

Meeting Agenda (week 2)

Date Month Year, Duration

4/8/2021 15:30pm-16:30pm

Attendance:

Member	Attendance
Yuliang Ma	Yes
Jiawei Fan	Yes
Yuchen Wang	Yes
Xiaoxiang Kong	Yes
Yixian Qiu	Yes
Jiaye Li	Yes
Kai Eris (client)	Yes

Main objectives:

1. Understand the project scope.
2. Discuss with Kai about our thought, time scheduling.
3. How our project will be integrated with the Cinefly APP.
4. Resources
5. SOW
6. Stakeholders

Project scope:

1. During the last semester, age, gender and activities during the videos were chosen as the demographic information we extracted from the videos. During this semester, we are gonna extract more information from audios. Our main deliverable is to present an algorithm which can extract many labels from the speech of the video using natural language (NLP) processing technique.
2. The labels will be of three types, including demographic, psychographic and behavioural. These labels would be more specific for each video. For example, some videos contain information about a person's lifestyle but some others not.
3. Kai would provide us with the raw videos/shots along with the director information, which exactly tells us the kinds of labels that are included in the video. We are gonna using NLP technique and the label kinds together to extract the exact information. For example, if the

director information says the video contains activity, our goal is to extract what kind of activity it is.

4. By processing more and more videos, we may finally get a relatively big amount of data, these data can tell us much information. For example, 1,000 - 500 socialising is drinking, 200 socialising is playing games, etc. However, this kind of application is out of the scope of this project.
5. Kai's expectation priority: 1. Using NLP technologies. 2. Activity identification. 3. Build a database for storing labels. 2 and 3 are optional and bonus.

How our project will be integrated with the Cinefly APP:

1. We were not too sure how our project will be integrated with the Cinefly APP. Kai introduced our roles in the company and how our project result will be used.
2. Basically, our project will probably not be integrated with the Cinefly APP. Instead, it is a good result functioning as concept proofing. After we successfully implementing the concepts, kai may show our project's result to the stakeholders and say this concept is possible.
3. Therefore, we think our project would not have many technical limitations. After all, our project is to proof that one concept is possible instead of making a very concrete product.

Video resources:

1. Kai will also prepare the videos source and send to us. The videos will be raw videos shot by people without further processing. Each video contains the director guide information.

SOW:

1. We will finish our SOW by Saturday and send to our client. Kai will have a look, sign and send it back.

Stakeholders:

1. Kai will email us the information of stakeholders by Friday, 6 August 2021

Task delegation:

All these tasks should be finished by Friday, 6 August 2021

Name	Task
Yuliang Ma	SOW first version
Yuchen Wang	Project scheduling
Jiawei Fan	Record meeting minutes and USM
Xiaoxiang Kong	Decision making and problematisation analysis
Jiaye Li	Team charter
Tao Qu	Identification of risks, resources and potential costs.
YiXian Qiu	Technical and other constraints