

FLIXIFY



FLIXIFY

YOUR FUN, YOUR WAY

GROUP -20

Group Members

Mihir Prajapati	- 202201210
Jenil Goswami	- 202201247
Harshit Prajapati	- 202201500

Project Overview

FLIXIFY: THE FUTURE OF STREAMING

Flixify is an innovative entertainment platform designed to redefine the streaming experience by combining the best elements of traditional video-on-demand services with cutting-edge, user-centric features. Inspired by industry leaders like Netflix, Flixify sets itself apart with a unique suite of offerings tailored to modern viewers' preferences.

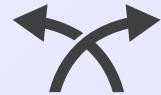
KEY FEATURES INCLUDE



Watch Party with Video

A social viewing experience that allows users to watch content together in real-time, complete with integrated video chat for seamless interaction with friends and family, no matter the distance.

Interactive Movies with Decision-Making



Making Decision

An immersive storytelling format where viewers actively shape the narrative by making choices that influence the outcome, blending cinema with gamified engagement.



Short Movie Reels Series

Bite-sized, episodic content designed for quick consumption, catering to users seeking high-quality entertainment in a fast-paced world.

AI Video Summary

Project Overview



AI Video Recap

AI-driven tool that crafts video recaps of previous seasons of shows, offering users a quick way to catch up without revealing key plot details or wasting time.



Mood-Based Content Selection

Enjoy movies or shows that match your current mood, enhancing your overall experience and bringing more joy.

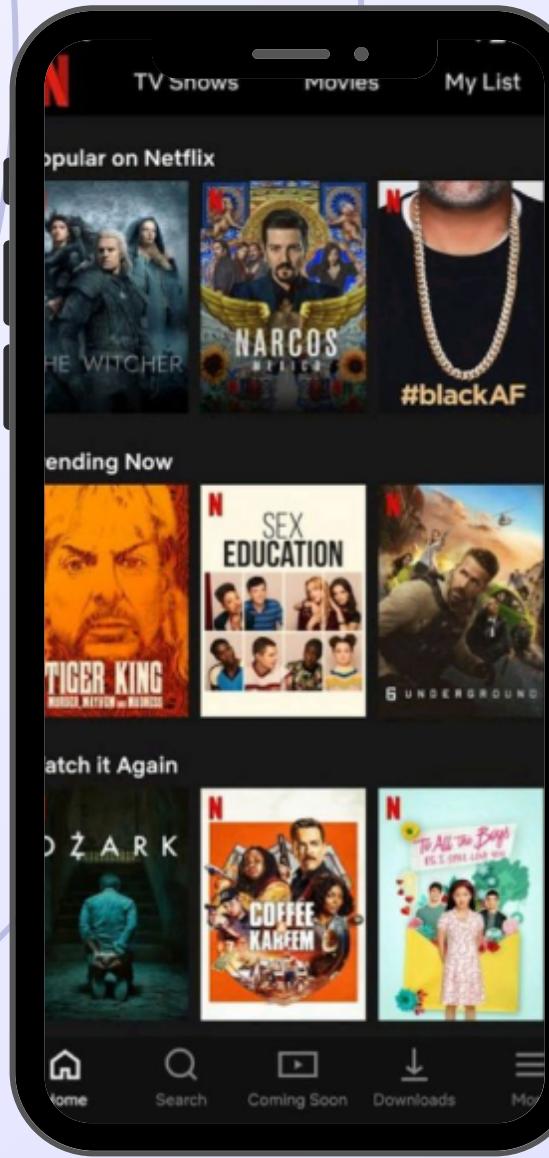
Flixify aims to establish a vibrant, community-oriented, and personalized entertainment platform that not only provides high-quality content but also encourages connection, creativity, and convenience. By utilizing cutting-edge technology and a profound understanding of audience preferences, Flixify is set to emerge as a next-generation leader in the streaming sector.

Competitor Analysis



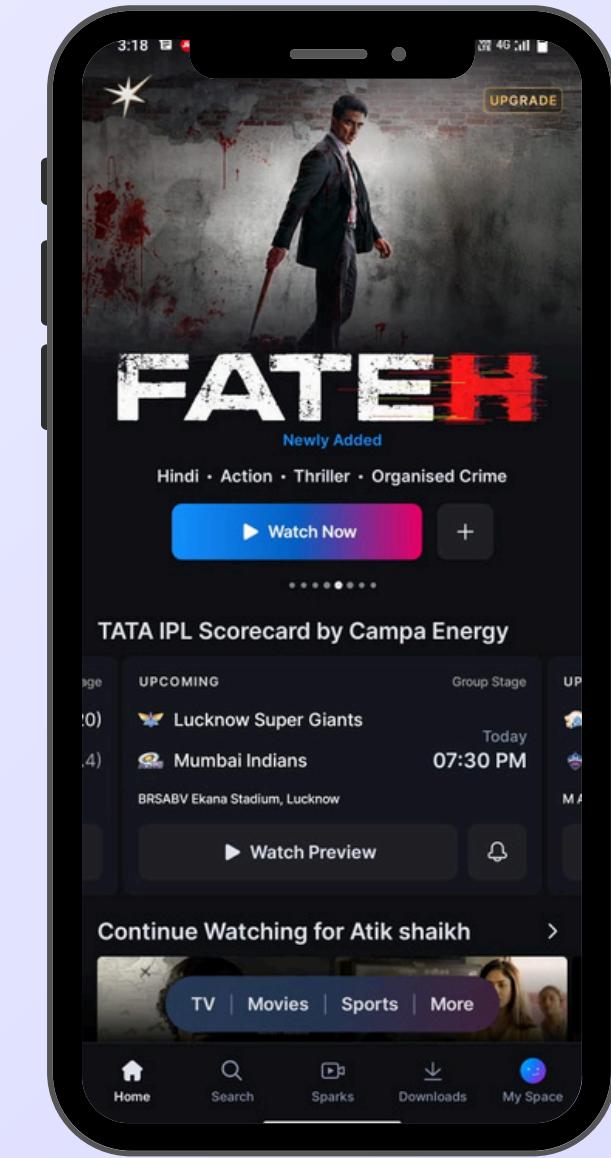
Sony Liv

The small entertainment category icons on the Sony LIV homepage are challenging to interact with.



Netflix

Netflix offers a great selection of movies, but it lacks features like watch parties or short films.



JioHotstar

JioHotstar offers a pleasant experience; however, it lacks features such as AI video summaries and interactive movie experiences.

