The Team

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Artificial Intelligence
Cybersecurity

Sofia Dewar
Human-Computer Interaction
UX Research & Design

Chintan Vyas
Cloud Computing
Full-stack Software Development

Chris Hoofnagle
Faculty Advisor
Identifying a problem
inefficient, text-based search

A typical employee spends ~2 hrs/day* looking for information.
slow and costly transcription

Manual transcription costs ~$100 for one hour of content and takes 4-8 hours to process
lost knowledge

Inefficient Knowledge Sharing Costs Large Businesses

$47 Million Per Year*
AI-powered SaaS platform for Media Management and Analysis
Approach
Project Overview

1. Discovery
   - Market and User Research

2. Validation
   - MVP Development
   - User Feedback
   - Feature Prioritization

3. Iteration
   - Design Improvements
   - Product Improvements
   - Future Use Cases
1 Discovery
User Research

Researchers
Primary Goal:
Review and analyze data; share insights

Archivists
Primary Goal:
Make collections usable and accessible to audiences

Journalists
Primary Goal:
Combine media to create an informative story

Producers & Editors
Primary Goal:
Find best footage and audio to produce their final piece

12 Semi-structured Interviews + Field Observation
Informed by INFO 214 & 272
Current Landscape

Storage
- Google Drive
- Box
- Dropbox
- Avid

Transcription
- trint
- Otter.ai

Analysis Tools
- Adobe Premiere
- Dedoose

Creative Tools
2 Validation
Minimum Viable Product (MVP)

- Media Upload
- Metadata Extraction & Indexing
- Media Search
Pilots & User Feedback

6 Users x 2-week Pilot

40 Feature Requests
3 Iteration
Design Improvements

Informed by INFO 213/UIDD and INFO 290/PD, 290M/LAPM
Product Updates

- Single Sign on
- Integrations
- Timestamp-based Navigation
- Tampered video detection
Key Offerings

- Deep content-based search
- Intuitive UI and built-in integrations
- AI Automation
Considerations

Privacy

Customized ML

Diverse Data Sets
Future Work

Custom Vocabulary

Editing and Exporting

Enterprise Integrations

Semantic Understanding
They say a picture is worth a 1000 words,
We say it’s about time we found them all

Interested in using Galileo Media?
contact us today!