated alert systems for system health.

Justification: A thorough testing plan is critical to identify and fix issues early, ensuring the product's reliability and user satisfaction.

Risks

1. Data Privacy Compliance Failure

Level: High

Description: There is a risk that the AI tool may not fully comply with GDPR or other local data protection laws, leading to legal penalties and loss of user trust. Ensuring adherence to these regulations is complex and requires continuous updates to match legislative changes.

2. Data Security Breach

Level: High

Description: There is a risk of unauthorized access to sensitive VOC data, which could lead to data breaches and compromise customer privacy and company reputation.

3. Technical Challenges in Video Processing

Level: High

Description: Video processing and summarization involve complex AI algorithms that may face technical challenges, leading to inaccurate summaries or system failures, impacting user experience.

4. Misinterpretation of User Queries

Level: Medium

Description: The AI's natural language processing may not always interpret user queries correctly, leading to irrelevant or inaccurate video summaries.

5. Scalability Issues

Level: Medium

Description: As the user base grows, the tool may encounter scalability issues, affecting performance and availability, which can degrade user experience and satisfaction.

6. Inaccurate Summary Customization

Level: Medium

Description: The AI may not accurately tailor summaries based on user-specified themes, leading to dissatisfaction and potential misinformation.

7. Dependency on Quality of Input Data

Level: Medium

Description: The quality of video summaries is highly dependent on the quality of input data, including video and transcript quality, which may vary and affect the output.

8. Inadequate Handling of Non-verbal Cues

Level: Medium

Description: The AI's capability to accurately analyze non-verbal cues is uncertain, which may result in incomplete or misleading context in summaries potentially affecting decision-making processes.

9. Insufficient User Adoption

Level: Medium

Description: The tool may face low adoption rates due to resistance to new technology or failure to meet user expectations, resulting in underutilization and poor return on investment.

10. Export Functionality Limitations

Level: Low

Description: The tool's export options may not be compatible with all user systems or may lack certain functionalities, limiting its usefulness for presentations and reports.

Images