Competitive analysis



STRENGTHS

- Offers a wide range of TV shows, movies, live sports, and originals in multiple languages.
- Strong sports content including cricket, football, and WWE gives it a competitive edge.
- Visually appealing and easy-to-navigate layout enhances user experience.
- Recommends content based on user behavior and preferences.
- Allows offline viewing, which is useful for mobile users.

WEAKNESSES

- Some premium content still includes ads, frustrating paying users.
- Limited content filters make it harder to find specific genres or types.
- Buffering and crashing issues reported on some devices.
- No community or social features for users to engage.
- Not fully optimized for users with disabilities.

User Survey

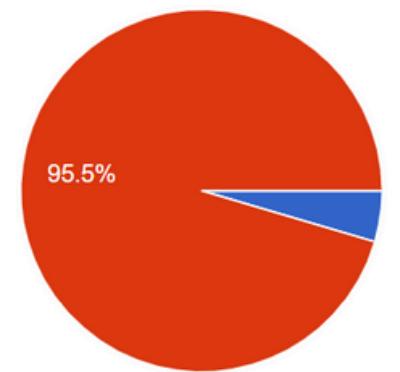
Questionnaire

- Age
- Which entertainment app do you use mostly?
- How often do you use entertainment apps like Netflix, amazon prime or Hotstar?
- What type of entertainment content are you most interested in?
- What type of features for you value most in entertainment app?
- How do you prefer to browse content in app?
- How often do you purchase subscriptions for entertainment apps?
- What type of navigation do you prefer in an entertainment app?
- What do you dislike most about entertainment app?

Survey Results

What is your age?

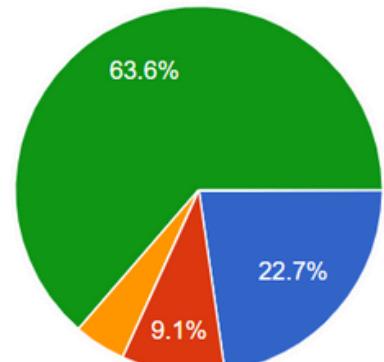
22 responses



- 12-18
- 19-30
- more than 30

Which entertainment app do you use mostly?

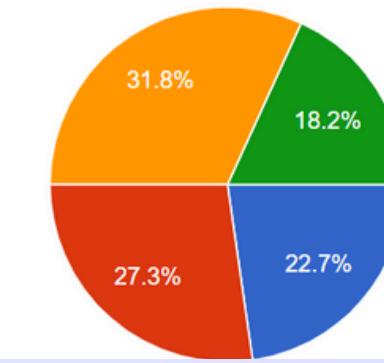
22 responses



- Netflix
- Amazon prime video
- Disney hotstar
- You tube
- Jio cinema

How often do you use entertainment apps like Netflix, amazon prime or Hotstar?

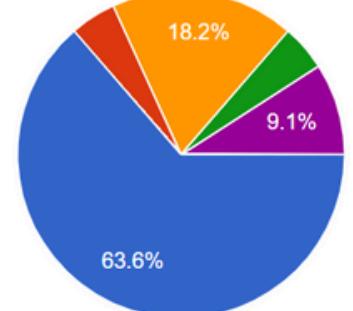
22 responses



- Multiple times in Day
- Once a day
- Few time a week
- Rarely

What type of entertainment content are you most interested in?

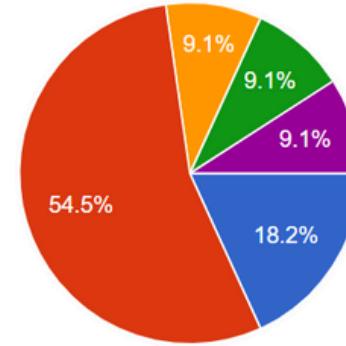
22 responses



- Movie or video series
- Music and podcast
- Sports
- Live event and streaming
- Others

What type of features for you value most in entertainment app?

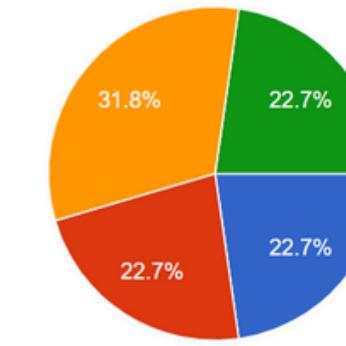
22 responses



- Personal recommendation
- High quality streaming
- Attractive design
- Social sharing and interaction
- Others

How do you prefer to browse content in app?

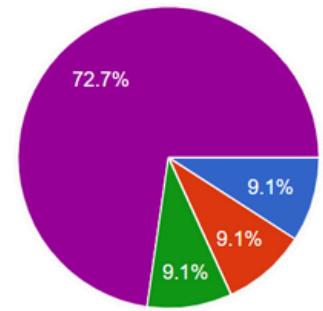
22 responses



- Category and genres
- Trending and popular content
- Personal recommendation
- Search and browse

How often do you purchase subscriptions for entertainment apps?

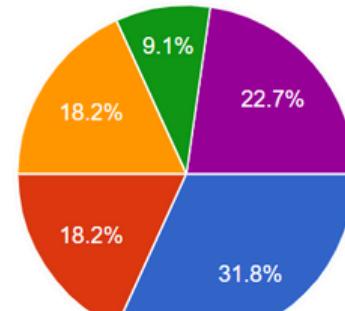
22 responses



- Monthly
- Every few months
- Annually
- Only when there is a specific need
- I don't buy subscription

What type of navigation do you prefer in an entertainment app?

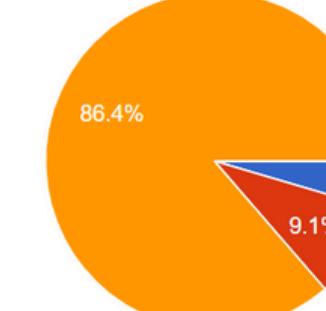
22 responses



- Bottom navigation bar
- Side menu
- Swipe gestures
- Tabs at the top
- Search-focused navigation
- Others

What do you dislike most about entertainment app?

22 responses



- Crashing
- Hard to search
- Too many adds
- Confusing design

Survey Results

- The survey results indicate that the majority of respondents (95.5%) are aged 19-30 and primarily use YouTube (63.6%) as their entertainment app. Most users prefer video/movie content (63.6%) and highly value high-quality streaming (54.5%).
- The biggest dissatisfaction with entertainment apps is excessive ads (86.4%), while navigation preference is split between bottom navigation bars (31.8%) and search-focused options (22.7%).

