

Meeting Agenda (week 7)

Date Month Year, Duration

20/4/2021 16:00pm-18:00pm

Attendance:

Member	Attendance
Yuliang Ma	Yes
Jiawei Fan	Yes
Yuchen Wang	Yes
Xiaoxiang Kong	Yes
Yimin Xu	Yes
Kai Eris (client)	Yes

Main objectives:

1. Clarify project goal. We have been working based on what Kai introduced to us during the first meeting. Our SoW is a bit vague, we need to make the project goal more concise and accurate.
2. Show our progress to the client we have made so far. We want to know if the technical progress we have made meets the client's requirement or not because we have been lacking of interacting with him.
3. Project scope. With the help of our client, we want to decide what is included in the project and what is not include. Especially on the labels, we have been confused about what type of labels our client is after.
4. Discuss with our client about the project timeline, what our client mentioned in the first meeting should be two-semester long. We need make an agreement about the plan on the next few weeks.
5. Video resource. We remember that the videos made by Cinefly storyboard are structured, therefore, we are looking forward to getting access to some videos source from Cinefly. There videos will be beneficial for training and adjusting our algorithms.
6. Based on the discussion, team members ask what they have been confused about.

Project goal:

1. From the videos from Cinefly, we can basically extract three kinds of information, demographic, psychographic and behavioural information.
2. All the videos are structured. There are 8 shots for each video, shot 1: introduce yourself, shot 2-7, tell us your story, which can include food, exercise, training, social activity, shot 3: tell us the reason that why you want to work on a certain type of job.

3. Due to the fact that each video is structured, we can extract different information from mainly from each shot.
4. As for demographic information, we can mainly analyse shot 1 about the person's gender, job, location, work and etc.
5. When analysing shots 2-7, psychographic information can be extracted out, for example, why they love their field.
6. For the shot 8, we can analyse the behavioural information about why they want to work on their job, for example, why they want to be a fitness instructor.
7. Each video will be roughly organised in the same manner, from 0 second to 10 seconds – introduction- demographic, from 10 seconds to 15 seconds – favourite things.
8. Kai has sent us the storyboard guideline which shows us the structure of the video.
9. After analysing the videos and extracting the information out, our client wants to make a persona, which contains many labels describing this person. Our project goal/challenge is then analysing these videos, do the classification and get these labels.

Demo to Kai what we have done so far:

1. We have mainly worked on our project management, since it is a new project and we need to have a plan.
2. We have also made some progress on technical part, but these progresses are based on what we think the project goal is.
3. Our traditional algorithm design is similar to what kai wants to realise but in different topics. Part of our progress made so far can be used in the future, for example, we still need to extract objects from videos. Therefore, the OpenCV technologies we have applied can be still used. However, the whole algorithm design needs to be re-considered.

Project scope and timeline:

1. After communicating with Kai, the team feels much better about the project. We have finally got a clear vision about the project instead of exploring on something that we are not sure if they relate to the project or not.
2. Jiawei thinks that the project goal kai just elaborated is too big, which can not be accomplished in the next few weeks. Therefore, if possible, can we further decompose the project goal so that we can work on a more feasible one.
3. Kai agrees on that and we have made an agreement on only focusing on extracting demographic information for this semester, which is mainly about analysing shot 1.
4. New SoW will be updated soon and get signed by kai again.

Video resources:

1. Kai will also prepare the videos source and send to us. We talked about the number to be 1000, but it seems to be too many. We will further decide on the numbers, but definitely we will analyse some of them and label on them by hand.

Other discussion:

1. Does it have any limitation on the languages we are expected to use? The client wants us to use python and typescript. We have discussed our skillset and we have made an agreement on using python.
2. Package limitation. There is no limitation on packages we can use. But open sources packages are welcome and preferred.
3. Kai also gives many options for us to choose for the project goal this semester, NLP is also what kai expects. Kai expects us to work on something simple this semester, for example, extracting information. During the next semester, we can combine the NLP and CV together to extract information to make a persona. For this semester, just focusing on extracting demographic information.
4. We also discussed the output format. Kai will be satisfied will information stored in spreadsheet or just in text.

Our reflection:

1. After Kai left the meeting, the team discuss what kai said and make sure everyone is at the same page.
2. The team feels less stressed because we finally meet with our client by calling his number.
3. The client looks a bit tired compared to last time we met with him. We feel like he may be super busy during the last few months. We should be more prepared next time meeting with him, make the agenda concise, be more efficient so that our client can have less workload. Also, when we email him, emails should be concise but accurate.
4. Then the team decided several features which we want to extract in this semester, they are gender, age, hair colour at the moment. We will further discuss on this after tomorrow's tutorial.

Task delegation:

All these tasks are based on audit 2 framework mentioned above

Name	Task
Yuliang Ma	Algorithm extracting gender, extracting objects
Yuchen Wang	Contacting client, update SoW
Jiawei Fan	Record meeting minutes and research on algorithms.
Xiaoxiang Kong	Algorithm extracting age
Yimin Xu	Algorithm extracting colour of hair