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COLLEGE OF ENGINEERING
A U T O N O M O U S

ACTORY

23MCA245 - Mini Project

Scrum Master

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ABSTRCT

Auditioning for film roles is often a stressful and limiting process, especially for aspiring actors from smaller towns or those unable to travel frequently. The traditional method demands physical presence, leading to high travel costs, time loss, and restricted access to opportunities. Casting professionals also face challenges in managing and reviewing large volumes of auditions efficiently.

Actory is a MERN-based, AI-ready platform designed to transform the film audition experience into a seamless, accessible, and organized process. It enables actors to create professional profiles, upload audition videos, and apply for casting calls from anywhere, eliminating the need for location-based auditions. Producers and casting agents can post detailed role requirements, review submissions online, and shortlist candidates with ease.

A unique feature of the platform is its structured verification system for both actors and casting professionals, ensuring authenticity and trust. Future AI integration will include intelligent role–actor matching and performance analysis, helping producers make faster, data-driven decisions. The platform also supports advanced search and filtering, enabling targeted discovery of talent based on age, skills, language, and location.

By combining remote audition capabilities, secure profile verification, and smart talent discovery, **Actory** reduces industry bottlenecks, saves time and cost, and opens the door for a more inclusive, efficient, and transparent casting process — aligning with the evolving needs of the entertainment industry.



REQUIRMENT GATHERING

Project Overview

Actory – AI-Powered Film Audition Platform is a web-based solution designed to make the film audition process more accessible, transparent, and efficient. Traditional auditions often require physical presence, making it costly and time-consuming for actors—especially those from smaller towns or without industry connections. Casting teams also struggle to manage large numbers of applicants and review auditions efficiently.

This project solves these problems by providing a centralized platform where actors can create detailed profiles, upload audition videos, and apply to casting calls from anywhere. Producers and casting agents can post roles, review submissions online, and shortlist talent without geographical limitations. The platform’s verification system ensures authenticity, building trust between both sides.

System Scope

This system is developed as a working prototype for academic purposes but is designed for future scalability into a professional casting network. The prototype includes core modules such as user registration, profile management, casting call posting, audition submission, and search/filter functionality.

Future upgrades may include AI-powered performance analysis, intelligent actor–role matching, real-time audition feedback, mobile app integration, and secure cloud-based media storage with watermarking to protect intellectual property.

Target Audience

- **Aspiring Actors & Actresses** – Seeking remote audition opportunities.
- **Producers, Directors, and Casting Agents** – Posting roles and managing auditions.
- **Industry Administrators** – Overseeing platform use, verifying accounts, and resolving disputes.
- **Academic Evaluators & Researchers** – Studying the platform for its impact on film industry workflows.



Modules

- **User Authentication:** Secure login for actors, casting professionals, and admins.
- **Actor Profile Management:** Create and update profiles with bio, skills, demo reels, and resume.
- **Casting Call Management:** Allows producers to post, edit, and remove casting calls with detailed requirements.
- **Audition Submission:** Enables actors to submit video auditions and scripts via direct upload or external links.
- **Search & Filter:** Find casting calls or talent by role type, skills, age, gender, language, and location.
- **Verification System:** ID and document verification for authenticity.
- **Admin Dashboard:** Manage user accounts, approve verifications, and monitor platform activity.
- **Future Module – AI Talent Match:** AI-powered suggestions of best-fit actors for specific roles.

User Roles

☐ Actor:

- Create and maintain profile.
- Search and apply for casting calls.
- Upload audition videos and supporting documents.

☐ Producer / Casting Agent:

- Post and manage casting calls.
- Review audition submissions.
- Shortlist and select candidates.

☐ Administrator:

- Approve/verify accounts.
- Manage platform content and user roles.
- Analyze usage statistics and maintain security.



System Ownership

The system is developed by a student as part of an academic final-year project. Ownership currently lies with the student and the affiliated academic institution, with the potential for future collaboration with production houses, casting agencies, or film industry organizations for professional deployment.

Industry / Domain

Film Industry / Entertainment Technology / AI for Creative Arts

Data Collection Contacts

Name: Amal Thaha

Role: Quirky Indian Instagram comedian, content creator, and actor; famous for @thaha_thug videos and for acting in the Malayalam film **Oru Jaathi Jathakam** and upcoming film **Hridayapoorvam**.