Male User Persona

DESCRIPTION

Jenil is a techsavvy professional who enjoys watching movies and sports in his free time. He prefers highquality streaming and often uses entertainment apps to unwind after work. He is not a frequent subscriber but occasionally purchases subscriptions when there's a specific show or sports event he wants to watch.

GOALS

Wants a seamless streaming experience with minimal interruptions
Prefers apps that offer highquality video and easy navigation

FRUSTRATIONS

Dislikes too many ads in the app
Finds Subscription costly

HOBBIES AND INTERESTS

Watching Movies
Travelling
Playing sports

ENTERTAINMENT PREFERENCE

Most Used App : YouTube
Frequency of Use : Few times a week
Preferred Content : Sports and Movies/Video Series
Favorite Features: High-quality streaming, Trending and popular content
Browsing Preference: Search and browse, Trending content
Subscription Behavior: Only purchases subscriptions when there's a specific need

MOTIVATIONS

Exploration & Discovery
cultural & Trending event



Jenil Goswami

Age 25

Software Engineer

Anand, Gujarat

Female User Persona

DESCRIPTION

Khushi is a busy professional who enjoys watching movies and TV series in her downtime. She values personalized recommendations and often uses entertainment apps to relax after a long day. She prefers apps that are easy to navigate and offer a wide variety of content.

GOALS

Wants an app that offers personalized content suggestions
Prefers apps with a clean and attractive design

FRUSTRATIONS

Dislikes too many ads in the app
Finds it hard to search for specific content sometimes

HOBBIES AND INTERESTS

Watching Dramas & comedies
Story Reading
Podcasts
Cultural Events

ENTERTAINMENT PREFERENCE

Most Used App: Netflix
Frequency of Use: Once a day
Preferred Content: Movies/Video Series
Favorite Features: Personal recommendations, High-quality streaming
Browsing Preference: Personal recommendations, Category and genres
Subscription Behavior: Subscribes monthly

MOTIVATIONS

Relaxation & Escape
Stay Culturally Updated
Social Connection



Khushi Mehta

Age 28

Marketing Manager

Surat, Gujarat

Empathy Map

seamless, high-quality streaming.

recommendations that match mood.

watching movies with friends in real time

Says

Tries AI recaps and mood-based picks.

Watches Short series

Joins watch Together.

Does

Interactive movies sound exciting.

Ads shouldn't ruin the experience

Watching short series is less time consuming

Thinks

Feels

Excited by new, fun features

Interactive movies are fun

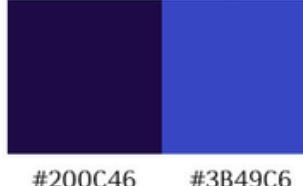
Annoyed by too many ads

Mood Board



Theme & typography

Main Background Gradient



Button Gradient



Other



Button

Back



Flixify

Typography

Aa

Lorem ipsum Pellentesque Pellentesque iaculis

Inknut Antiqua

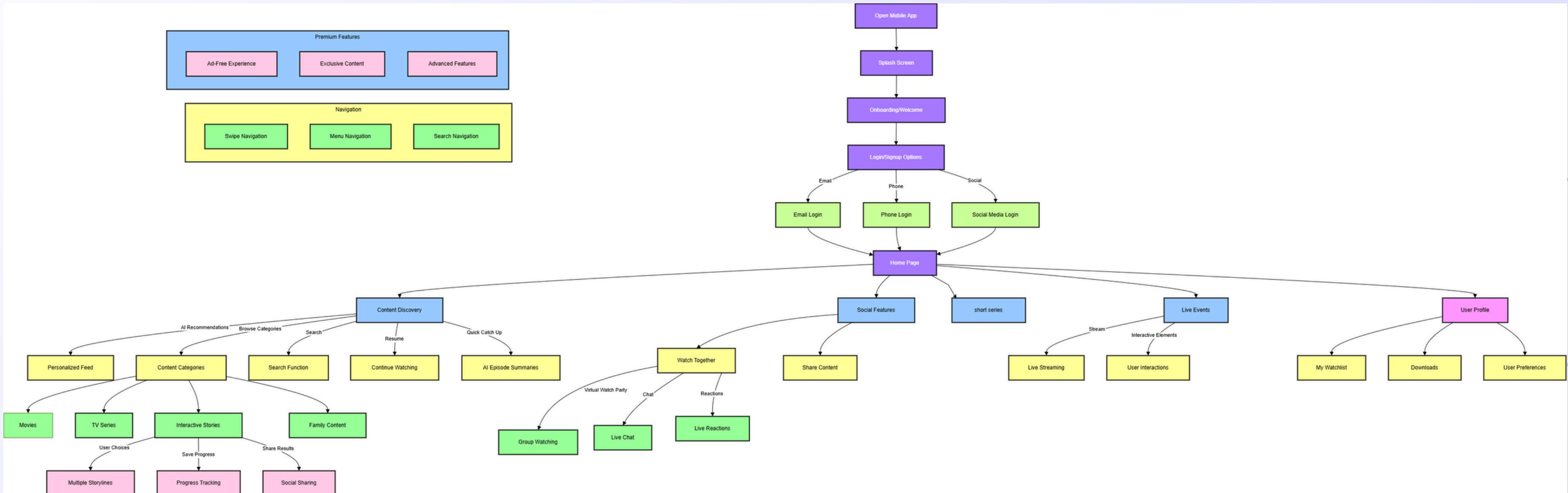
Nunc dictum blandit Aenean ut sem Maecen

Aa

Mukta

**Lorem ipsum Pellentesque Pellentesque iaculis Nunc
dictum blandit Aenean ut sem Maecen**

Information Architecture



Design Statement

Young adults (aged 19–30) seek an entertainment platform that goes beyond traditional streaming services. They crave an engaging and socially interactive experience that blends high-quality content with modern features like watch parties with video chat, short movie reels, and AI-driven content recommendations.

