

How Might We questions

Group - 20

1. **How might we** create a social experience around watching movies and series, even for users who are apart?
2. **How might we** make short series as compelling and high-quality as full-length movies?
3. **How might we** design an interactive story episode feature where users make decisions that influence the storyline, encouraging them to replay and explore different outcomes based on alternative choices?
4. **How might we** demonstrate the unique value of subscribing compared to free usage?
5. **How might we** minimize decision fatigue while browsing?
6. **How might we** create an intuitive navigation system that caters to different user preferences (swipe gestures, side menus, etc.)
7. **How might we** improve the design and aesthetics of the app to attract more users?
8. **How might we** implement a feature to allow users to create and share custom playlists or watchlists?
9. **How might we** integrate live event streaming with additional interactive options to enhance viewer engagement?

10. **How might we** design a feature that offers quick AI-generated summaries or recaps, helping users catch up on missed episodes or seasons efficiently while maintaining engagement?
11. **How might we** introduce unique content features such as user-generated content or exclusive sneak peeks to differentiate the app from competitors?

Extra

- **How might we** ensure seamless access to family-friendly content across different platforms for diverse users?
- **How might we** reduce ad interruptions while maintaining a sustainable revenue model?
- **How might we** improve the user experience for those who rarely use the app, making it more engaging and inviting ?