

## **DOMAIN: CLOUD APPLICATION DEVELOPMENT**

### **TITLE: “MEDIA STREAMING WITH IBM CLOUD VIDEO STREAMING”**

#### **PROBLEM DEFINITION:**

In an era defined by digital entertainment, the demand for personalized, on-demand video streaming experiences has reached new heights. This project sets out to fulfill this demand by conceptualizing and developing a cutting-edge Virtual Cinema Platform, powered by IBM Cloud Video Streaming. The platform aims to provide users with a seamless and immersive cinematic experience, allowing them to upload, share, and stream movies and videos on-demand.

#### **DESIGN THINKING STEPS:**

The project follows a design thinking approach, beginning with a comprehensive problem definition that identifies the need for a virtual cinema platform. It then proceeds through various stages:

**Platform Definition:** The first phase involves defining the essential features and functionalities of the virtual cinema platform. This includes user registration, content upload capabilities, and the core element—on-demand video streaming. The platform's objective is to bridge the gap between traditional cinema and online streaming, offering users a curated and engaging movie-watching experience.

**User Interface Design:** A critical aspect of the project is designing an intuitive and user-friendly interface. The user interface will be the gateway to the virtual cinema, ensuring that users can effortlessly navigate, search for their favorite movies, and indulge in a visually pleasing experience. Emphasis will be placed on creating an interface that emulates the elegance and simplicity of a physical cinema.

**Video Upload:** Enabling users to contribute to the platform's content library is essential. Users should have the capability to upload their movies and videos, thereby fostering a sense of community and diversity in the content available. This functionality will empower aspiring filmmakers and content creators to showcase their work.

**Streaming Integration:** The heart of the project lies in integrating IBM Cloud Video Streaming services. These services will be instrumental in ensuring smooth and high-quality video playback. Adaptive bitrate streaming and robust content delivery will guarantee that viewers can enjoy their chosen movies without interruptions, buffering, or quality degradation.

**User Experience:** Ultimately, the success of the virtual cinema platform hinges on the user experience it provides. The project will place a strong emphasis on delivering an immersive and captivating movie-watching experience. This will involve optimizing video quality, incorporating features such as personalized content recommendations, and creating an environment that allows users to escape into the world of cinema.

By combining problem definition and design thinking principles, this project aims to transform the way audiences consume movies and videos. It aspires to create a virtual cinema platform that not only meets but exceeds user expectations, delivering an unparalleled on-demand cinematic experience through the power of IBM Cloud Video Streaming.