

MICHIGAN STATE

UNIVERSITY

Beta Presentation

Video Insight & Knowledge Interface (VIKI)

The Capstone Experience

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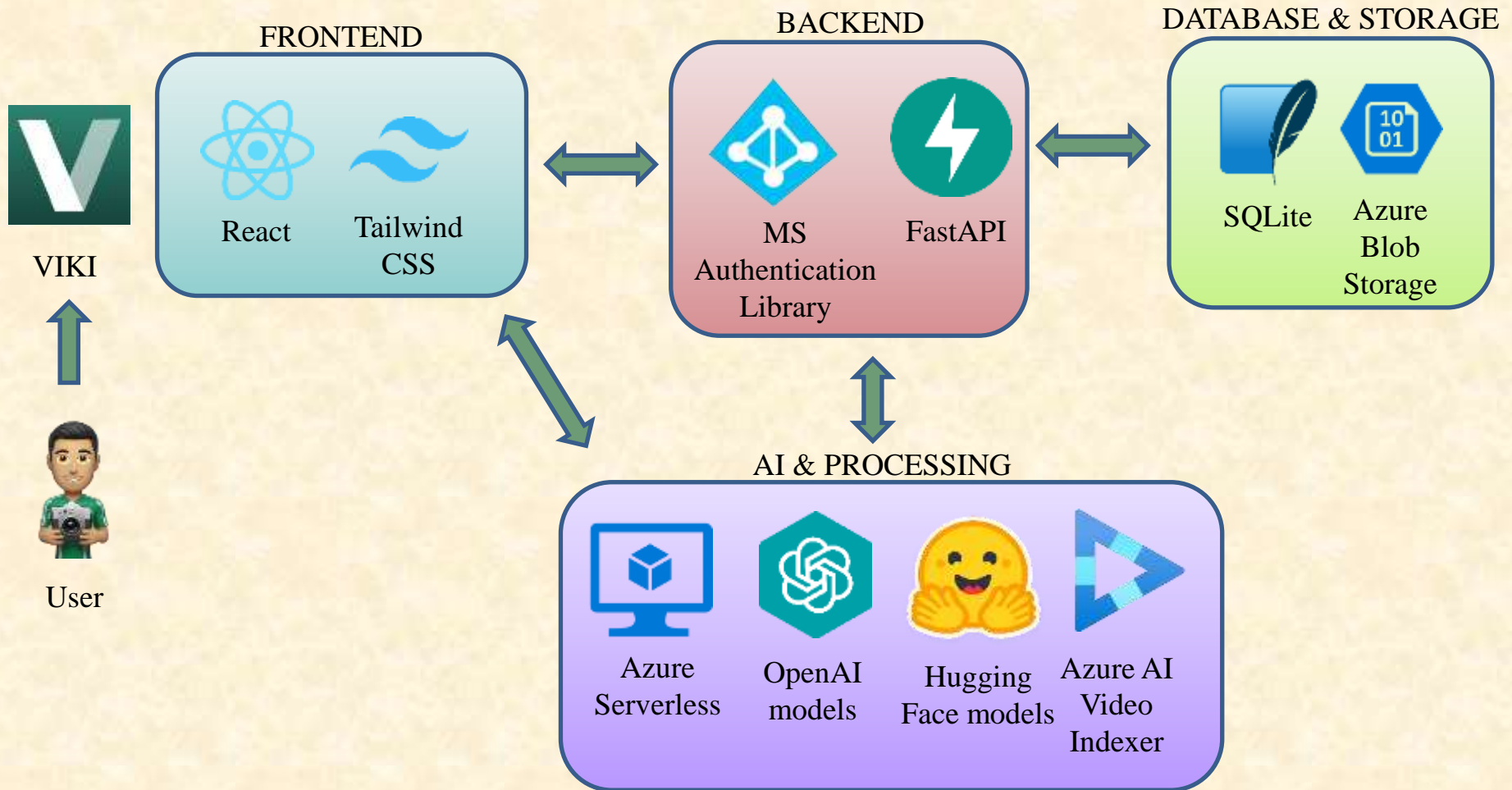
*From Students...
...to Professionals*

