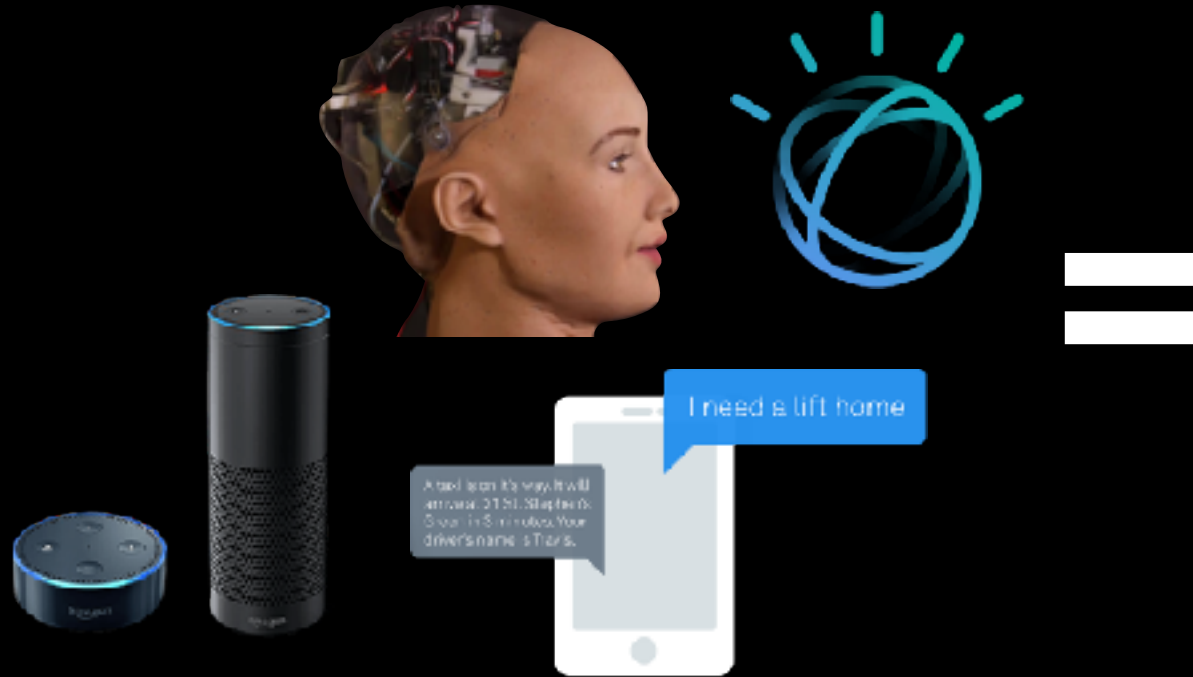


UX feat. AI

Human Centered Design with IBM Watson Video Enrichment

AI





Ustream is now

IBM Budapest Lab



IBM Watson Video Enrichment

The screenshot displays the IBM Watson Video Enrichment interface. At the top, there's a navigation bar with a logo and tabs for 'SUMMARY', 'ANALYSIS', and 'VIDEO'. Below this, a 'Back to Videos' link is visible. The main section is titled 'Overview' and 'Scenes (14)'. A 'Filter scenes by keywords' dropdown is present, along with a 'Jump to time' input field set to '00:23:44'. A horizontal timeline shows 10 scene thumbnails with their respective time ranges: 00:00:00, 00:00:03, 00:01:10, 00:01:39, 00:03:49, 00:05:11, 00:07:11, 00:09:06, 00:20:26, and 00:23:42. Below the timeline, a text box identifies 'Scene 10: Dorothy, English-language film, The Wizard of Oz'. The bottom section features a large video player showing a close-up of Dorothy's face, with a smaller inset of a man speaking. To the right of the player is the 'Scene 10 transcript' with a search bar. The transcript lists timestamps and corresponding dialogue:

- 00:23:41 WE CAN ESCAPE FROM THE WICED ETOC
- 00:23:45 the magic shoes, ternity slipers give her the power to escape
- 00:23:47 admittedly a kind of rough landing there
- 00:23:54 let's fast forward to modern times that the coore the project
- 00:23:55 imagine the same thing
- 00:23:59 using your shoes as a magical escapemethod shie
- 00:24:04 for storkily
- 00:24:06 accord on the
- 00:24:06 make contact and seopriety in your shoes
- 00:24:06 now when things get unbearable pick your heels together three times announce that pressing phone number from your lens
- 00:24:16 I'll be sorry if my boss is calling and I take this
- 00:24:19 legs all of you enym dand love you, yeah
- 00:24:24 what's not to love

