Date:      October 16, 2017

From:      <u>Dumbstruck-Green</u>

Daniel Carpenter, d22carp@siena.edu

Steven Gibson, sp23gibs@siena.edu

Jordan McKosky, jr16mcko@siena.edu

Serene Medina, se27medi@siena.edu

Brian Smith, bt05smit@siena.edu

Subject:   Video-Emotion Analysis Charter

| Version | Date | Author | Description |
|---------|------|--------|-------------|
| | [Mmm d, YYYY] | [Your name] | Draft initiated |
| 1.0 | 10,23,2017 | Dumbstruck-Green | Project Charter for Sprints 1&2 |
| | | | |

# Description

**Video-Emotion Analysis Charter:** This web application will take video as input in order to produce a report detailing several statistics about the video.

Emotional expressions, speech transcript, qualities of people (e.g. age, gender), and an overall positive or negative score of the video as interpreted by reactions captured in the video content will be output.


This application will be produced using

- **AngularJS** framework
- **Google Cloud Video Intelligence API** to parse data from video involving emotional analysis.
- **Angular Dashboard framework**, this web application will also generate useful analytics from video content and present them in a digestible way.

=

# Business Justification

Having the ability to establish emotional analytics on video content will be a powerful tool. Using this web application, users will be able to quickly read how people are reacting to content. This is important because it will allow content creators or advertisers to be able to gauge an emotional response to their created content.

This tool will allow the user the ability to gauge the effectiveness of their content or advertisement by producing analytics related to the video content. The output will display whether or not the audience reacted positively or negatively and give an appropriate score reflecting this.

# Estimated Level of Effort and Schedule

[Give a summary of the overall headcount requirements and a rough schedule range. Both need to fit into the overall goals of the project since cost and timing are critical as to whether the project or project phase will be approved.]

1. Headcount: 5 Employees

    - Daniel Carpenter – Project Owner

    - Steve Gibson – Developer

    - Jordan McKosky – Scrum Master

    - Serene Medina – Developer

    - Brian Smith – Developer

2. Rough schedule range:

    - Sprint 1:  Become familiar with AngularJS, Dumbstruck API,  and Google Cloud Intelligence API.

    - Sprint 2:  Create the layout of the application and list all the requirements.  Create skeletal prototype application that showcases features.

    - Sprint 3:  Begin linking functions to website skeleton. Starting with video parsing with Google Cloud Intelligence API.

    - Sprint 4: Continue linking functionality to the website. Display video output to screen.

    - Sprint 5: Complete secure login information, Polish User Interface

# Risks, Assumptions and Constraints

[You hate to even document this section but it is important that there is an understanding of internal and especially external risks, assumption and/or constraints. There can be a time to market assumption, or a budgetary constraint, and so on.]

Risks:

- Assigning too much work for a sprint and falling short in the delivery.
- Not being able to sufficiently meet enough throughout the week.

Assumptions:

- By the end of Q4, a layout of the application and a skeletal model will be developed.

Constraints:

- Time constraint.  Allowing enough time devoted to this project when other courses & course-work have to be taken into consideration.

# Key Roles

[Indicate who the scrum master, project owner, etc are, where the resources are going to come from, and who will have the overall authority to make decisions – e.g. use RACI matrix.]

Scrum master- Jordan McKosky

Project owner- Dan Carpenter

| Responsibility Assignment Matrix | | | |
|---|---|---|---|
| | **Product Owner** | **Scrum Master** | **Dev Team** |
| **Product Backlog** | A | R | R |
| **Daily Scrum** | I | A | R |
| **Sprint Planning** | R | A | R |
| **Demo** | C | R | A |
| **Sprint Review** | R | A | R |

**R**: Responsible    **A**: Accountable    **C**: Consulted    **I**: Informed

# Acceptance

| | |
|---|---|
| Submitter's signature | Sponsor's signature |
| [Your name] | [Sponsor's name] |
| [Your title] | [Sponsor's title] |
| Date submitted | Date accepted |