Cinefly Showcase Video

Video link: https://www.youtube.com/watch?v=XT4yxdkwcH8

Project Description

Cinefly is a media-tech company which aims to develop the most advanced patented storytelling platform. Cinefly formed a team of professional directors to design storyboards which can be directly used by users. Storyboards are patterns that help creators to determine the frame and split of the video, serving as guidance for those creators. Cinefly believes that they can help users become extraordinary storytellers. Cinefly shares these videos to have positive effects on the society, with the goals of tackling global issues such as Climate Change, Food and Plastic Waste and Poverty. Cinefly hopes to add user profile creation and analysis functions to its existing products, to provide users with advanced functions such as customized storyboard generation, product recommendations, and ultimately improve the usability of the product.

As a result, Cinefly commissioned the team to complete two tasks:

First, the team should develop a set of machine learning algorithms to automatically create user profiles instead of using traditional methods such as online forms. This algorithm will use videos that contain users' information provided by Cinefly as input, and output the target tagged information defined by Cinefly, such as the user's age, gender, address, hobbies, etc.

Second, the team should integrate the data extracted in the previous step into three categories: demographics, psychographics, and behavioristics. This is a continuous project. In the previous stage of work, the team has used computer vision technology to complete the task of identifying the age, gender, facial expressions, and activities of - 2 -the characters in every given video. In this stage of work, the team will mainly use natural language processing technology to extract the remaining information specified by the client in this document.

Team Member Introduction

Name: Xiaoxiang Kong

Personal profile: Xiaoxiang Kong, majoring in computing, a coder and a draft writer in Cinefly team. I am willing to cooperate with other members in our team, and I like to coming up with new ideas during meeting. I respect every member's opinion.

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Name: Qu Tao

Personal profile: Software developer of the team. Majored in machine learning and is interested in NLP algorithms. Responsible for code writing and task management part.

Name: Yixian Qiu

Personal profile: Software developer of the team. Majored in machine learning and is interested in NLP algorithms. Responsible for documentation and task management part.

Name: Yuliang Ma

Personal profile: Team leader and software developer of the team. Majored in machine learning and is interested in NLP algorithms. I have also learnt many knowledge about computing related to Database, software development, data structures, machine learning and so on. Also, I spent much time on doing exercises on leetcode.com so my code skill is good. Responsible for code writing and task management part.

Name: Yuchen Wang

Personal profile: Software developer of the team. Majored in machine learning and is interested in CV and NLP algorithms. I have also learnt many knowledge about computing related to Database, software development, data structures, machine learning and so on. And as a student major in physics in my undergraduate period, I learnt how to see through the appearance to perceive the essence, which can help me do well in the computing field. Responsible for code writing and documentation part.

Name: Jiawei Fan

Personal profile: Software developer of the team. Majored in machine learning and is interested in CV and NLP algorithms. I have also learnt many knowledge about computing related to Database,

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software development, data structures, machine learning and so on. And I'm esponsible for code writing and task management part.

Name: Jiaye Li

Personal profile: I am one of the developers in the project. My skill set includes Java, Java Script, Python machine learning and data science.