DESIGN THINKING PROCESS

1.INTERVIEW

1.How can you view the final match between Sydney and Essendon?

Ans: after logging in to the respective website we can observe link which contains the videos.by clicking on it will redirects to the afl page contacting videos. There you can watch the videos.

2.do the video contains full match or else highlights?

Ans: some of the short time videos contains full length match where as full-length videos is made up with highlights.

3.why do you like the afl most?

Ans: Soccer Players Pretend They're Hurt. AFL Players Pretend They Aren't.this is the reason why I like afl most.

2. DIGDEEPER

1.what have you done previously that might help you?

Ans: earlier I visited the existing afl website which consists of players statistics,fixtures,promotions ,favorites and fantasy.

2.what role does fan development and community play in afl/

Ans: Fan Development – to build relationships with the community to develop fans of the game.

Community – to support leagues, clubs and schools to provide quality environments and management to motivate volunteers, umpires, coaches, teachers and sports trainers for all levels of Australian football.

3.what do you do to attract the audience?

Ans:posting the video of 1-2 min length in social media can attract the audience and fans of afl

3.CAPTURES

Need: things that they are trying to do

1.digitalizing the video tapes of the previous matches with the third-party assistance

2.using of the social media for the promotions and the marketing.

3.maintaing the great number of videos and highlights.

4.prediction that which one going to win the match. i.e just guessing the favorite team by craze and previous performance

Insights: new learnings about your partner's feelings/ worldview to leverage

in your design*

our group mates who had a good technical knowledge had derived a business case for the afl and designed a website which consists of all the contents like videos, player statistics,promotiions and marketing.

4.Define problem statement?

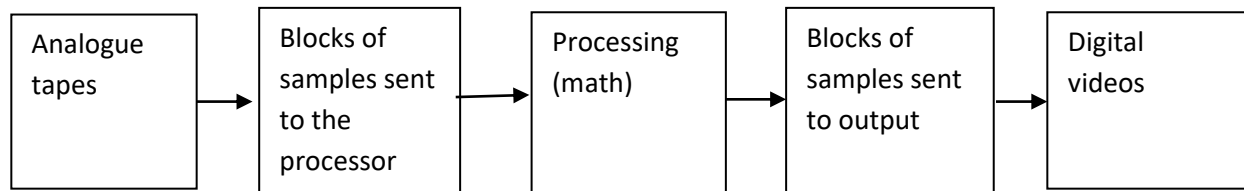1. in order to watch the previous matches and to memorize them tapes would not that much good.so digitalizing them in to DVDs or the storage makes us feel comfortable

2.one more suggestion from our groupmate that it is impossible to upload a maintain a full length hd video.so he suggested an idea highlights should be done manually.so its will be good for fans and kids who are potential enough to get into the game.
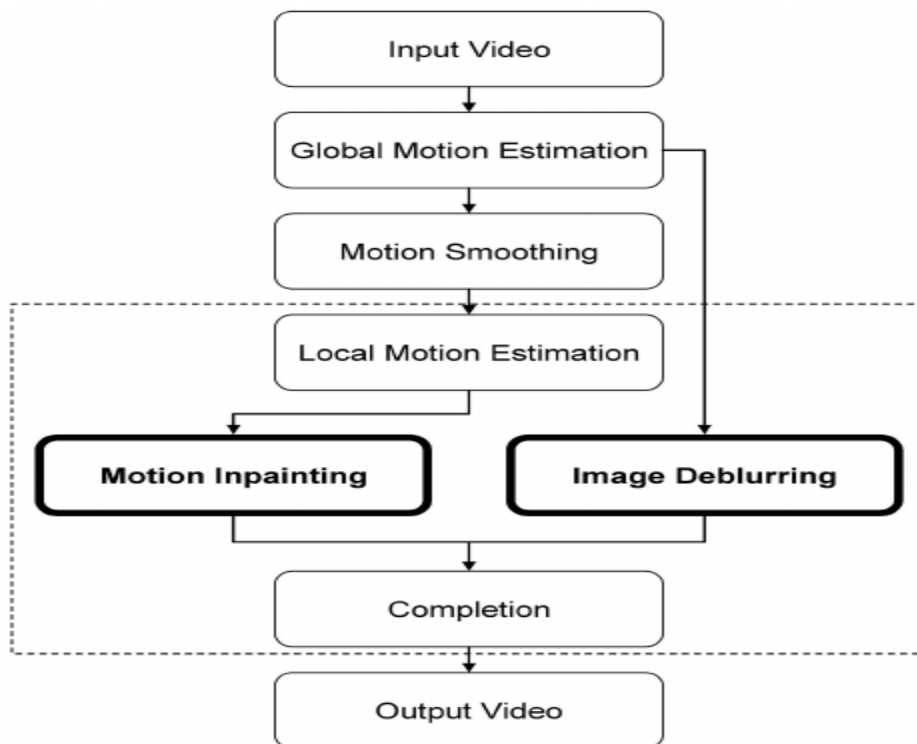
3.the marketing and promotions should be taken to the next extent to encourage the young talents and the kids

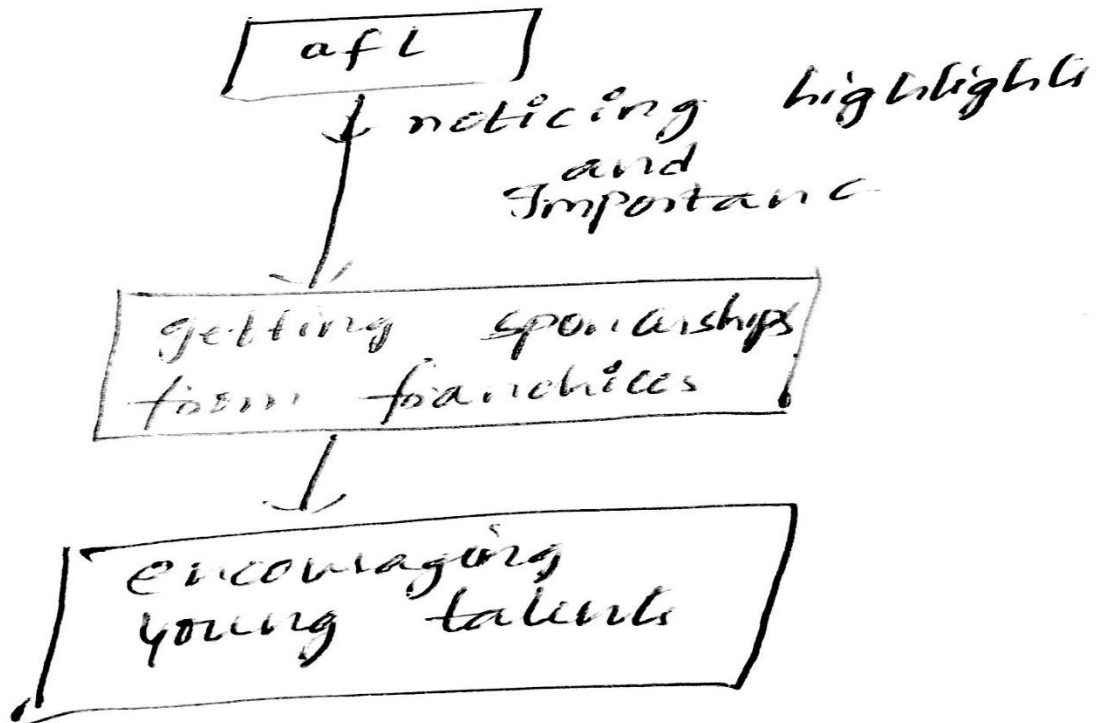5.Sketch radical ways to meet user's need.
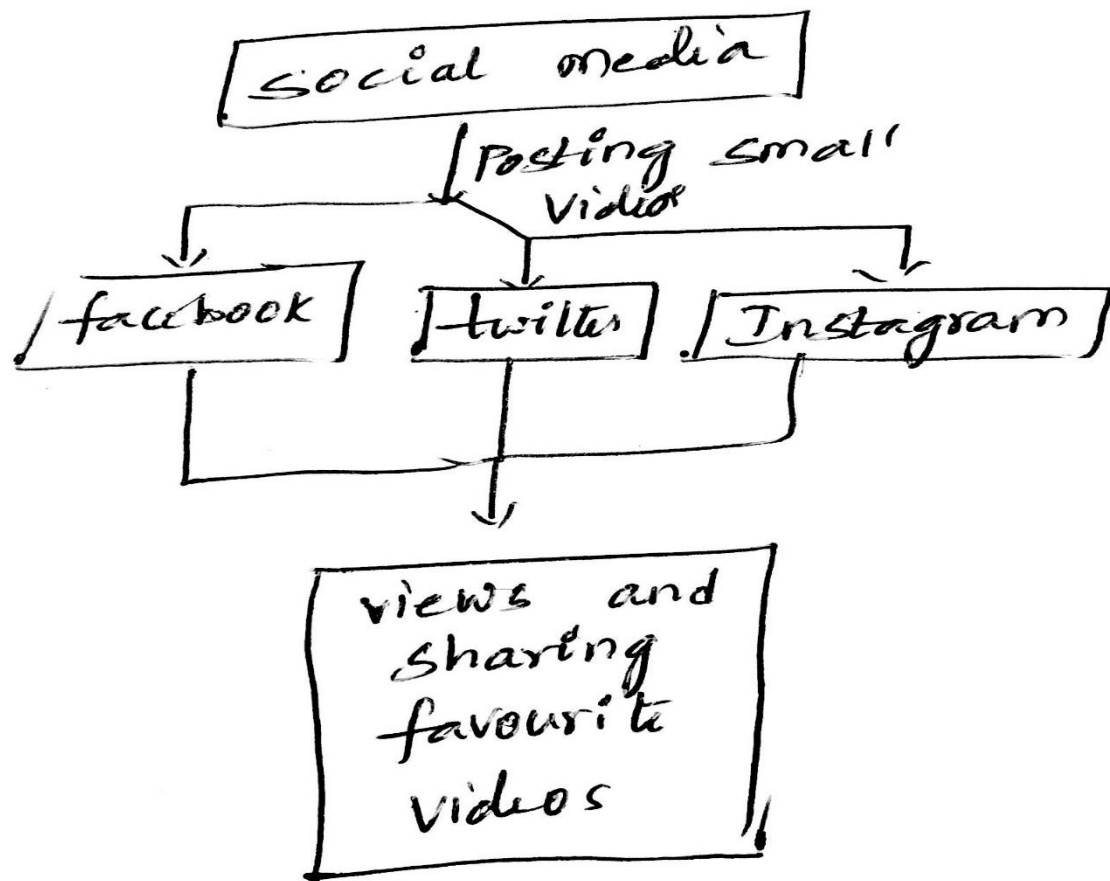
Analogue to the digital

