MICHIGAN STATE UNIVERSITY

Beta Presentation Video Insight & Knowledge Interface (VIKI)

The Capstone Experience

Team TechSmith

Samuel Blashill Brandon Hwang Sania Sinha Tyler McDonald Prajeeth Naliganti

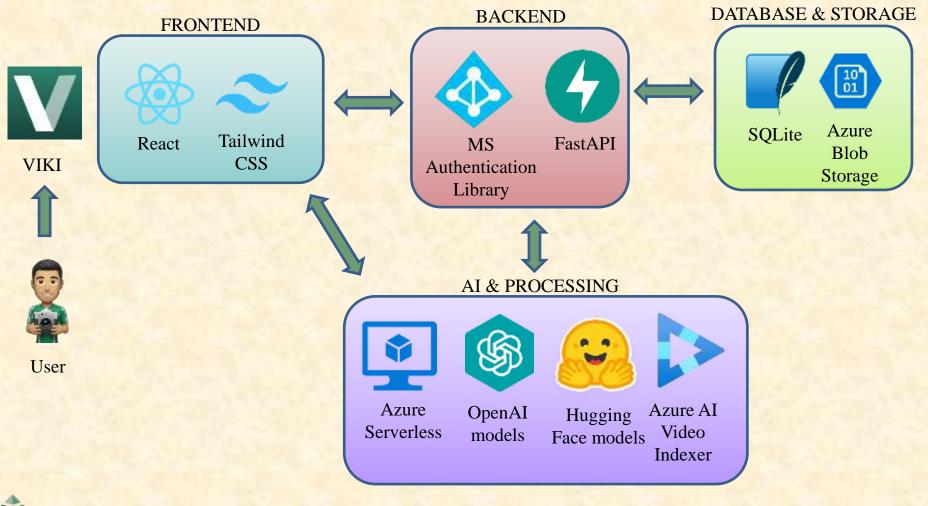
Department of Computer Science and Engineering Michigan State University Fall 2024

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

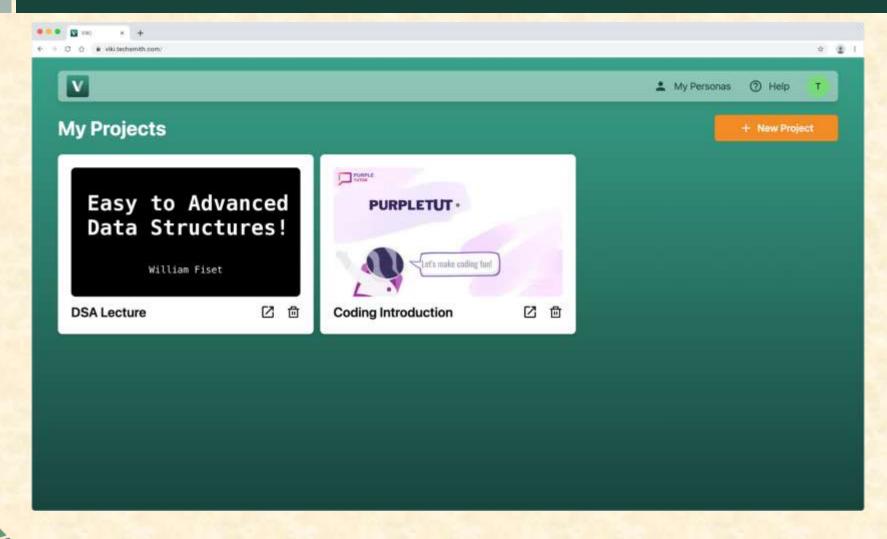
System Architecture



Project Analysis Screen

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✓ TestProj	L My Personas ① Help T
Easy to Advanced	Persona Configuration College Student = Start Clustom Analysis
Data Structures!	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 proceeding and and and and and and a second and and a second a second and a second and a second and a second and a second a s
William Fiset ^{00:00} I∢►►I 02:23	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
9 8 9 5 Production Tone Clarity Engagement	20 View Transcript E Generate Report

User Dashboard Screen



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My Personas Screen

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My Personas

College Student

Curious, ambitious, and often juggling multiple responsibilities like classes, part-time jobs, and extracurriculars. They tend to be pragmatic and focused, valuing content that helps them efficiently absorb information, especially if it relates directly to exams, projects, or future careers.

