

MultiWatch

A product pitch by Ethan Moreta

The Problem

I have always watched multiple shows at the same time and I always had the problem of keeping track of them. Having shows in different streaming platforms makes it difficult for me to see everything that I am currently watching to choose from when trying to continue a show.

- According to google the average amount of streaming services in a household is 4
- People should care because its a way to have all of your tv shows in one place, not having to bounce around streaming platforms to figure out what shows you want to continue.

Your Solution

My idea is to make a website that takes the information from your streaming services and puts it into one location.

- This way you have a single location where you can see all the shows you are watching and don't have to bounce around to figure out what you want to watch.
- The unique thing about it is that it will also track your progress in the shows you are watching as well.

Website Type

- I am building a Media/Entertainment website
- Media/Entertainment is the best category for this because its a convenience for consumers.

Software Development Process

What software development process will you use?

- I will use a agile development process
- Breaking down this project into small manageable steps it be very useful for this type of project

Target Audience

Name: Sarah Lopez

Gender: Female

Age: 26

Location: New York, NY

Occupation: Marketing Associate

Income: \$55,000/year

Web Use: Heavy mobile + laptop user, streams daily

Reasons for coming to your site: Wants an easy way to track shows across Netflix, Hulu, and Disney+. Tired of forgetting where she left off.

Name: David Chen

Gender: Male

Age: 34

Location: Seattle, WA

Occupation: Software Engineer

Income: \$110,000/year

Web Use: Tech-savvy, uses multiple devices

Reasons for coming to your site: Has subscriptions to multiple services and likes to binge-watch. Needs a single dashboard to stay organized.

Key Content & Features

What will visitors find and do on the site?

Track shows/movies from all streaming services, manage watchlists, search, and get recommendations.

- What pages are essential?

Track shows/movies from all streaming services, manage watchlists, search, and get recommendations.

- What main features should the site offer?

Home/Dashboard, Search/Discover, Watchlist, Profile/Account, Help/FAQ.

- What key content and features will help users achieve their goals?

Service integration, unified watchlist, progress tracking, recommendations, notifications.

Site Map

Insert or sketch your site map.

- Start with the homepage
- Show page groupings and navigation paths
- Complete this step manually on paper, using draw.io or with AI tools ([Slickplan](https://Slickplan.com), Octopus.do)

Wireframe

Insert a wireframe of your homepage.

- Show layout of header, navigation, content blocks, footer
- Focus on what goes where, not design details
- Complete this step manually on paper, using draw.io or with AI tools ([Uizard](#), [Figma with AI plugins](#))

Pitch Summary

Wrap up your pitch.

- Why is your product needed?
- What are the key benefits of your solution?
- Why is now the right time for it?

Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the solution clear?
- Are the features too much/little?
- Is the target audience well-defined?