



Media Streaming with IBM Cloud Video Streaming

PHASE-1

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PROBLEM DEFINITION

The problem at hand is to create a virtual cinema platform using IBM Cloud Video Streaming that allows users to upload, stream, and enjoy their favorite movies and videos on-demand. The platform should enable users to share the joy of movie nights with friends and family, regardless of their geographic location. The primary goal is to elevate the movie-watching experience by providing seamless streaming and high-quality video playback, offering a truly immersive cinematic experience to the users.

DESIGN THINKING

Introduction:

Design thinking is an iterative approach to problem-solving that focuses on understanding user needs, generating creative ideas, and rapidly prototyping solutions. In the context of creating a virtual cinema platform using IBM Cloud Video Streaming, this document outlines how design thinking principles can be applied to address the problem statement effectively.

Empathize:

1. User Research: Conduct in-depth user research to understand the needs, preferences, and pain points of potential platform users. Gather insights on how they currently watch movies and share movie nights with others.
2. User Interviews: Interview target users, including movie enthusiasts and potential content creators, to gain a deeper understanding of their expectations, frustrations, and desires related to a virtual cinema experience.
3. User Personas: Create user personas based on research findings to represent the various user segments and their unique characteristics, motivations, and challenges.

Define:

1. Problem Statement Refinement: Refine the problem statement based on user insights, specifying the key objectives and desired outcomes of the virtual cinema platform.

User Stories: Develop user stories and use cases that describe the interactions and scenarios users will have with the platform.

Ideate:

1. Brainstorming Sessions: Conduct brainstorming sessions with a multidisciplinary team to generate creative ideas and concepts for the platform's features, functionality, and user experience.

Idea Prioritization: Prioritize and select the most promising ideas that align with the platform's objectives and user needs.

Prototype:

1. Low-Fidelity Prototypes: Create low-fidelity prototypes (e.g., paper sketches, wireframes) to visualize and test the proposed user interface and workflows.

Feedback Iteration: Collect feedback from potential users and stakeholders through usability testing of prototypes. Iterate and refine the design based on feedback.

Test:

1. High-Fidelity Prototypes: Develop high-fidelity prototypes or mockups of key platform screens and interactions.

User Testing: Conduct usability testing sessions with a sample of target users to evaluate the platform's ease of use, functionality, and overall user experience.

Develop:

Development Phase: Initiate the development of the virtual cinema platform, leveraging IBM Cloud Video Streaming services as the core technology.

Agile Development: Adopt agile development methodologies to facilitate iterative development, allowing for continuous improvements based on user feedback.

Deliver:

1. Launch: Deploy the virtual cinema platform to a limited audience as a beta version to gather real-world user feedback and identify any technical issues or usability concerns.

Scale and Enhance: After a successful beta phase, scale up the platform to a broader user base and continuously enhance its features and performance.

Measure:

1. User Engagement Metrics: Track user engagement metrics, including the number of users, content uploads, viewing duration, and user feedback, to evaluate the platform's success.

Iterate and Improve: Use data-driven insights and user feedback to iterate on the platform's design, functionality, and content offerings.

Conclusion:

Design thinking is a dynamic and user-centric approach that ensures the virtual cinema platform is not just technically sound but also resonates with the needs and expectations of its users. By empathizing with users, defining their problems, ideating creative solutions, prototyping and testing, and continuously improving, we can create a virtual cinema platform that delivers an exceptional and immersive cinematic experience, bringing joy to movie enthusiasts and their families and friends across the globe.