Project Overview

- VIKI aims to help video creators receive tailored feedback based on their target audience
- Scans uploaded video and provides feedback with four different scores, based on an AI persona
- Provides segmented analysis so user's can view feedback at key points throughout their video
- Allows users to enhance video quality by optimizing content for their purpose such as education materials or entertainment productions



System Architecture



Project Analysis Screen

TestProj

My Personas Help

Reupload

Easy to Advanced Data Structures!

William Fiset

00:00 02:23

9 Production 8 Tone 9 Clarity 5 Engagement

Persona Configuration

College Student

Start Custom Analysis

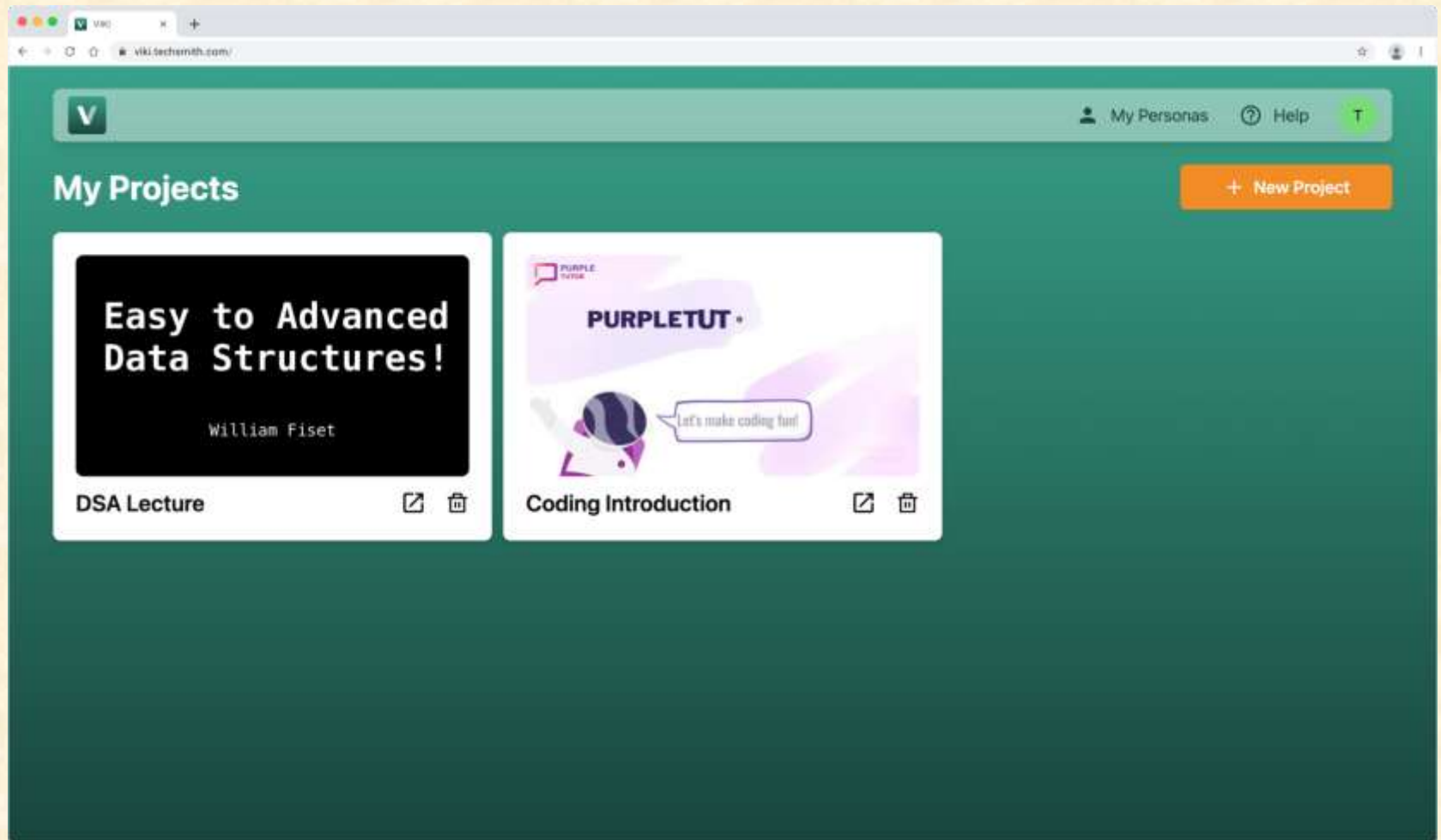
Analysis Summary

The audio has a clear and consistent tone that is easy to follow. The speaker's pitch is within a normal range, and there are no major pitch jumps that could be distracting. The pauses are well-timed and allow the listener to process the information. The content is organized and presented in a logical manner, with clear explanations and visual aids. The speaker also provides examples and exercises to solidify understanding. As a curious and ambitious student, this content would be valuable as it relates directly to future careers and exams. The speaker's background and experience provide credibility, which is important for a selective and pragmatic listener. Overall, this audio series is engaging and informative, with a good balance of visual aids and explanations. The tech-savvy listener would appreciate the

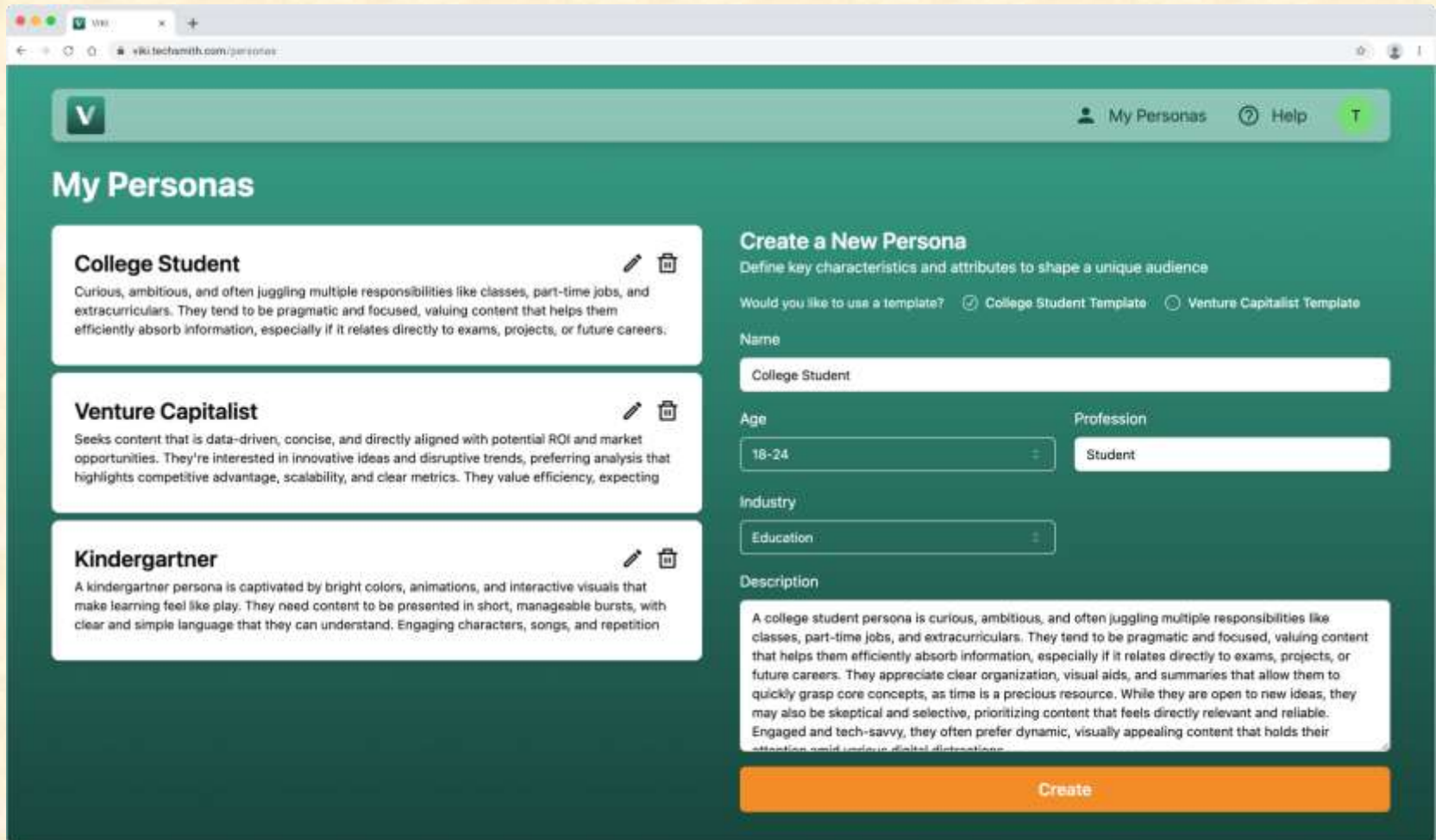
View Transcript Generate Report



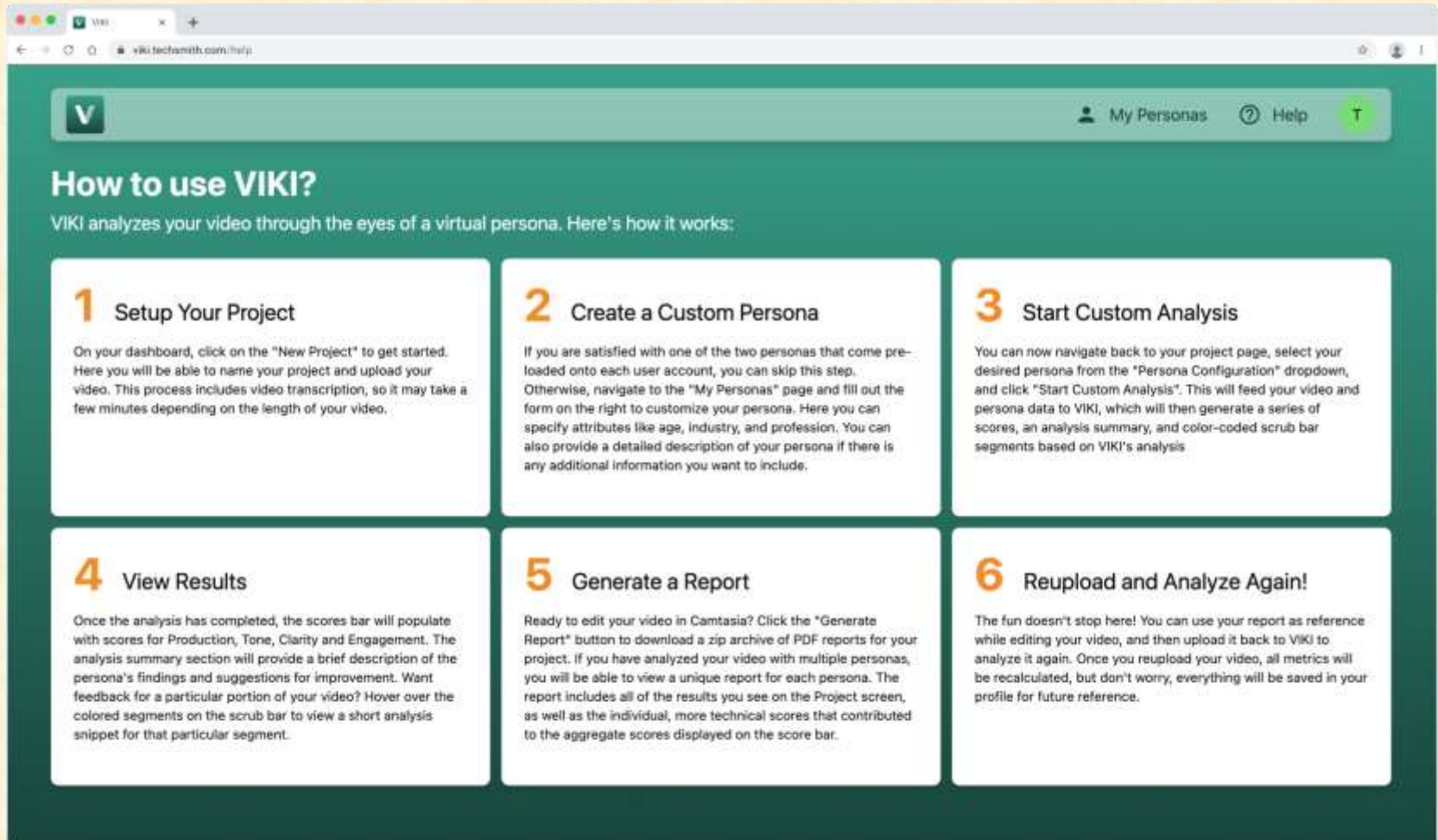
User Dashboard Screen



My Personas Screen



Help Screen



The screenshot shows a web browser window with the URL `wiki.techsmith.com/help`. The page has a dark green header with a 'V' logo on the left and navigation links for 'My Personas', 'Help', and a search icon on the right. The main content area is titled 'How to use VIKI?' and includes a sub-header: 'VIKI analyzes your video through the eyes of a virtual persona. Here's how it works:'. Below this are six numbered steps, each in a white box with a green border:

- 1 Setup Your Project**

On your dashboard, click on the "New Project" to get started. Here you will be able to name your project and upload your video. This process includes video transcription, so it may take a few minutes depending on the length of your video.
- 2 Create a Custom Persona**

If you are satisfied with one of the two personas that come pre-loaded onto each user account, you can skip this step. Otherwise, navigate to the "My Personas" page and fill out