The challenge



Joy

0.65

AI doesn't speak human

```
duration": 0
}
},
{
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  "relevance": 0.54789,
  "sentiment": {
    "score": 0,
    "label": "Neutral"
  },
  "emotion": {
    "anger": 0.263362,
    "sadness": 0.17062,
    "joy": 0.255182,
    "fear": 0.202272,
    "disgust": 0.232140
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    {
      "start_time": 7,
      "duration": 0
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  ]
},
{
  "text": "bar",
  "relevance": 0.546551,
  "sentiment": {
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    "label": "Neutral"
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  "emotion": {
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    "sadness": 0.17062,
    "joy": 0.255182,
    "fear": 0.202272,
    "disgust": 0.232140
  },
  "occurrences": [
    {
      "start_time": 7,
      "duration": 0
    }
  ]
}
}
```


**Bye bye textbook
UX approach**



**Yes, I thought it over
quite thoroughly. It's 42.**

Confidence, frequency

Entities (14)

People, cities, organizations etc. identified in your video.

Google 0.93

Other Entities

Harry potter 0.64 Mar Kay 0.60 ashma 0.55 France 0.54 apple 0.54 Hungary 0.53
Larry legend 0.53 DFT 0.46 golden 0.46 Florio 0.46 Howard 0.45 S. Lou 0.45
Europe 0.45

Concepts (6)

High-level concepts that are related to your video.

Debut albums 0.98

2008 singles 0.92

2009 singles 0.68

Other Concepts

2006 albums 0.63 Thing 0.62 Right-wing politics 0.32 WANC 0.31 2004 singles 0.49

General keywords (20)

The most important keywords identified in your content.

little bit 1.00

things 0.87

physical world 0.70

way 0.77

sort 0.70

technology 0.68

digital systems 0.57

Other Keywords

phone 0.65 magic wand 0.65 thing 0.64 information 0.63 kind 0.63 user interfaces 0.62
physical objects 0.61 people 0.61 physical interfaces 0.61 little bit resistant 0.61 big data 0.61
predictive interfaces things 0.61 Harry potter 0.60

%HESITATION% 1.0

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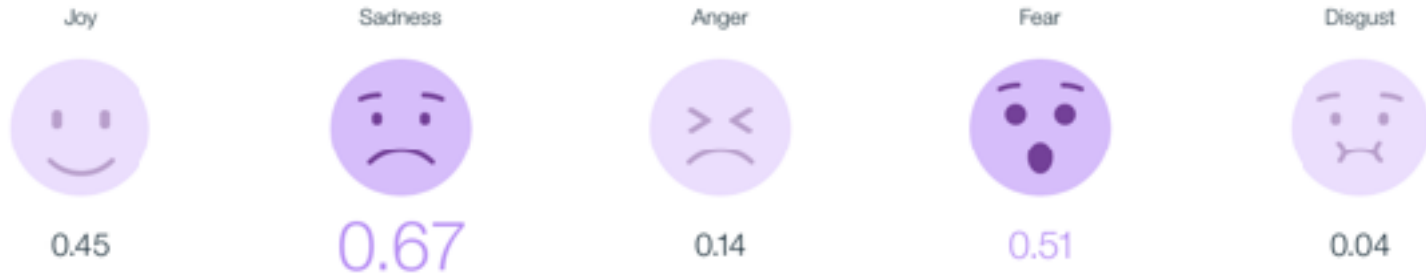
digital systems 0.67

Other Keywords

phone 0.65 magic wand 0.65 thing 0.64 information 0.63 kind 0.63 user interfaces 0.62
physical objects 0.61 people 0.61 physical interfaces 0.61 little bit resistant 0.61 big data 0.61
predictive interfaces things 0.61 Harry potter 0.60

Just enough
information

Emotion scores ranging from 0 to 1 for sadness, joy, fear, disgust, and anger. A 0 means the text doesn't convey the emotion, and a 1 means the text definitely carries the emotion.

