**Statement of work**

(Version 1.0, 10th March 2021)

1. Overview
   1. Introduction

Cinefly is a media-tech company which aims to develop the most advanced patented storytelling and file platform. As driven by data, cinefly wants to co-create stories with customers anywhere, anytime around the world. Cinefly believes that they can help users become extraordinary storytellers, with students, researchers, volunteers, business, government and other industries engaging together to share ideas, stories and experiences. Additionally, Cinefly strives to share these wonderful videos to have positive effects on the society, with the goals of tackling global issues such as Climate Change, Food, and Plastic Waste, Poverty.

This project is about using technologies to extract information from the videos to categories the videos, profile each file maker, and do some persona analysis based on their interaction with Cinefly Storyboards . With the help of Video AI, computer vision and natural language processing technologies, so users do not need to fill in complicated forms when signing up but Cinefly will automatically extract their information from the videos and match them to the given labels.

* 1. Project Backgrounds

Nowadays, there are many companies working on sharing video. For example, TikTok, but our client is more serious and wants to be more serious about their videos rather than entertaining people.

* 1. Project Stakeholders

Our project stakeholders is consist of 5 groups: **client, customer, sponsor, director, software engineer team**.

The **client** is Kai Eris, who is also the product manager and the sponsor of the company Cinefly.

**Customer** is the user of the website, who can use the app Cinefly to create some videos based on storyboards created by some professional **directors** employed by the company.

**Directors** are employees working together to create some storyboards for users. They are also the suppliers and vendors who offer creative ideas to the company.

**Software engineer team** are also employees who supply technical support about the website construction and the app’s development for the company.

1. Project Details

2.1 Project Target

Our final target is to write a video classifying algorithm.

To be specific, the algorithm can be used to analyze those videos uploaded by users, after analyzing, we should be able to extract information of people and objects in the videos, and classify the videos into different types. For example, when analyzing a self-introduction video, our algorithm can directly extract the information such as that person’s occupation, hobbies offered by the video, then the information would be put into that users’ profile, also the video would be classified as a self-introduction video.

2.2 Requirements

This semester we will mainly focus on designing the algorithm and try to test and improve the performance of the algorithm.

Minimum Viable Product (MVP)

1. Design an algorithm which can be used to extract information from videos to help accomplish the user’s profile.
2. Set types and the videos can be classified into certain types automatically.

2.3 Period of Performance

The scope of the project Cinefly will span the first and the second semester of 2021. The beta version 1.0 should be available before June 1st according to the requirement of the client Kai Eris. Our work after that will be settled down in future meetings with the client.

2.4 Location

There will be both on-campus meetings in Canberra and online meetings because 2 of our members are still in China now.

2.5 Client Expectations

After communicating with the client, we learned that cinefly is still in its infancy stage. The result of our project is exactly an important part of the cinefly business model. Specifically, we are requesting that the Beta version of the software contains the following two important features. These two features have not been implemented yet. The first feature is to analyze the videos uploaded by users and use big data technology to achieve greater audience coverage. The second is to use machine learning technology to provide more convenient and intelligent video generation algorithms. What is needed in common to achieve these two goals is to analyze the content of the video and classify the video according to the given tags. This is exactly the work content of our project. Therefore, we can say that our project will improve the software functions of our customers, thereby forming a complete business ecosystem for the client. This makes it easier for investors to obtain profit returns, and at the same time provides more convenient and powerful functions for users of the software, and provides them with a better experience.

2.6 Tools

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| Team Communication | Slacks, Zoom, Wechat |
| Project Repository  Wiki page  File sharing  Code | GitHub link: https://github.com/ch4ser/21-S1-2-C-Cinema |
| Landing Page | https://sites.google.com/view/21-s1-2-c-cinema/home |

2.7 Risk

Signatures

Kai Eris

**Client**

Jiawei Fan Yuchen Wang

Yuliang Ma XiaoXiang Kong

Yimin Xu