Contact Info:

Questionnaire for Data Collection

1. What are the most common actions or services you expect from an online film audition platform?
2. Which details or documents should actors submit during registration?
3. Do actors often fail to provide complete details or media files in other audition processes you've seen?
4. How do you currently inform interested actors about audition requirements?
5. Would a digital checklist with sample portfolio templates and example audition videos help actors prepare better?
6. Do most actors and casting directors prefer communication in English, Malayalam, or both?
7. Can casting directors update audition requirements themselves, or should it be managed by an admin?
8. What challenges do you face in shortlisting or reviewing audition submissions?
9. Would you be willing to use a platform like Actory for posting auditions and reviewing candidates?
10. Do you think video watermarking or secure video uploads would help protect audition content?



FEASIBILITY STUDY

1. Introduction

Actory – AI-Powered Film Audition Platform is a web-based solution designed to make the film audition process more accessible, transparent, and efficient.

In the current film industry, most auditions require physical presence, which is costly, time-consuming, and limits opportunities for actors who cannot travel frequently. Casting teams also struggle to manage large numbers of applicants and review audition submissions effectively.

This system solves these problems by allowing actors to create verified profiles, upload audition videos, and apply for casting calls from anywhere. Producers and casting agents can post roles, review submissions online, and shortlist candidates without geographical barriers. The platform also supports profile verification to ensure authenticity and trust.

2. Objectives of the Feasibility Study

- To evaluate the viability of building an online platform for remote film auditions and casting call management.
- To assess whether the MERN stack (MongoDB, Express.js, React, Node.js) is suitable for development.
- To ensure the system is easy to use for both tech-savvy and non-technical users in the film industry.
- To confirm that the project can be completed within academic deadlines and available resources.
- To determine scalability for future AI features like performance analysis and intelligent talent matching.

3. Technical Feasibility

Technologies Proposed:

- **Frontend:** React.js (responsive and interactive UI)
- **Backend:** Node.js with Express.js
- **Database:** MongoDB Atlas (cloud-hosted)
- **Authentication:** Role-based login system (Actors, Producers, Admins)

Core Features:

- Video audition upload (direct or via external link)
- Actor and casting call search with filters
- Profile verification system
- Secure media storage and access control

Developer Readiness:

- All chosen technologies are widely used, well-documented, and free to use.
- Students can build and test locally using Node.js and MongoDB Atlas free tier.
- Large community support and tutorials available for MERN stack.

Conclusion: The system is technically feasible and can be implemented within a student project scope.

4. Operational Feasibility**Users:**

- **Actors:** Create profiles, upload auditions, apply for casting calls.
- **Producers/Casting Agents:** Post roles, view and shortlist candidates, manage auditions.
- **Admin:** Verify users, manage content, oversee platform activity.

Benefits:

- Eliminates need for physical travel during initial audition stages.
- Saves time for both actors and casting professionals.
- Expands opportunities for rural and remote talent.
- Reduces casting delays by enabling faster review of submissions.



Conclusion: The platform is practical, highly useful, and operationally feasible.

5. Economic Feasibility

Development Cost:

- No software licensing fees (open-source MERN stack).
- Hosting can start with free-tier cloud services.
- No dedicated hardware cost for development.

Cost-Benefit:

- Saves travel and accommodation expenses for actors.
- Reduces casting process costs for production houses.
- Increases efficiency, leading to faster casting decisions.

Conclusion: The project is economically viable with strong industry and social benefits.

6. Legal & Ethical Feasibility

- User consent will be obtained before storing profile or audition videos.
- Only verified producers/casting agents will be allowed to view audition submissions.
- Intellectual property rights of audition videos will be respected, with no sharing without consent.
- The verification process will ensure authenticity and reduce scams.

Conclusion: The system respects privacy, copyright, and ethical guidelines.

7. User Roles

Actor:

- Register, create and update profile.
- Search and apply for casting calls.
- Upload audition videos and supporting documents.

Producer / Casting Agent:

- Post and edit casting calls.
- Review and shortlist audition submissions.
- Manage role requirements.

Admin:

- Approve and verify user accounts.
- Manage platform-wide content.
- Monitor usage and resolve disputes

8. Conclusion

Actory – AI-Powered Film Audition Platform is a well-planned, feasible project using the MERN stack to address real challenges in the film industry’s casting process. It promotes inclusivity by enabling remote auditions, builds trust through profile verification, and improves efficiency for both actors and casting professionals. With room for future AI-based enhancements, it is well-suited for academic submission and has strong potential for professional deployment.

Geotagged Photos:

