

**MICHIGAN STATE**  

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**UNIVERSITY**

# Beta Presentation

AVAST: Amazon Video and Shopping Technology

The Capstone Experience

Team Amazon

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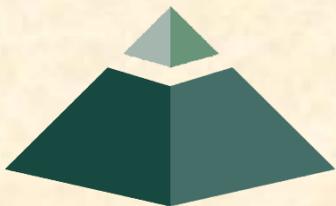
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*From Students...  
...to Professionals*

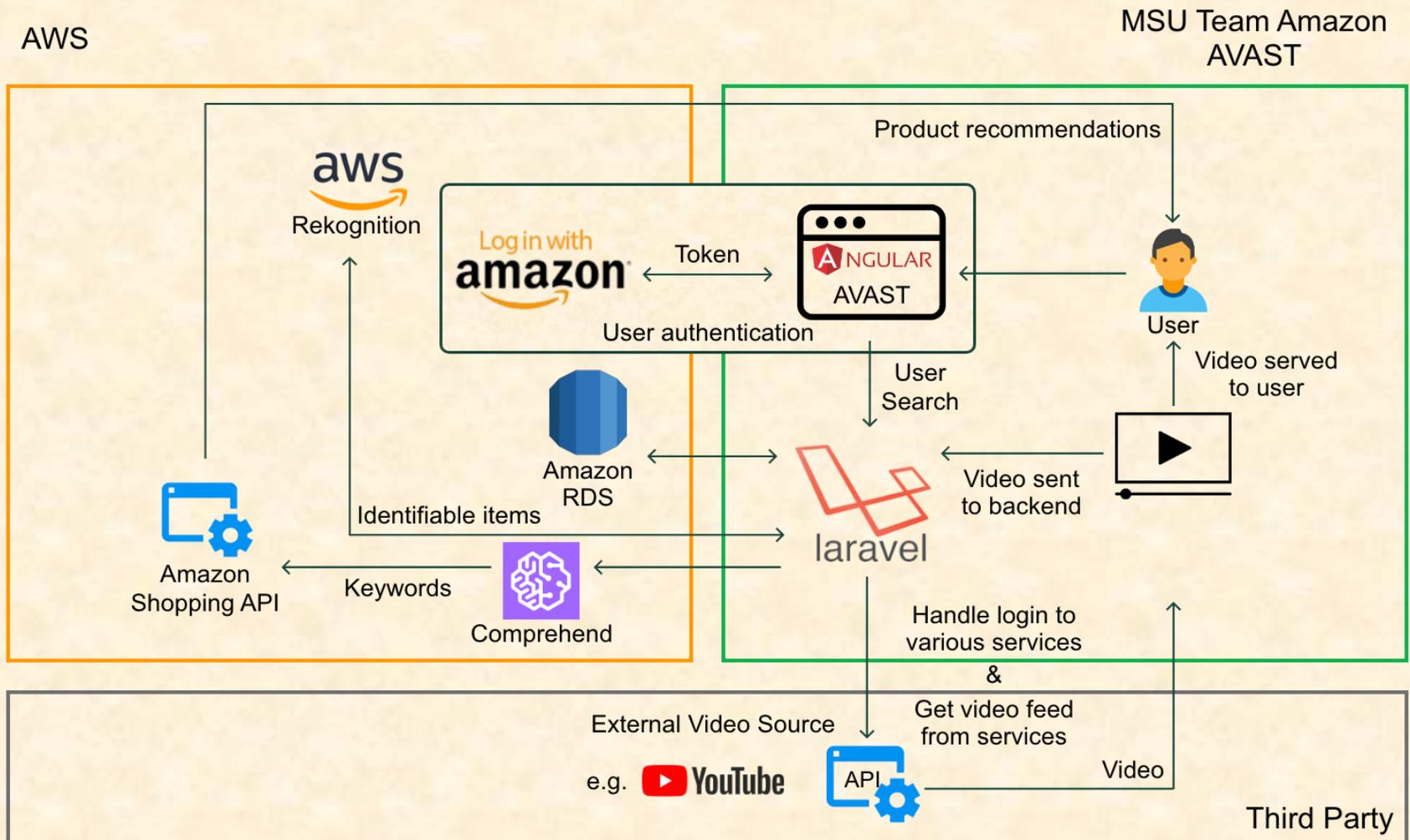
# Project Overview

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- Allow users to search and stream videos from external sources (e.g. YouTube).
- Leverage user's interest in the items shown in their favorite movies and music videos.
- Identify key items and people in the videos.
- Find products related to the items and people presented in the video.
- Display product information to allow users to quickly find and purchase products.



