IDEATION PHASE
DEFINE THE PROBLEM STATEMENTS

Date	30-September-2023
Team ID	Proj_227250_team_1
Project Name	Media Streaming with IBM Cloud Video Streaming
Maximum Mark	Maximum Mark

Streaming media is multimedia for playback using an offline or online media player. technically, the stream is delivered and consumed in a continuous manner from a client, with little or no intermediate storage in network elements. streaming refers to the delivery method of content, rather than the content itself

Distinguishing delivery method from the media applies specifically to telecommunications network, as most of the traditional media delivery systems are either inherently streaming (e.g. radio, television) or inherently non-streaming (e.g. books, videotapes, audio CDs). There are challenges with streaming content on the Internet. For example, users whose Internet connection lacks sufficient bandwidth may experience stops, lags, or poor buffering of the content, and users lacking compatible hardware or software systems may be unable to stream certain content. With the use of buffering of the content for just a few seconds in advance of playback, the quality can be much improved.

IBM Cloud Video

1. lack of a centralized platform for users to upload and stream movies and videos on-demand.

2. limited options for integrating ibm cloud video streaming services to enable seamless playback.

3. absence of an immersive user interface that provides a cinematic experience.

4. inefficiency in managing and organizing the uploaded movies and videos.

5. difficulty in ensuring smooth and uninterrupted video playback for users.

- 6. Inadequate security measures to protect the uploaded movies and videos from unauthorized access or piracy.

- 7. Absence of features for users to interact and engage with each other while streaming movies and videos.

- 8. Lack of flexibility in terms of customization options for the virtual cinema platform.

- 9. Insufficient support and guidance for users in navigating and using the platform effectively.

- 10. Inability to scale and accommodate a large number of users and concurrent video streams.
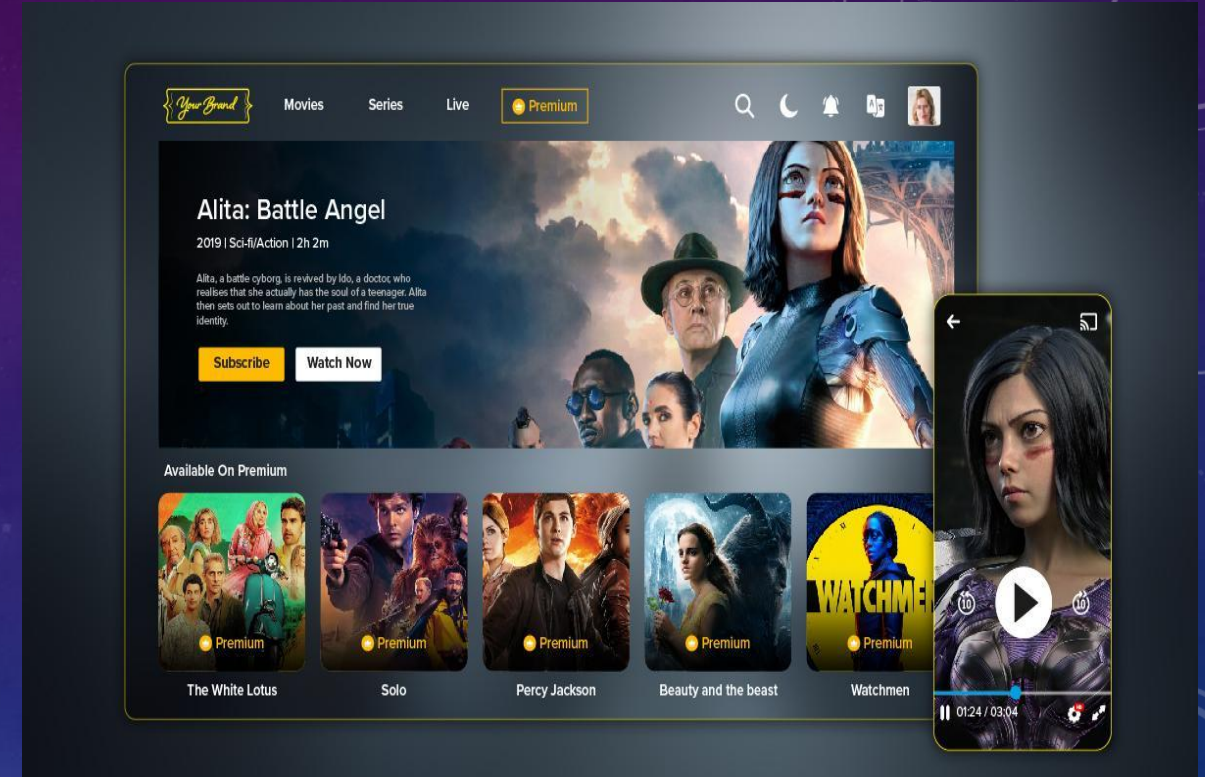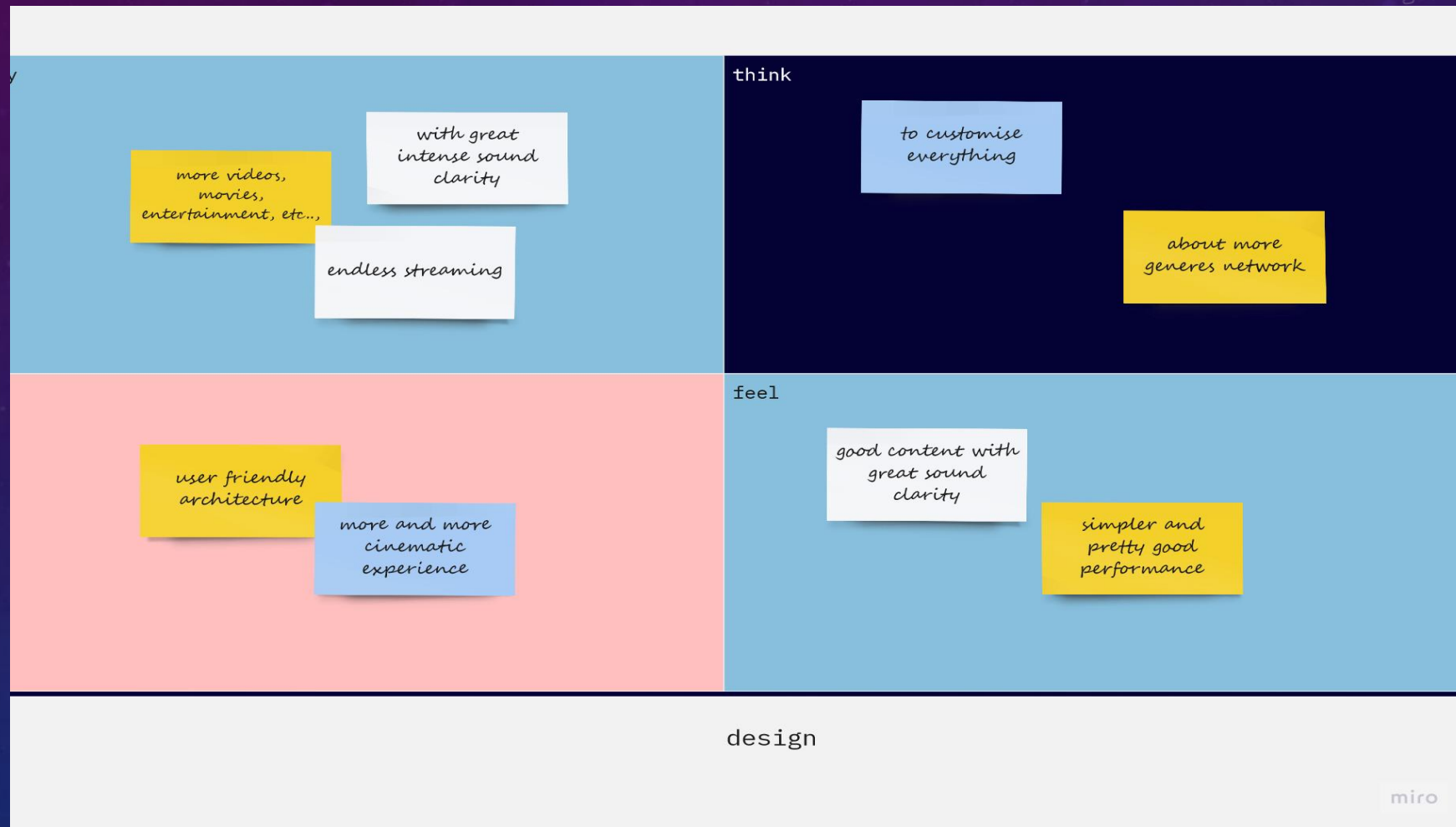
IDEATION PHASE
EMPATHIZE & DISCOVER