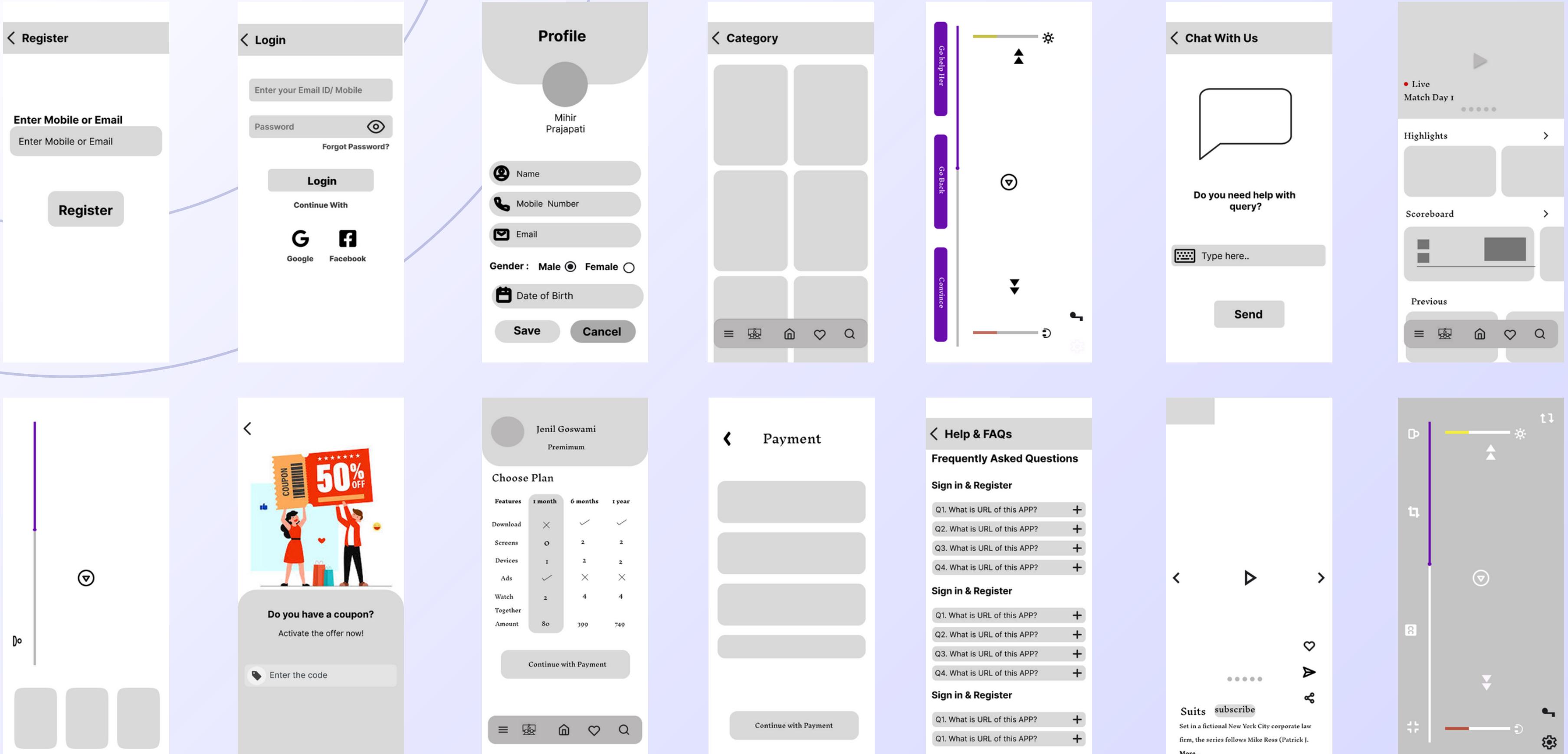
Users often feel disconnected when watching alone, face choice fatigue due to overwhelming content, and want more immersive and shareable experiences. Flixify aims to solve these problems by offering personalized, interactive, and community-driven entertainment in a simple, intuitive, and visually appealing interface.

LOW FIDELITY



**LOW FIDELITY
WIREFRAME**

LOW FIDELITY



LOW FIDELITY

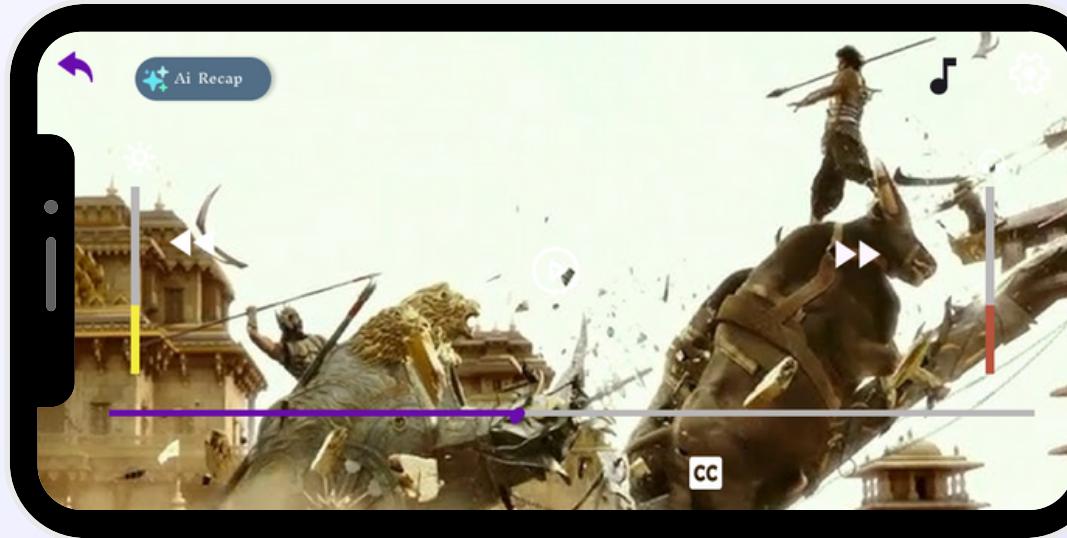
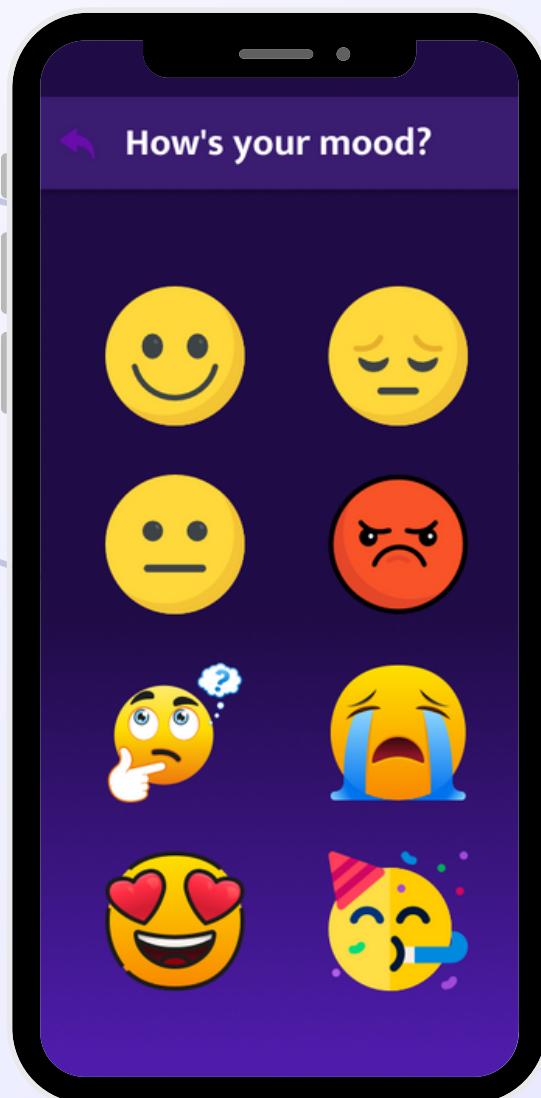
The image displays a collection of low-fidelity wireframe prototypes for a mobile application, arranged in a grid. The screens represent different features and user flows:

- Payment Screen:** Shows a placeholder for a payment method and a "Continue with Payment" button.
- Card Details Screen:** A form for entering card information (Card Holder Name, Card Number, Expiry date, CVV) with a "Save Card" checkbox and an "Add" button.
- Choose Your Avatar Screen:** A grid of placeholder avatars for users to select.
- Entertainment Detail Screen:** Displays a video player interface with controls (play/pause, volume, etc.), a synopsis ("Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard more..."), a cast list, and a "Similar pick" section.
- Upcoming and Latest Content Screens:** Grids of placeholder cards for upcoming and latest content, with navigation arrows.
- Who's Watching Screen:** A placeholder for tracking who is watching content, with a "Create Profile" button.
- Search Screen:** A header with a search bar ("Search for Entertainment") and a "Recent Searches" section with a "Clear All" button. Below are sections for "Trending in" and other placeholder content.
- User Profile Screen:** Shows a placeholder profile picture and email (Harshit Prajapati, hmp2501@gmail.com), followed by a list of "Help & FAQs" entries and a "Logout" button with a confirmation dialog.
- My List and Downloads Screen:** Placeholder cards for user lists and downloads.
- Privacy Policy Screen:** Placeholder content for the privacy policy, including sections for Application, Services, and Types of Information collected.
- Settings and Preferences Screen:** Placeholder content for settings, including a list of Video Quality options.
- Sort & Filter Screen:** Placeholder content for sorting and filtering, including categories (Movies, Sports, Live), genres (Romance, Comedy), and time filters (0h - 1h, 1h - 2h, 2h - more).
- History Screen:** Placeholder content for watch history, showing items from Today (Super 30, Chhichhore, ind vs eng) and Yesterday (Mahabharat).
- Pick Your Today's Interest Screen:** Placeholder content for selecting daily interests.

