

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 on-demand video playback, and ensuring a seamless and immersive cinematic experience. proceed ahead with solving the problem. Please think on a design.

PROBLEM DEFINITION:

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.