- Empathy Map:

  Empathy maps are flexible. They can be useful at various times throughout the design process, including: Before research has happened, to plan and shape future studies. During research, to capture users' needs, attitudes, and experiences

EMPATHY MAP:

1.USER RESEARCH:
    Begin by understanding the needs and preferences of your target audience. are you targeting movie enthusiasts, independent filmmakers, or a different demographic? conduct surveys, interviews, or user studies to gather insights into what features and functionalities they expect from a virtual cinema platform.

2.ACCESSIBILITY:
    Ensure that your platform is accessible to users with disabilities. this includes features like closed captioning, screen reader compatibility, and easy navigation for all users.

3.LEGAL AND LICENSING:
    Be aware of legal considerations regarding content licensing, copyright, and intellectual property rights. consult with legal experts if necessary.

4.TESTING:
    Rigorously test your platform to identify and fix any bugs or issues. conduct usability testing with real users to gather feedback on the user interface and overall experience.

5.DOCUMENTATION AND SUPPORT:
    Create user guides and provide customer support channels to assist users with any questions or problems they may encounter.
        By empathizing with your target users and thoroughly understanding their needs, you can design and develop a virtual cinema platform that offers a compelling and enjoyable experience for both movie enthusiasts and content creators

IDEATION PHASE
BRAINSTORM & IDEA PRIORITIZATION TEMPLATE

IBM ENTERPRISE video streaming can power videobased communications ranging from employee town halls, to trainings and department meetings, to digital events – boosting engagement from virtually anywhere.

Through a cloud-based solution, alleviating costly updates and continued maintenance from it, administrators can manage a security-rich end user experience. this experience includes ai-driven deep search and the ability to track usage down to the individual user level with metrics as detailed as when content was accessed, device information, geographic location of the viewer and completion percentage

Prior to the IBM acquisition, it had more than 180 employees across San Francisco, Los Angeles, and Budapest offices. Ustream had received $11.1 million in series a funding for new product development from Doll Capital Management (DCM) and investors Labrador Ventures and band of angels.

THANK YOU.....