HIGH FIDELITY

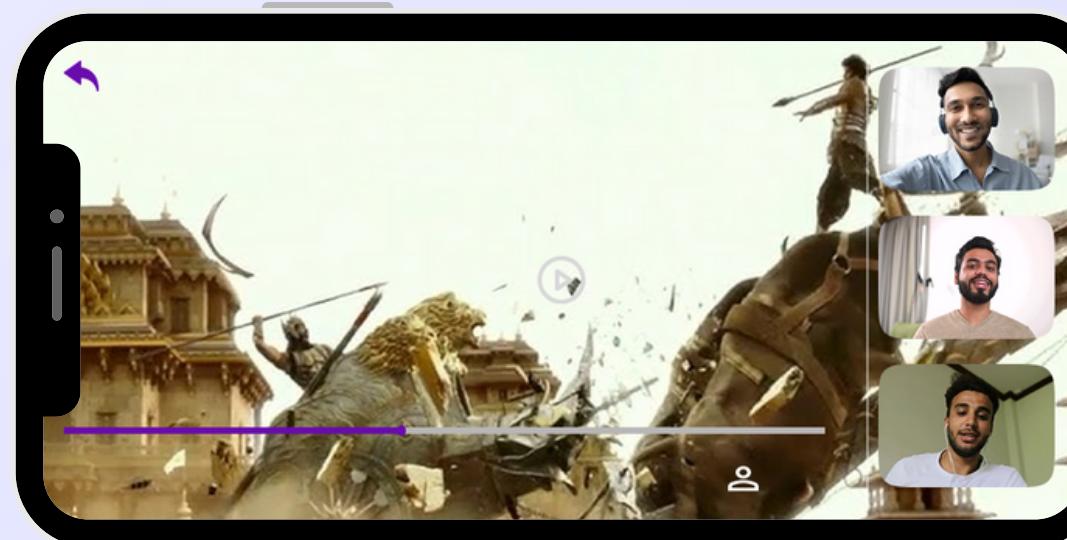
**HIGH FIDELITY
WIREFRAME**

Main features

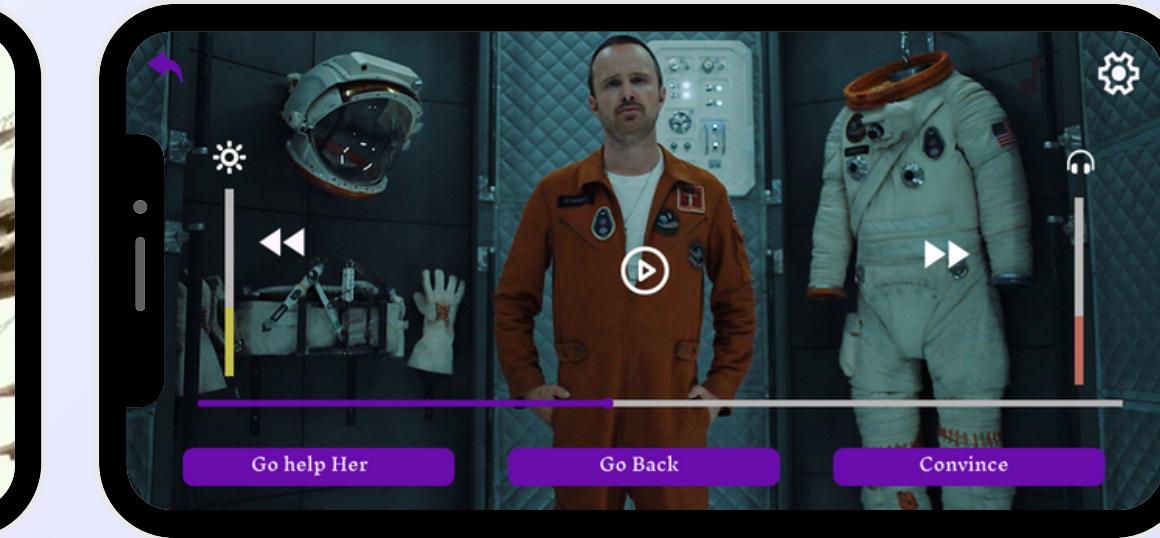


Ai Video Recap

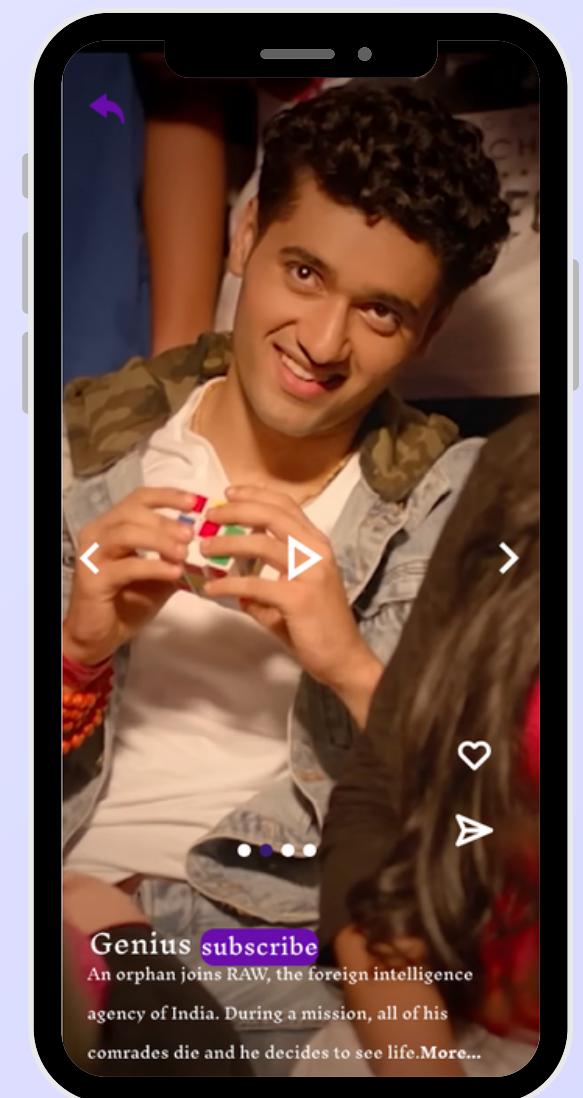
Mood
Preferred
Content



Watch Movies With Your Friends or
Random Person with similar Interest