Venture Capitalist

Seeks content that is data-driven, concise, and directly aligned with potential ROI and market opportunities. They're interested in innovative ideas and disruptive trends, preferring analysis that highlights competitive advantage, scalability, and clear metrics. They value efficiency, expecting

Kindergartner

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A kindergartner persona is captivated by bright colors, animations, and interactive visuals that make learning feel like play. They need content to be presented in short, manageable bursts, with clear and simple language that they can understand. Engaging characters, songs, and repetition

Create a New Persona

Define key characteristics and attributes to shape a unique audience

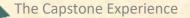
Would you like to use a template? () College Student Template () Venture Capitalist Template

Name College Student Age Profession 18-24 Industry Education

Description

A college student persona is curious, ambitious, and often juggling multiple responsibilities like classes, part-time jobs, and extracurriculars. They tend to be pragmatic and focused, valuing content that helps them efficiently absorb information, especially if it relates directly to exams, projects, or future careers. They appreciate clear organization, visual aids, and summaries that allow them to quickly grasp core concepts, as time is a precious resource. While they are open to new ideas, they may also be skeptical and selective, prioritizing content that feels directly relevant and reliable. Engaged and tech-savvy, they often prefer dynamic, visually appealing content that holds their

Create



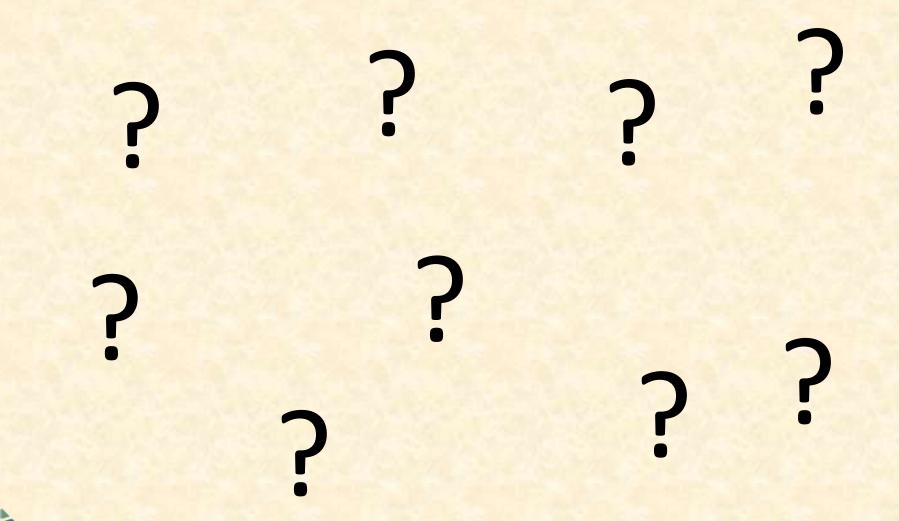
Help Screen

∈ = O O a situation in the second 12 V My Personas ⑦ Help How to use VIKI? VIKI analyzes your video through the eyes of a virtual persona. Here's how it works: Create a Custom Persona Start Custom Analysis Setup Your Project You can now navigate back to your project page, select your On your dashboard, click on the "New Project" to get started. If you are satisfied with one of the two personas that come pre-Here you will be able to name your project and upload your loaded onto each user account, you can skip this step. desired persona from the "Persona Configuration" dropdown, video. This process includes video transcription, so it may take a Otherwise, navigate to the "My Personas" page and fill out the and click "Start Custom Analysis". This will feed your video and few minutes depending on the length of your video. form on the right to customize your persona. Here you can persona data to VIKI, which will then generate a series of specify attributes like age, industry, and profession. You can scores, an analysis summary, and color-coded scrub bar also provide a detailed description of your persona if there is segments based on VIKI's analysis any additional information you want to include. 6 View Results Generate a Report Reupload and Analyze Again! Once the analysis has completed, the scores bar will populate Ready to edit your video in Camtasia? Click the "Generate The fun doesn't stop here! You can use your report as reference with scores for Production, Tone, Clarity and Engagement. The Report* button to download a zip archive of PDF reports for your while editing your video, and then upload it back to VIKI to analysis summary section will provide a brief description of the project. If you have analyzed your video with multiple personas, analyze it again. Once you reupload your video, all metrics will persona's findings and suggestions for improvement. Want you will be able to view a unique report for each persona. The be recalculated, but don't worry, everything will be saved in your feedback for a particular portion of your video? Hover over the report includes all of the results you see on the Project screen. profile for future reference. colored segments on the scrub bar to view a short analysis as well as the individual, more technical scores that contributed snippet for that particular segment. to the aggregate scores displayed on the score bar.

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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