Tree.io

Theme Name :

- Enhanced Fire TV Experience

Team Members:

- Tushar Sachdeva
- Jai Bansal
- Rohan Jhanwar
- Nayan Jindal

Where did the idea came from?

At 9 PM, Jeff Bezos, a tired worker, turns on Fire TV.

He says, “Let’s watch something chill” but is welcomed by **endless thumbnails** and scattered genres.

His wife, relaxing in Paris, wants to co-watch and laugh together but there’s **no simple way to sync** in real-time.

Midway through, Jeff gets a call. Returning, he wishes for an **Summarizer** to catch him up , no more aimless scrubbing.

A few days later, Jeff **mindlessly browses** again. No motivation, just endless scrolling. Watching feels routine no fun, no reward.

We’re transforming Fire TV into a more human, connected, and rewarding experience

Mood-Based Search

Say “Let’s watch something chill” and get **personalized recommendations** based on your choice.

Co-Watching

We can watch in sync with friends from anywhere, with shared playback and real-time reactions.

Smart Summarizer

If we have missed a scene, we can instantly catch up with quick, AI-generated recaps.

Gamified Viewing

We can earn rewards by completing watch streaks and theme-based quests

Who Are We Building For — and Why?

Tired Viewer

“I just want to relax not scroll endlessly.”

- **Need:** Fast, mood based content suggestions
- **Pain Point:** Spends hours deciding what to watch

Busy Binger

“Can I just get a recap? I don’t have 8 hours.”

- **Need:** AI-powered summarizer for movies and shows
- **Pain Point:** Drops shows due to time limits

Long-Distance Companion

“I want to watch together even when we’re apart.”

- **Need:** Real-time shared watching, voice/video overlay
- **Pain Point:** No native co-watch tools on Fire TV

Interactive Explorer

“Watching should be fun give me something to win.”

- **Need:** Gamification of watching: streaks, quizzes, rewards
- **Pain Point:** Passive watching feels boring

Success Metrices

Users spend **6–10 minutes** just deciding what to watch. Our mood-based search reduces that to **under 2 minutes** by letting users search with phrases like “something chill” or “make me laugh.”

There’s no native way to watch together remotely. With synced playback, reactions, and voice overlay, we aim for **40%+ adoption** in the first month for group watching.

Viewers often skip shows they can’t remember. Our summarizer delivers 2-minute recaps to **reduce** drop-offs by **25%** and keep users engaged with long content.

Gamified viewing boosts engagement through streaks and badges. We aim for **20%** of sessions to include quests increasing user ratings from **3.5 to 4.5+.**

Impacts

We’re not just adding features — we’re reshaping the Fire TV experience.

- Reduced Decision Fatigue
- Increased Daily Engagement
- Stronger Social Connection
- Time-Saving for Busy Users
- Higher User Ratings
- Scalable Across Devices & Regions

Scalability

Each core feature is independently deployable and scalable.
Enables horizontal scaling of high-load services like mood-based search or summarizer without affecting others.

WebSocket-based real-time sync allows co-watching across continents without central server bottlenecks.

Uses container orchestration (Kubernetes) and auto-scaling with cloud services (AWS Lambda, S3, Kafka) for resilience under peak loads.

Real-time event streams (via Kafka) allow personalization engines to learn user preferences continuously.
Supports millions of concurrent users with low latency via edge caching and Redis.

Expansion

Amazon Prime Video

Gamification and AI summarizers can enhance streaming experience, especially among youth and prepaid users.

Amazon Mini TV

Integrate gamified viewing, AI summarizers and collaborative viewing into MiniTV encouraging repeat viewing and ad monetization.