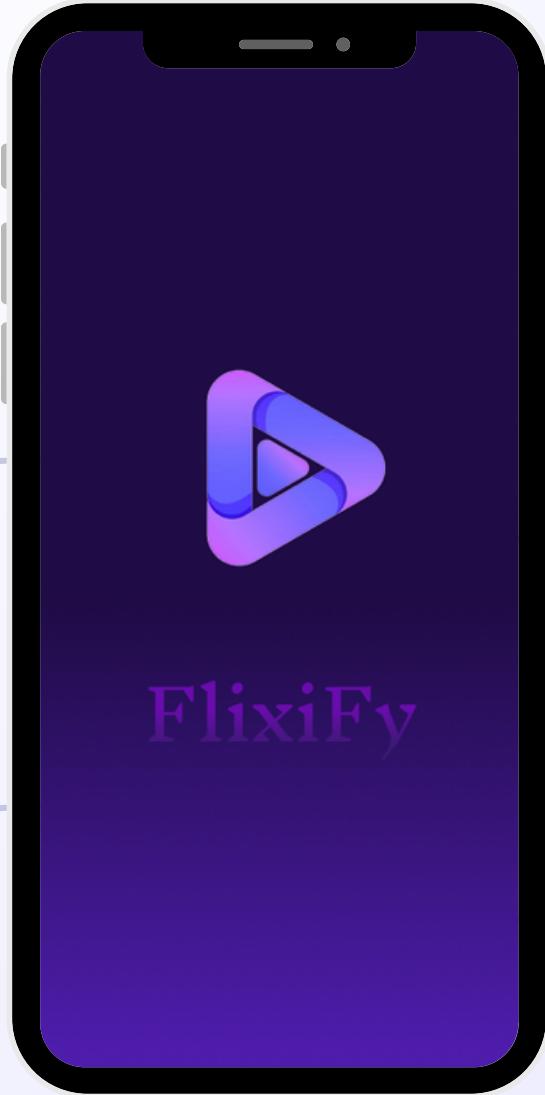


Interactive Movies

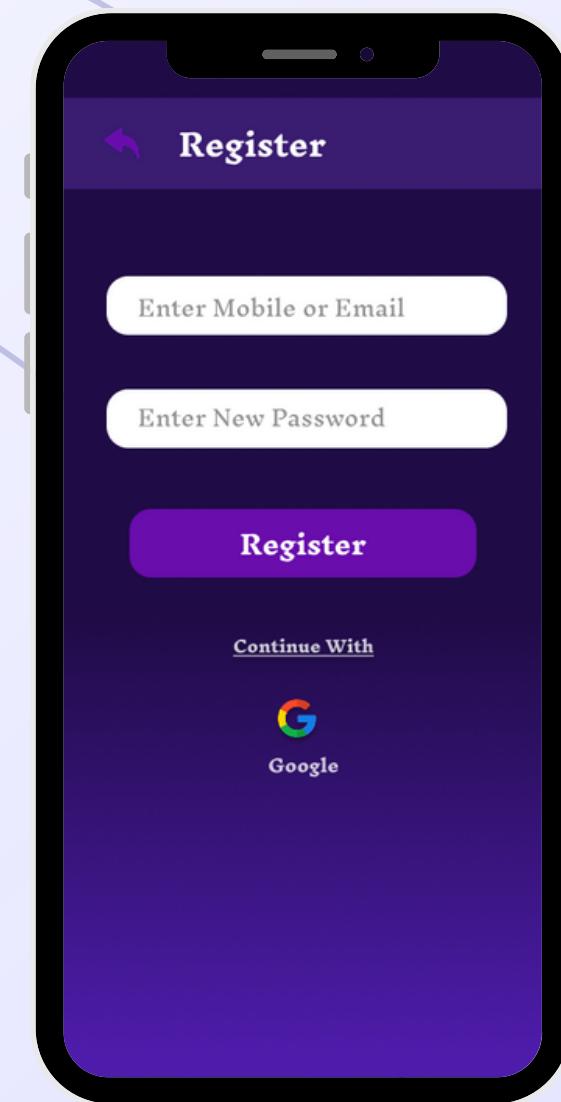


Short Series

LOGIN



App logo and name

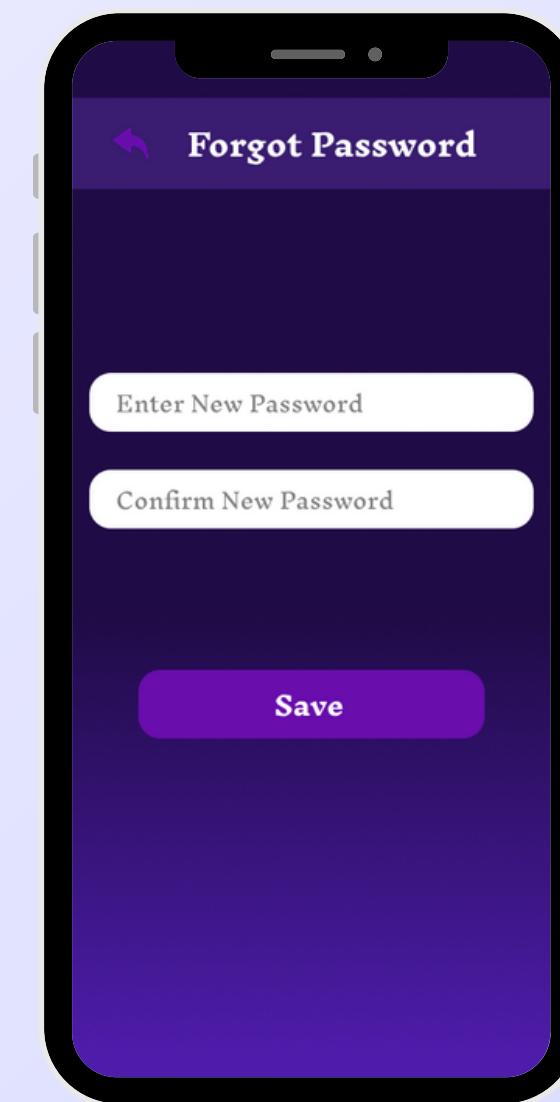


Users will be asked to put there credentials to join the app

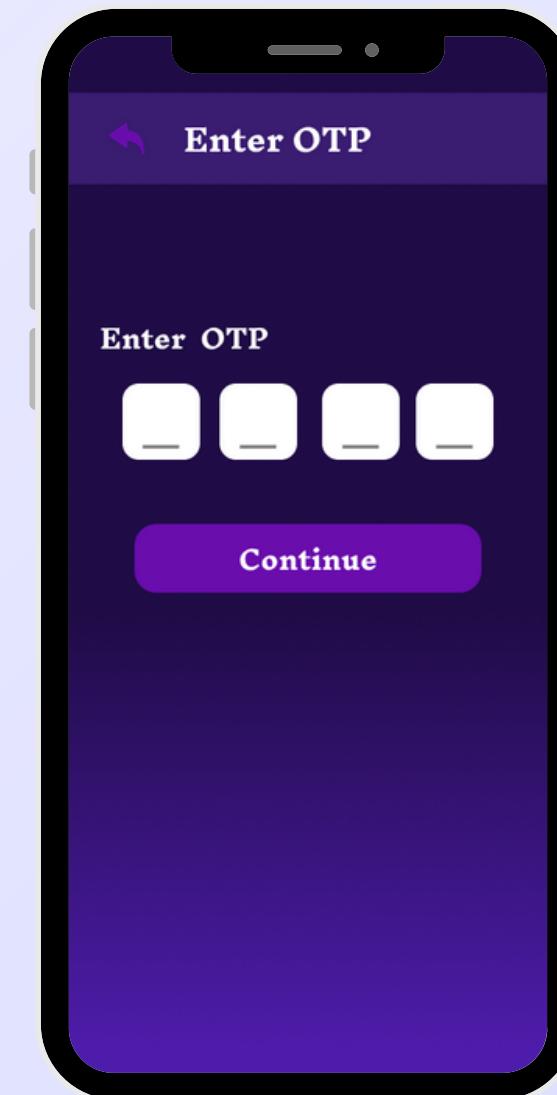
Onboarding