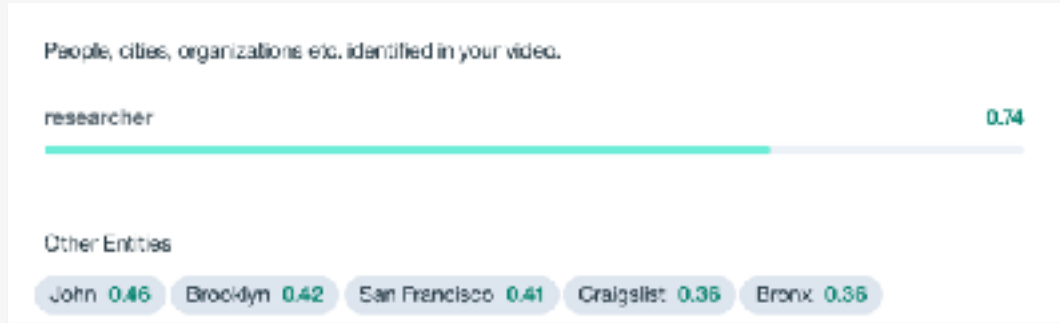


VS

Emotions by frequency



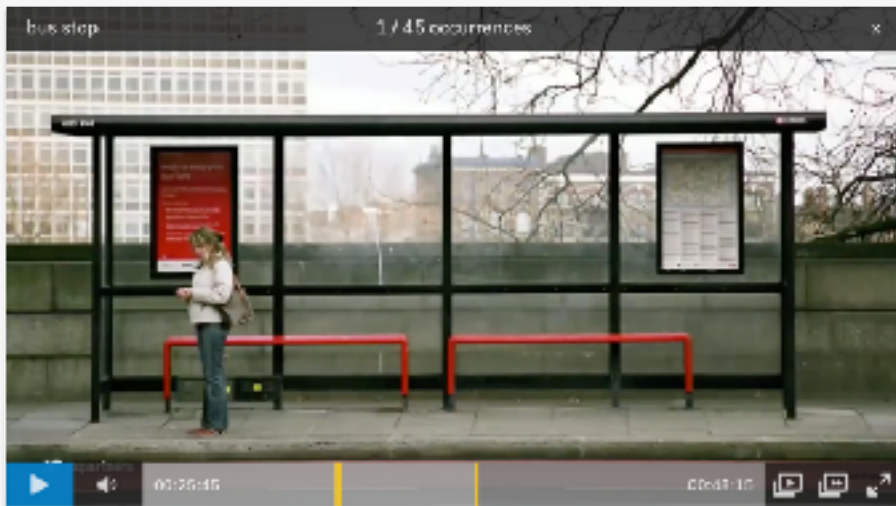
Display what matters



VS



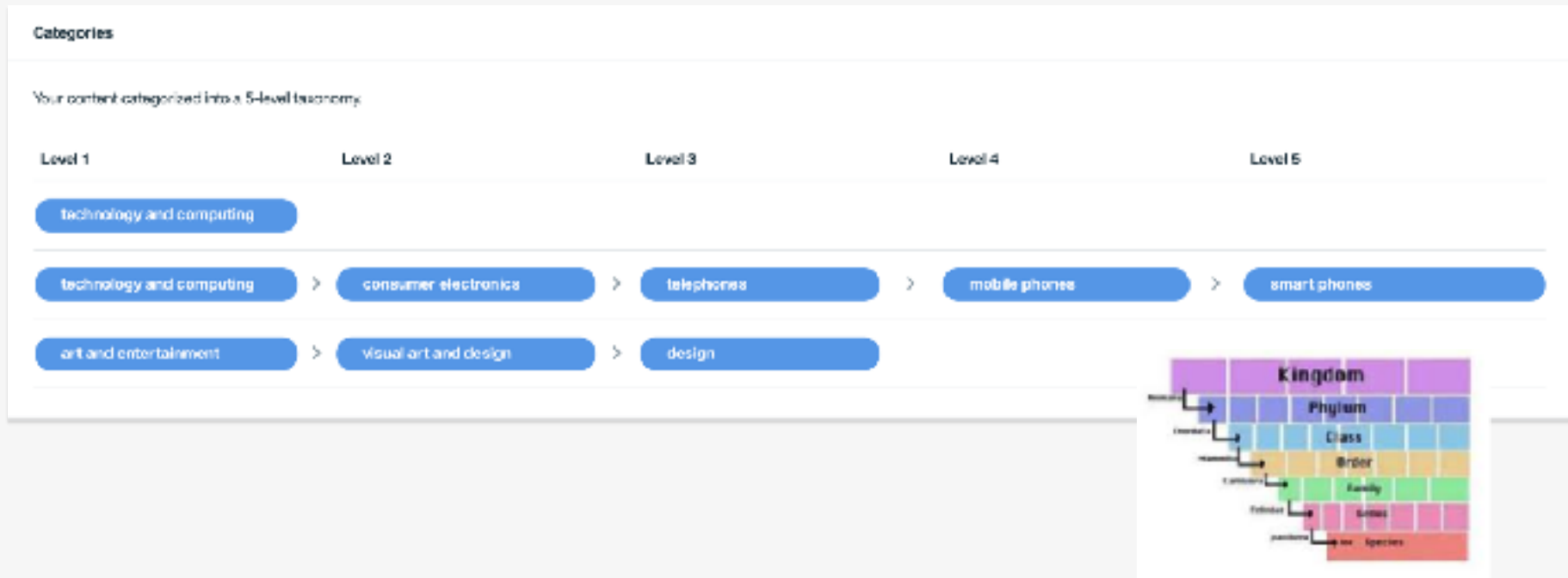
Data visualization



Objects recognized (9)

automated teller machine 19 > vegetable 10 > bus stop 45 >
auditorium 306 > electronic device 820 > window 524 >
video display 733 > lamp 886 > vigil light 853 >

Association game



Training is king



Improve your own experience



Thank you!



adrienn.zadori@hu.ibm.com