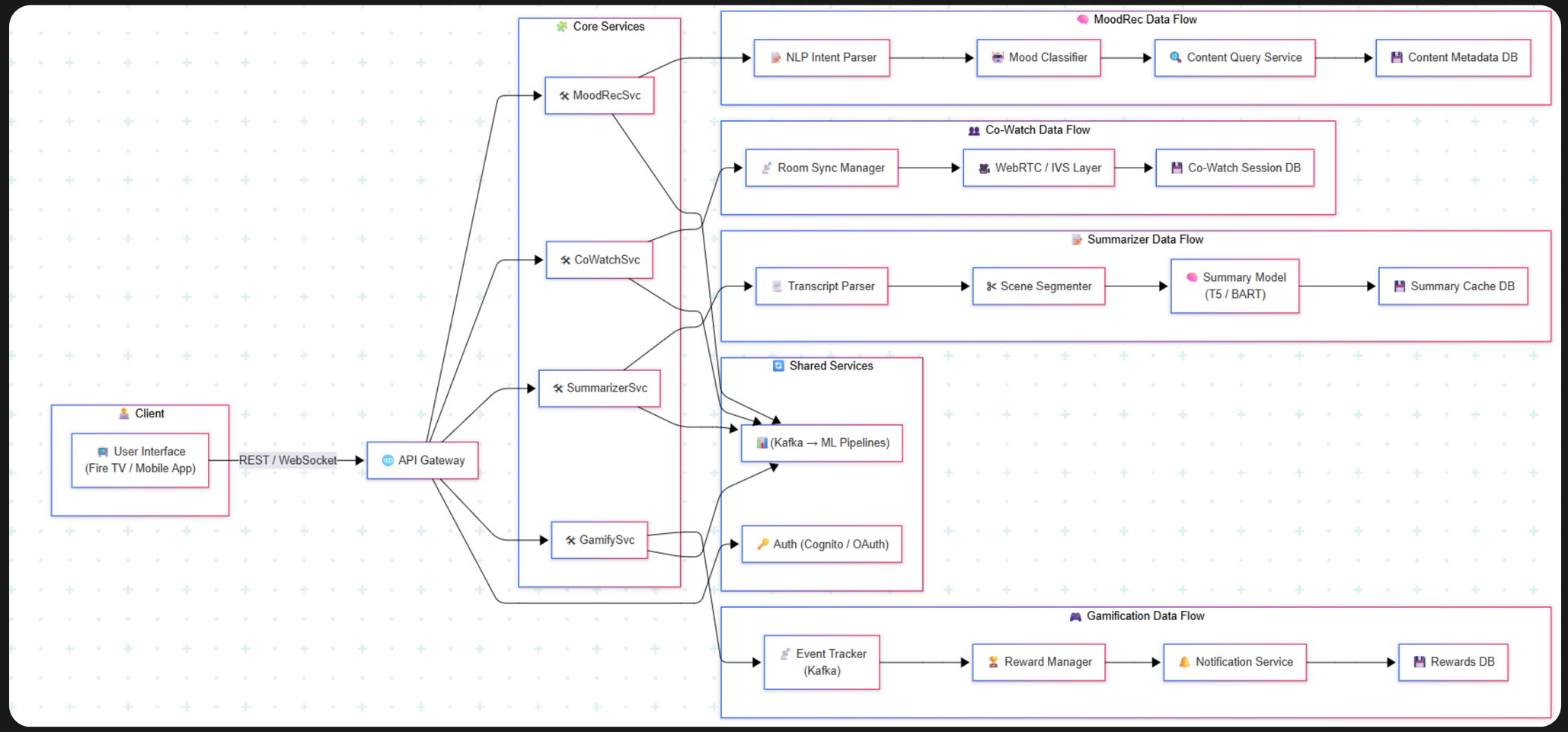
Amazon Shopping

Merge collaborative viewing with Amazon Great Indian Festival shopping events users can watch product videos with friends, win vouchers via Gamification, and shop together.

Kindle and Audible

Use summarizer logic to provide “Watch-along” or “Listen-then-Watch” features across Kindle and Audible.

Architecture



THANK YOU