the form on the right to customize your persona. Here you can specify attributes like age, industry, and profession. You can also provide a detailed description of your persona if there is any additional information you want to include.
- 3 Start Custom Analysis**

You can now navigate back to your project page, select your desired persona from the "Persona Configuration" dropdown, and click "Start Custom Analysis". This will feed your video and persona data to VIKI, which will then generate a series of scores, an analysis summary, and color-coded scrub bar segments based on VIKI's analysis.
- 4 View Results**

Once the analysis has completed, the scores bar will populate with scores for Production, Tone, Clarity and Engagement. The analysis summary section will provide a brief description of the persona's findings and suggestions for improvement. Want feedback for a particular portion of your video? Hover over the colored segments on the scrub bar to view a short analysis snippet for that particular segment.
- 5 Generate a Report**

Ready to edit your video in Camtasia? Click the "Generate Report" button to download a zip archive of PDF reports for your project. If you have analyzed your video with multiple personas, you will be able to view a unique report for each persona. The report includes all of the results you see on the Project screen, as well as the individual, more technical scores that contributed to the aggregate scores displayed on the score bar.
- 6 Reupload and Analyze Again!**

The fun doesn't stop here! You can use your report as reference while editing your video, and then upload it back to VIKI to analyze it again. Once you reupload your video, all metrics will be recalculated, but don't worry, everything will be saved in your profile for future reference.



What's left to do?

- Stretch Goals
 - Implementing saving multiple reports
 - Microsoft OAuth2.0 Implementation
- Other Tasks
 - Creating a landing page
 - Additional front end styling + enhancements to UX
 - Database structure optimizations
 - Fine-tuning AI prompts for scoring and feedback
 - Optimizing latency
 - Specifically w/ transcription, AI analysis



Questions?

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