Analogue tapes	Blocks of samples sent to the processor	Processing (math)	Blocks of samples sent to output	Digital videos

Video andimage stabilizations

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          ┌──────────────────────┐
          │     Input Video      │
          └──────────┬───────────┘
                     ↓
          ┌──────────────────────┐
          │Global Motion Estimation├──────────┐
          └──────────┬───────────┘            │
                     ↓                         │
          ┌──────────────────────┐            │
          │   Motion Smoothing   │            │
          └──────────┬───────────┘            │
  ┌──────────────────┼────────────────────────┼──────┐
  │                  ↓                         │      │
  │       ┌──────────────────────┐            │      │
  │       │Local Motion Estimation│           │      │
  │       └────┬─────────────┬───┘            │      │
  │            ↓             │                ↓      │
  │ ┌────────────────┐   ┌──────────────────────┐   │
  │ │Motion Inpainting│  │   Image Deblurring    │   │
  │ └───────┬────────┘   └──────────┬───────────┘   │
  │         └────────┬──────────────┘               │
  │                  ↓                              │
  │       ┌──────────────────────┐                 │
  │       │     Completion       │                 │
  │       └──────────┬───────────┘                 │
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          ┌──────────────────────┐
          │    Output Video      │
          └──────────────────────┘
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Promotions and marketing
club

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┌──────────────┐
│      afl     │
└──────────────┘
        │  noticing highlights
        │      and
        ↓    Importance
┌────────────────────────┐
│  getting sponsorships   │
│  form franchises        │
└────────────────────────┘
        │
        ↓
┌────────────────────────┐
│  encouraging            │
│  young talents          │
└────────────────────────┘
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6.SHARE YOUR IDEA ON CAPTURE FEEDBACK.

The first and second diagrams are the ways how to digitalize the analogue data to the digital videos and storage and rest deals with the marketing and promotions to encourage the next generations .

7. Reflect and generate a new solution and build your solution.

1.Storing video and static data to the database. Video will be stored in to the database and   Static data will make by the table and stored there

2.When the user registers and logins in to the website he might find the video where as he like and share the video on the social media.as a result. The viewer can share his interest where as he can also save the video in to his user account.

8. SHARE YOUR SOLUTION AND GET FEEDBACK.

Storing on tapes may some times decreases the video quality where as digitalized vides stay for longer periods. The website is very user friendly and have all the information that the audience and the fans need. One more fact is that it has an similar video search option while we are looking for a video