# System Architecture



# Home Page

The screenshot shows the Amazon website interface. At the top, there is a search bar with the Amazon logo on the left and navigation links for Home and History on the right. Below the search bar, the page is divided into three main sections:

- Trending on YouTube:** This section features six video thumbnails with their respective titles and view counts:
  - Veterans Voices | Listening is Honoring (Google, 430k views)
  - 23-Year-Old Completes Trip Across Country on Rollerblades (Inside Edition, 178k views)
  - CATCHING EXERCISE BALLS from 165m Dam! (How Ridiculous, 4.8M views)
  - YouTubers React To Try Not To Sing Along Challenge (Internet Songs) (FBE, 743k views)
  - FASHION PHOTO RUIVIEW: All Stars 4 Cast w/ Kameron Michaels & Asia (WOWPresents, 353k views)
  - Fixer Upper's Chip and Joanna Gaines Announce Their Return to TV The Tonight Show Sta... (761k views)
- Trending on Dailymotion:** This section features six video thumbnails with their respective titles and view counts:
  - UK's biggest Warship - The HMS Elizabeth | FT Business (Financial Times, 7.8k views)
  - Yung Reeks x Skar - Burn Out [Music Video] | GRM Daily (GRM Daily, 4.0k views)
  - Berna - Alcatel / Likkle Bit [Music Video] | GRM Daily (GRM Daily, 4.5k views)
  - XXXTENTACION is alive & explains what happened | XXXTENTACION - NOW THATS TRENDING (6.5k views)
  - Five amazing basketball records by FaceTeam - Guinness World Records (Guinness World Records, 16.6k views)
  - SmokeyBoys - More Life [Music Video] | GRM Daily (GRM Daily, 639 views)
- YouTube Subscriptions:** This section shows a row of subscription cards for various channels:
  - Online Tutorials
  - Coding Tech
  - Jesse Showalter
  - freeCodeCamp.org
  - DesignCourse



# Search Result Page

The screenshot shows a web browser window with the address bar displaying `https://avastvideo.com/results?query=amazon%20echo`. The browser's address bar also shows the AVAST logo and navigation icons. The Amazon logo is visible in the top left corner of the page, and the search bar contains the text "amazon echo".

The search results are displayed in a list format, each with a video thumbnail, a title, and metadata:

- Introducing Amazon Echo**  
BrandonYT • 323k views • January 10, 2017  
Go buy from - <http://amzn.to/2ie3UHm>
- Alexa en français (Amazon Echo)**  
Mac4Ever • 19.4k views • February 17, 2018
- Amazon Echo Dot 3 review: Bigger, better, still 50 bucks**  
CNET • 81.7k views • October 10, 2018  
With a new fabric-bodied design and noticeably better sound, Amazon's latest Echo Dot is its best yet — but can it blunt Google's momentum?
- Amazon Echo Spot - Un appareil Echo élégant, compact, doté d'un écran - Amazon.fr**  
Mac4Ever • 13.7k views • June 5, 2018  
Présentation Amazon Echo Spot
- Amazon Echo & Alexa 10 Everyday Uses**  
Craig's Tech Talk • 605k views • November 11, 2017



# Video Page

The screenshot shows a web browser window with the AVAST security extension. The address bar contains the URL <https://avastvideo.com/watch?source=YouTube&v=zmhcPKKt7gw>. The page header features the Amazon logo, a search bar with the text "amazon echo", and navigation links for "Home" and "History".

The main content area displays a YouTube video player. The video title is "Introducing Amazon Echo" and it has 323,398 views. The video content shows a black Amazon Echo smart speaker on a white surface. The word "INFORMATION" is overlaid on the right side of the video. The video player includes a progress bar at 3:37 / 3:54 and standard YouTube controls.

Below the video player, the video title "Introducing Amazon Echo" is repeated, along with the view count "323,398 views" and the uploader information: "BrandonYT" and "Published on January 10, 2017".

On the right side of the page, there is an "Amazon Product Feed" section. It lists several products with their prices and Prime status:

- Echo Dot (3rd Gen) bundle with Amazon Smart Plug - Charcoal: \$74.98 Prime
- Panasonic KX-TGD532W Expandable Cordless Phone with Call Block and: \$59.95 Prime
- Honor 7X GSM Unlocked Smartphone 5.93" FullView Display, 16MP + 2MP: \$199.99 Prime
- Nintendo Joy-Con (L/R) - Neon Pink / Neon Green: \$79.99 Prime
- Dell OptiPlex Desktop Complete Computer Package with Windows 10: \$124.34 Prime
- Huawei Mate SE Factory Unlocked 5.93" - 4GB/64GB Octa-core Processor| 16MP +: \$259.99 Prime
- Lifetime 4428 Height Adjustable Folding Utility Table, 48 by 24 Inches, White: \$37.07 Prime
- Oster Extra Large Digital Countertop Convection Oven, Stainless Steel: \$119.99 Prime
- BESTEK USB Power Strip 8-Outlet Surge Protector 1500 Joules with 40W/8A 6: \$37.07 Prime



# Account Page

The screenshot shows a web browser window with the address bar displaying `https://avastvideo.com/account`. The browser's address bar includes navigation icons (back, forward, refresh) and a search bar with the Amazon logo. The page content is organized into four main sections:

- Account Info:** Features a profile picture placeholder with a "Choose" link, input fields for "First Name" (containing "Patrick") and "Last Name" (containing "McCormick"), and a "Submit" button.
- Video Services:** Lists two services: "YouTube" and "dailymotion", each with an "Unlink" button.
- AVAST Affiliate:** Contains the text "Add AVAST Video to give your viewers recommendations straight from their screen" and a button labeled "Connect your Amazon Associates Account". It also includes the "amazonassociates" logo and a link "What is this?".
- History:** Includes a clock icon with a "View History" button and a trash can icon with a "Clear History" button.



# What's left to do?

- Improve product recommendation by using video caption.
- Improve test coverage to at least 75%, currently at about 50%.
- Fix potential bugs reported by unit tests.
- Integrate Google Analytics to capture user metrics.



# Questions?

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