FAN ENGAGE-O-METER

OVERVIEW / PROBLEM

Currently the battle for viewership is at an all-time high. Producers, Streamers, and Content Creators are constantly evolving and developing new strategies to attract and retain their audiences. With the move towards more online broadcasting, many events from live games, concerts, and reality TV found their audience shifting towards a growing online fanbase.

At Ross Video, our goal is to make it easy for our customers to create engaging content for sports, entertainment, and more for billions of viewers across the globe to consume. Ross delivers the widest range of solutions to our customers, and for them, every competitive advantage matters.

So, here's where you come in! One of the great ways to enhance a live performance is to add a level of active engagement into the event. Have you ever been to the movies and played a movie trivia game while you waited for it to start? Maybe there were prizes involved, or it was just to prove how big of a film buff you are? Either case, it provided you with a fun activity that roped you into the experience. Now, what if a concert had a trivia game about the band performing that the audience could play while waiting for it to start - even vote for the next song for the cover band to play? Or a tailgate or fan experience had a chance to predict the stats of the final game, and win a free gift card if they are right?

WHAT ARE YOU GOING TO DO

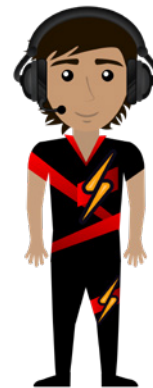• Choose one of the following target audiences to build your application for:

SPORTS

ENTERTAINMENT / TV SHOW

AWARDS SHOWS

MUSIC

ESPORTS

CREATE YOUR OWN

- Build a fan engagement app that large-scale events would use to increase the engagement of the viewership by creating trivia games to use throughout their events.

- To make it as easy as possible to use, the app should provide producers with information to generate trivia questions related to their event.

- The app should produce and display real time stats and allow competition amongst other users.

REQUIREMENTS / CONSTRAINTS

- There are no specific platform or implementation requirements – just be ready to explain your choice.

- Demonstrate the ability to randomly generate questions based on provided topics.

- Utilize public-facing APIs to assist in the creation and generation of data for your questions.

WHAT ARE YOU GOING TO GET?

- cuHacking will provide credits for public APIs, like AWS, Mongo, etc, should you choose to use them for the challenge.

- You can use the provided RSS feeds (see below) to act as your producer. Each one is a running order for a specific show related to the target audience. The items can be used to determine subject matter, commercial breaks, timing or other aspects of the show structure.
    - Sports
    - Award Shows
    - E-Sports
    - Entertainment
    - Music
    - Documentary

PRIZES

1st Place – Each team member will receive a Nintendo Switch Lite

2nd Place – Each team member will receive a $50 Gift Card from Amazon

3rd Place – Each team member will receive a $25 Gift Card from Amazon

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JUDGING CRITERIA

CRITERIA	SCORE
Target Audience	
Why did the participants choose that target audience?	/1
How do the participants relate to the target audience?	/1
What is the participants understanding of the apps needs from the customer standpoint?	/5
Bonus: creating your own target audience	/1
Producer	
If the participants utilized the RSS feeds provided, how did they demonstrate this?	/2
Bonus points: if the participants opted to add extra features for the producer, were these well incorporated into the application?	/3
Technical Details	
Does the app run? Are there any obvious bugs?	/5
How easy is it to generate, add, or remove questions?	/1
What is used to gather the data for the questions? Did the participants utilize any public API's?	/5
Creativity	
Does the application have an engaging user interface?	/5
Bonus: did the participants opt to incorporate any outside tools into their application that adds value to the application?	/1
Total Points	/30

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