Scope of Work: Content Creator Analytics

The descriptions below pertain to the scope of work for the video recording and editing initiative of Edily, Inc. ("Edily").

Background

Edily is a mobile application that takes inspiration from social media platforms like TikTok and YouTube and brings those platforms' creativity, remixability, and entertaining magic to a platform specific to Education. It aims to be like "if TikTok met Wikipedia click binges met your favorite high school teacher's classroom." We are building this platform to be the go-to place for user generated content in the education space, balancing fun content with educational inspiration and better learning outcomes.

Motivation

Part of Edily's product offering (https://edily.io) is the ability for creators to upload and keep track of videos. We hope to offer these creators tools that can help them to monitor video analytics (e.g. like YouTube or TikTok creator analytics), but that may also have certain features that educators will appreciate as specific to their education-focused needs.

High-Level Work Phases

The work required for this project can be broken down into 4 stages at a high-level:

1. Requirements and Design
2. Implementation
3. Test and Integration
4. Deployment

Requirements and Design

In this phase, the implementing team will work with the Edily engineering and product teams to better understand 1) the product as it exists 2) the desired functionality of the analytics platform and 3) the aesthetic design of the analytics dashboard. The deliverable consists of an informal requirements document that outlines:

- Key video metrics to be tracked based on best practices from YouTube, TikTok, and other video platforms (e.g. views, time of engagement, followers / non-follower view breakdown, etc.)
- An aesthetic proposal for the analytics dashboard (i.e., wireframes, Figma preferred)
- A description of the underlying platforms that will be used to implement the analytics page, including inputs and outputs needed

Example: Python/ NodeJS
Building API definition according to openAPI specifications (and/or modifications) that will be used to supplement the analytics dashboard.

- Using AWS serverless infrastructure (api gateway/lambda) to retrieve data from noSql Database

- Note that usage data is already collected in a database as is user information.

The new API's/data structures will simply be used to aggregate the two as necessary.

Estimated time: 1 week

Implementation

In this phase, the implementing team will use the previous phase's deliverable to guide the actual implementation of its proposal. Each week(ish) will be broken out into a sprint, where the implementing team will work with the Edily engineering team to track progress and resolve roadblocks that arise. The final deliverable is a demo to the Edily team of the fully-featured analytics dashboard as agreed upon.

Estimated time: 2 - 3 weeks
Note: There will likely be overlap of this phase and the Test and Integration phase.

Test and Integration

In this phase, the implementing team is tasked with creating a mechanism by which to automate (as much as possible) testing of the analytics platform. Note that there is no formal deliverable on the testing front. This will include building unit tests during implementation and adding to additional regressions testing.

Estimated time: 1 weeks
Note: There will likely be overlap of this phase and both the Implementation and Deployment phases.

Deployment

In this phase, the implementing team will work with Edily's Engineering team to deploy the finished analytics dashboard into 1) Edily's test environment such that the Edily team can perform more concentrated testing and 2) Edily's production environment. There is no formal deliverable for this phase.

Estimated time: 1 week
Note: There will likely be overlap of this phase and the Test and Integration phase.

Important Notes

- Edily will provide all pertinent information about the existing infrastructure and system requirements/constraints upon request.

- The Edily engineering team will be available for (at least) weekly meetings with the implementing team to discuss whatever needs to be discussed in any given phase.
- The Edily engineering team will implement any supporting software/infrastructure that is tangential but necessary for the architect page.