

Talent Hunt Acquisition

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Abstract: Our “Talent Hunt acquisition “application basically targets audiences whose end goal is to make a career in the entertainment industry. Our Application gives a genuine platform to the people who deserve more recognition which eradicates the existing ongoing debate of “Nepotism and Groupism”. People can showcase their talent in the form of acting, dancing, singing, etc. The main USP is to deliver the talent in the eyes of professional. The platform we provide gives everyone a chance to audition in their respective fields and can possibly make it big in the industry. Our work will encourage more and more people to participate. Thus, engagement will give boost to the entertainment industry. The app will feature both categories of photos & videos which will be the main consent of showcasing the talent. Since this is the talent hunt app, it will not allow any business acts or brand endorsement account, thus, making this application a pure entertainment-based app and not a business platform. The application will also focus on its regional language and locality of the candidates, which will help to explore the acts of their own culture.

Keywords: Talent, Troupers, Mentorship, Application.

1. Introduction

India is the second largest country with population. There is more talent in India but there is no reliable platform. Due to the lack of opportunity in Bollywood industry because of Nepotism and in the matter with the hard working people without any higher background in Bollywood, one doesn't get an opportunity to showcase them who deserves. Agencies of the industries also takes participants via influence most of the times. India has already banned TikTok and other similar video content apps, so there's a huge rush to create new apps that offer the same services. One of them is our app Troupers act but our app is to eradicate these problems.

We created this application where it allows user to put videos, audios, photographs, etc. And upload it on the application we have subscription based mentorship. If anyone has taken subscription their video can be uploaded, viewed, commented, liked (hits) and can take part in auditions which happens every 15/30 days. There will be mentor on the other side while the video is submitted for audition. The audition may help them have an opportunity to get into show business. If a video gets good amount of hits and comments, he can be considered as an influencer.

Our application seeks opportunity to help people get the right kind of opportunity to showcase their talents. This will be the Make in India app as compared to other worldwide apps, making this application a pure entertainment based app and not

a business platform.

2. Literature Survey

Survey of existing applications:

A. TikTok

Owned by Chinese company ByteDance of China origin in 2018. This application is known for short –one-minute-videos. This application gained popularity very quick and created a massive impact on the audience. Initially people created videos of them acting, lip-syncing to a particular song or dialogue but the increase in interest of popular trends boosted this application and people started creating challenges or trends via creating videos for the same.

User Centric Theory: TikTok is purely a User centric application where the main focus is audience and its users. People get hooked on to this application because it has taken users preference / recommendation i.e. user experience into consideration making it user friendly application.

B. Smule

An American application which gained popularity because of collaborative feature for singing. It is a karaoke application where people get to sing and upload the video of them singing. People collaborate with other people for duet singing.

C. Instagram Reels

Instagram which is now owned by Mark Zuckerberg introduced a new feature in 2020. It also features short-one-minute videos.

Hashtags: Hashtags are most used in Instagram where you put hashtags when you post. Because of the hashtag feature there is a separate feature on the Instagram application where people putting the same hashtag in the post as we click on that particular hashtag can see posts from different users.

D. VSCO

It is a photo and video editing application but also features feed. This means that one can edit their photo or videos and then post it. This editing gives us an extra advantage for users as many people prefer editing photos and videos before posting them online.

Some other features survey:

1. Recommendation System.
2. Ranking of a post.
3. Smart Hash tags.

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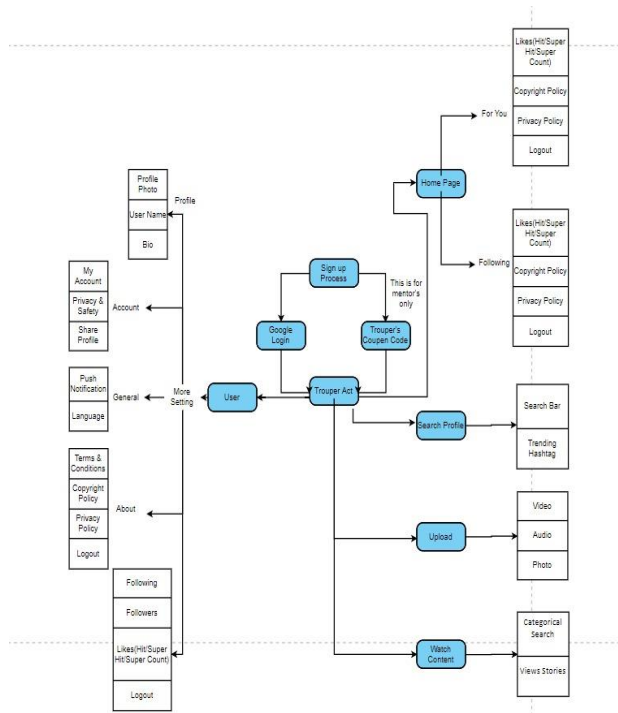
Based on the videos & pictures that are uploaded, the Smart Hash tag Predictor will detect the content of the video and will suggest the hash tag automatically that will help the content to get maximum people reach via the trending hash tags. Hash tags plays a big role since it helps the viewers to get the updated contents with the trend.

