NAAN MUDHALVAN

PHASE 1

CLOUD APPLICATION DEVELOPMENT

PROJECT ON

MEDIA STREAMING WITH IBM MEDIA STREAMING COLLEGE:

AALIM MUHAMMED SALEGH COLLEGE OF ENGINEERING

DONE BY 3RD YEAR ECE STUDENTS
TEAM MEMBERS

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PROBLEM:

The project involves creating a virtual cinema platform using IBM Cloud Video Streaming. The objective is to build a platform where users can upload and stream movies and videos on-demand. This project encompasses defining the virtual cinema platform, designing the user interface, integrating IBM Cloud Video Streaming services, enabling ondemand video playback, and ensuring a seamless and immersive

cinematic experience. proceed ahead with solving the problem. Please think on a design.

PROBLEM DEFINTION:

What's the need for the innovation?

This project is to make the streamers and viewers to have seamless cinematic experience of a content .

How can we justify the need?

1.Changing Entertainment Landscape: The entertainment industry is evolving rapidly, with a growing preference for online streaming and on-demand content.

2.Justify the need by highlighting the shift away from traditional cinema experiences to streaming services.

3.Pandemic-Induced Changes: The COVID-19 pandemic has accelerated the demand for virtual cinema experiences due to restrictions on public gatherings. Emphasize how the project caters to the changing habits forced by the pandemic and provides a safe alternative.

4.Global Access: Virtual cinema platforms can offer access to a wider global audience, transcending geographical boundaries.

5.Justify the need by showcasing the potential for reaching users worldwide.

6.Independent Filmmakers and Content Creators: Many independent filmmakers and content creators lack a platform to showcase their work.

Ideal outcomes:

1.High User Engagement: Users actively engage with the platform, stream content regularly, and participate in community discussions and events.

2.Large User Base: Attract a significant number of registered users who regularly use the platform for on-demand video streaming.

3.Content Diversity: Offer a diverse library of movies and videos that cater to a wide range of tastes and interests.

4.Content Quality and Exclusivity: Feature high-quality, exclusive, and premium content that sets your platform apart from competitors.

5.Monetization: Generate revenue through various monetization strategies, such as pay-per-view, subscriptions, and advertising.

6.Positive User Feedback and Reviews: Accumulate positive reviews, ratings, and testimonials from users, indicating their satisfaction with the platform.

7.Safety and Security: Ensure the platform's security and privacy measures are robust, and user data is protected.

DESIGN THINKING:

1.Empathize: Start by empathizing with your potential users. Understand their desires, pain points, and expectations regarding virtual cinema experiences. Conduct user interviews, surveys, and observations to gather insights.

2.Define: Clearly define the problem and project goals. Summarize your understanding of user needs and prioritize them. Create user personas to represent different segments of your target audience.

3.Ideate: Encourage your project team to brainstorm and generate creative ideas for the virtual cinema platform. Consider innovative features and functionalities that can address user needs and differentiate your platform.

4.Prototype: Build low-fidelity prototypes of your virtual cinema platform. These can be paper sketches, wireframes, or digital mockups. Create multiple prototypes to explore different design possibilities.