Product Vision, TI2806

Blazin and the Goons

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1 Introduction

This document describes the product vision of group Blazin and the Goons for the end-product in the Multimedia Services Context Project. The Multimedia Services Context Project is done in correspondence with PolyCast. PolyCast is a dutch company that specializes in video and audio recording for concerts, with clients worldwide.

Our goal in this project is to provide PolyCast with a tool to optimize their recording workflow.

The goal of the Multimedia Services Context Project is to automate (a part of) the process of employees of PolyCast. PolyCast is a concert recording company with clients worldwide.

In the next chapter different aspects of the product will be discussed. Doing so we will focus these parts around five main questions:

1. Who is going to buy the Product? Who is the target customer? (chapter 2.2)
2. Which customer needs will the product address? (chapter 2.3)
3. Which product attributes are crucial to satisfy the selected needs, and therefore to the success of the product? (chapter 2.3)
4. How does the product compare against existing products, both from competitors and the same company? What are the product's unique selling points? (chapter 2.4)
5. What is the target timeframe and budget to develop and launch the product? (chapter 2.5)

2 Product

The product that will be developed will be a tool to manage the recording of an event. This includes managing scripts, cameras and communication. The product will be an application that can be run on a server and accessed via a browser. The application will have two modes: One mode for managing the recording details and another mode when an actual recording is happening.

2.1 Goal

The goal of the product is to optimize the workflow before, during and somewhat after the recording of an event. The application must therefore be as user friendly as possible, releasing the employees of Polycast of the tedious tasks that can be automated.

2.2 Target Group

The group that will be using the product is the people active at PolyCast. This includes script writers, camera controllers, recording directors and post-production editors. These groups all have their own set of preferences as to how the UI looks and what features they need. Some user roles will have their own interface and features, while others can be combined to have the same UI.

2.2.1 Script writers

As the people in charge of the initial input, script writers will use the script-creating mode of the application. The main needs of these actors are an easy to use timeline and an overview of available camera's at any moment in time. …

2.2.2 Camera controllers

While the main concern is their video camera, camera controllers mainly want to see two things. Namely, the script as it is running, enabling them to anticipate different events, and a view of the video they are producing. The view of the video will be the output of the total film, not just his own, thus giving a good overview of the current flow.

2.2.3 Recording directors

The recording directors want to have an overview of what is going on on every part of the set. Therefore, they will get a view of what is being produced and see the script scrolling. The interface for directors is very much like the one of camera controllers, but with a few extra options. They have the ability to take over control completely, sidelining the current script, or to edit the script during producing.

2.3 Customer needs and crucial attributes

The customer faces the following challenges in their current workflow.

2.3.1 Controlling cameras

During recording, the camera operators control each control multiple cameras. For every script action that involves a camera under their control, the camera has to be put in a certain position. Currently, the cameras have to be put into position manually by the camera operator, which can be a tedious task, especially when multiple cameras and a short time frame are involved. Therefore, a way to automatically position a camera according to the script is a big need, because it relieves the operator of a lot of positioning work that can be easily automated. This way, the operators have more time to focus on the artistic details of recording.

2.3.2 Scheduling cameras

Determining whether a camera can be used for a certain shot is now a manual and tedious task. Other actions and sequences in the script have to be considered in order to determine the availability of a camera. This too is a labour-intensive task that will be automated in our application, in the script management mode. This way, the team can certain that a shot can swap cameras without a conflict.

2.3.3 Communication during a recording

The script that is used for a recording is on paper. The position the recording team is at is determined by the director and is communicated via earpieces. This is a very labour-intensive and error-prone process. The script and the current time in the script can also be communicated via a digital way, by putting an interface on the iPad’s located next to the operators and director. The director can press a button to continue in the script, and everyone’s interface is updated. This saves a lot of time by not having to communicate this via the earpiece and this medium can now be used to focus on more important things.

A crucial attribute is that the script, that is now printed out but already digital, is stored in a database. This way, our application can understand the actions and cameras involved.

2.4 Unique Selling Points

What makes our product unique is our focus on UX/UI design. The biggest issue we found from speaking with the camera operators was the huge amount of time they had to waste setting up cameras and other technicalities outside of actual camerawork. If we can decrease the setup time and smoothen the workflow, the camera operators will have more time to focus on making the shot.
Our product will make sure all cameras are in the right position at the right time and on top of that have a wonderful and easy to understand workflow. This is where our focus on UX/UI design comes in. Great UX/UI design will make sure the users know where their cameras are, when the next shot will be etc. If we are able to clearly represent all this data, the camera operators themselves have a clear mind and can focus on their camera work.

2.5 Time frame and Budget

To fully develop the product a time frame of approximately 9 weeks is set. The first week will be used to set the must haves and the should haves according to the MoSCoW-method. From there the development of the product will start.
The agile methodology will be used to develop the product. Each week the team will determine a sprint backlog, which they will follow to add new features. At the end of each week there will be a working product which can de shown to the end-user, PolyCast. Having a new working product each week will give PolyCast the chance to give feedback on the product. Using this feedback from early on, the product not only gets better, but will also be the product the end-user wants.

3 References