Table 1
Comparing the existing app with our Trouper’s app

Apps	Features	UI	Business profiles	Mentorship	Hashtag	Events	Country of Origin	Language
Tik Tok ^[1]	Videos	Basic	No	No	Uses tags for relatable content	Yes	China	Worldwide languages
VSCO ^[2]	Pictures	Very basic	No	No	Uses tags for searching	No	USA	English
Smule ^[3]	Audio/ Video	Very basic	No	No	No tags in the app	No	USA	English
Instagram ^[4]	Pictures & Videos	Attractive	Yes	No	Uses tags for searching & suggestion	No	USA	Worldwide languages
Trouper	Pictures/ Videos & Audio	Attractive	No	Yes	Uses smart hashtags prediction for recommendation of on-going trend	Weekly basis events of differed genre	India	All languages of Indian culture + English

3. Proposed System

A. There are modules which are as follows



Login Page: Login page uses Google API client for Gmail authorization. The application has two option for login through Gmail for users. Two types of subscriptions:

1) *Non-subscription:* A user can view only the contents inside the application and cannot take part in the events.

2) *Subscription:* A user can view contents are interact with other users’ content and also can take part in various events organized. A VIP code is given to professional / celebrities who is going to look at certain profiles or who wants to take auditions.

Home/Feed: A user can see various media uploaded by other users. On Subscription to the application users can comment, hit or have an option of sharing a profile to other users who you follow. Number one post gets a chance to become an influencer according to Ranking Evaluation Metrics Algorithm. In this there is also a recommendation system which makes a user engage in the application.

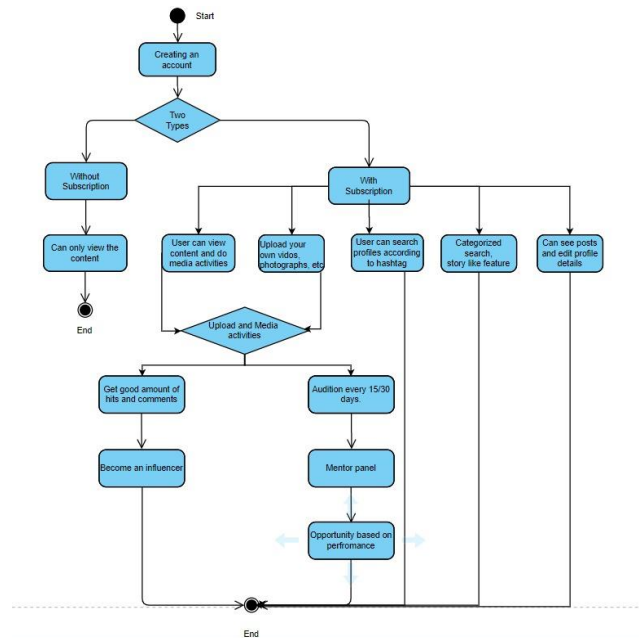
Search: You can search various profiles. Here hashtag feature is used to find various types of medias like dance videos with the help of #dance, or photography with #photography and so on.

Uploading Media: On Subscription a user can upload their dancing, singing, or any other talent related media. After uploading anybody who follows the user can view their uploaded media. While uploading the media one can give captions and add hashtags to get maximum reach.

Watch: In watch module, a user can view anybody’s content and this section contains categorical search like dancing, singing, etc. A story feature views stories of other users.

Profile: Here the user can see who follows them and who the user is following. It also shows various media uploaded by the user. The user can also edit its profile details and also change the profile picture.

B. Flow of the system



Login through Gmail or VIP Code. According to Subscription there are two option:

- a) Non – subscribed user: Can view only contents.
- b) Subscribed user: Can interact with other users and can take part in auditions.

For Subscribed user the flow is as follows: User can comment, hit on another users' content or can share other users' profile. User can upload their own videos/ photography or any other talent related media. The media uploaded can be viewed by other users and other users can do any media activity like comment or hit. While uploading a user has the option to put caption and hashtags.

A users feed contains contents from people whom they follow and can interact with other users' content by media activities. A user can go to the watch section to search according to the category like dance, actors, photography, and so on. User can also search other profiles in the search. The hashtag feature helps for getting the search done quicker by searching a particular hashtag.

A user can become an influencer if the users post is the number one post according to Ranking Evaluation Metrics Algorithm (getting maximum comments or hits). A user can take part in formal auditions which happens every 15/30 days cycle where they can send in their talent related media. One the side is the mentor panel where the professional/celebrity will take the users audition based on the talent.

If the user gets selected, then they will have the opportunity to get mentored by the professional/celebrity and can see a possible future in the show business field chosen.

Menu: The user can change the language settings as mode of instruction which is one the key features of the application. There are other features like notification option, like sharing a profile options, subscription, terms and conditions, your account membership & so on.

C. Details of Hardware & Software

The development of the Trouper application will require the following:

Hardware: Processor - Intel i5 or above, AMD equivalent,

Ram - 4GB or more, GPU - Intel HD or any Integrated GPU.

Mobile Hardware: Processor - Minimum Dual Core Processor, RAM - 2GB or more, GPU - Integrated or any other.

Software: OS – Windows 8 or better. Software – Google's Android, Studio Editor – Android Studio 3.2.2.1, Mobile Software – OS - Android version 8.0 or Higher.

4. Future Scope

Future scope to propose a system that could add additional features like one to one mentorship without auditions.

The proposed theory could help collaborate with other known platforms like Facebook where they can share their videos of these apps. And also to provide a trust worthy system, live on floor events & encourage more and more people to have a career in show business.

5. Conclusion

The proposed system was developed taking in mind the benefits of the people seeking opportunity in the show business and to avoid suicide cases in the future.

Also with this, talented outsiders will get much more opportunity than before. Our motto is only to support talented and deserving candidates to shine in their careers.

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