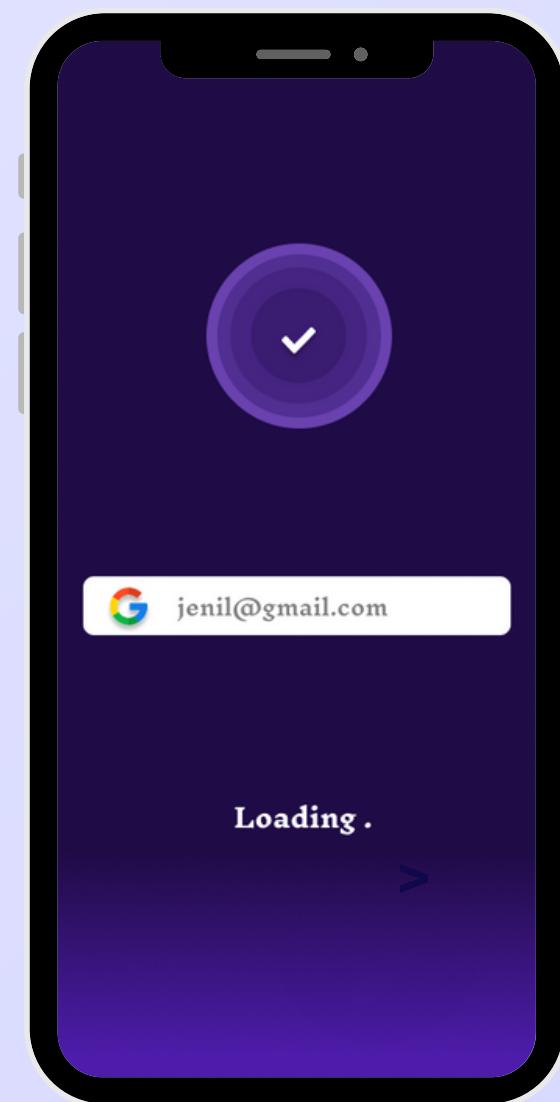
Login with Google



Forgot Password



OTP

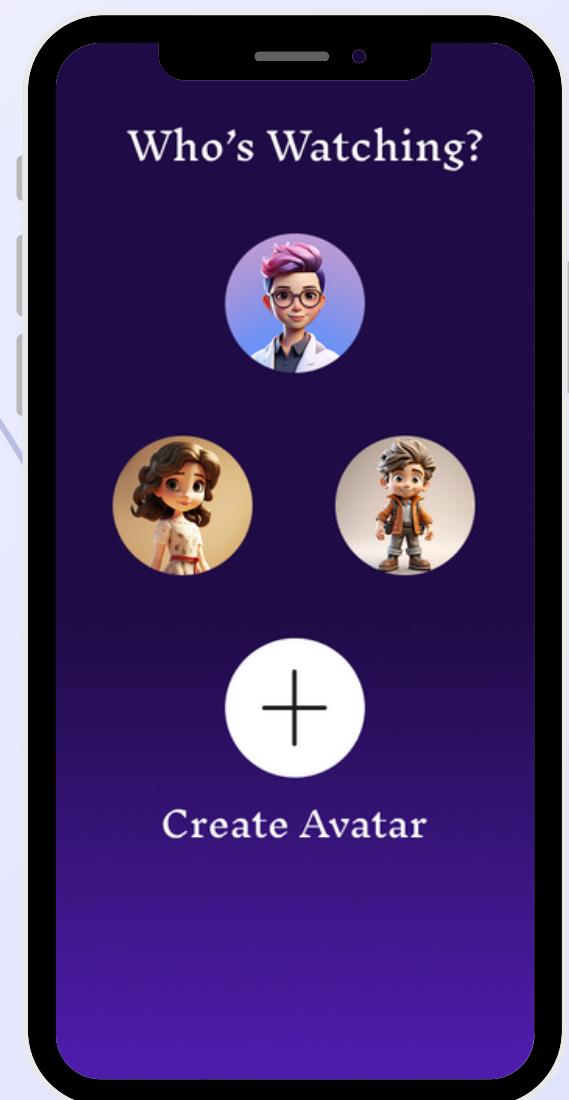


Login success

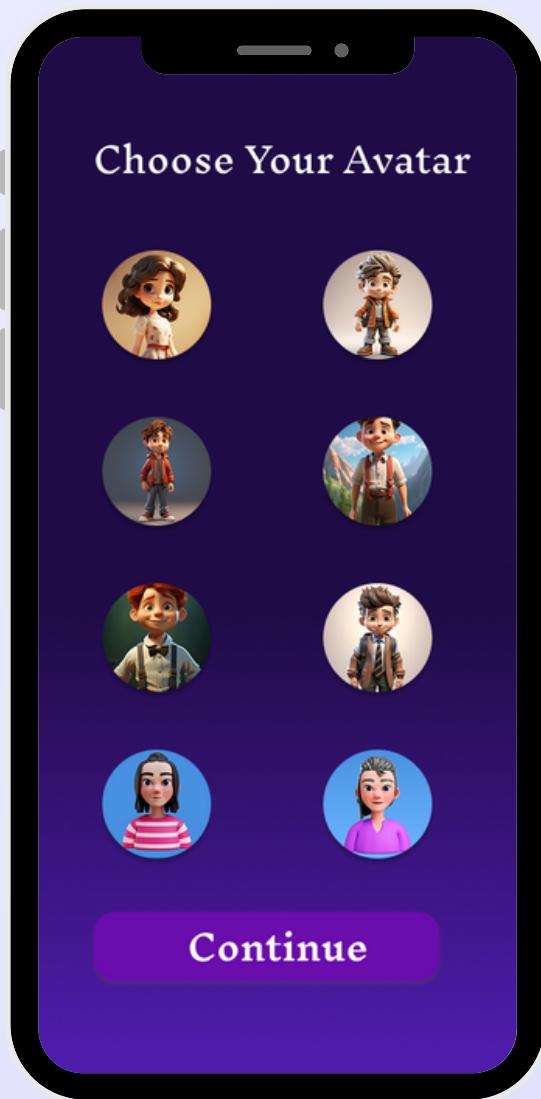
Going to Homepage



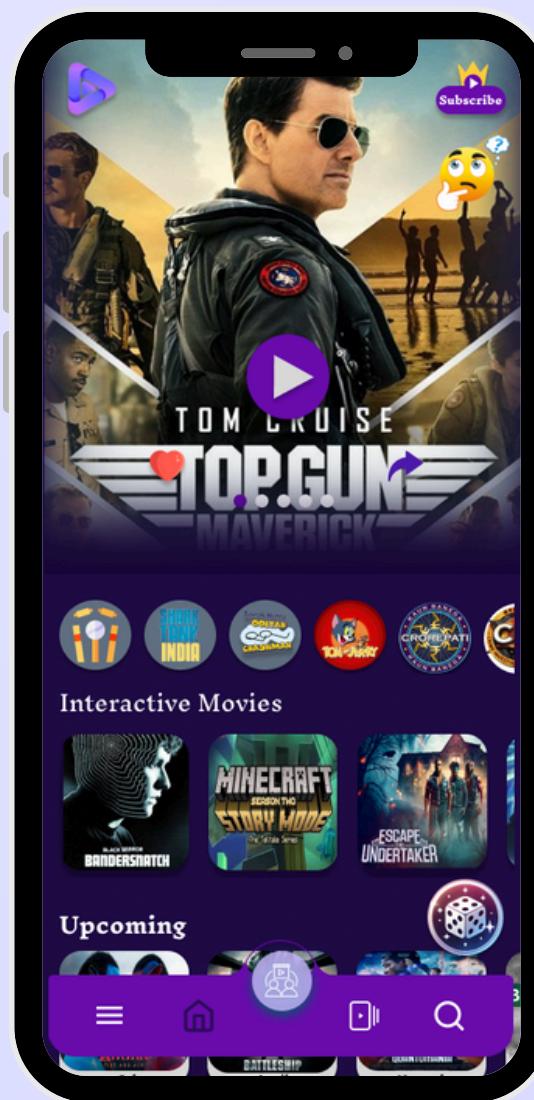
User profile



Choose account



Avatars

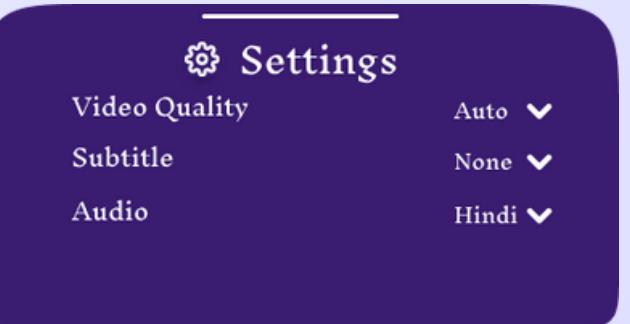
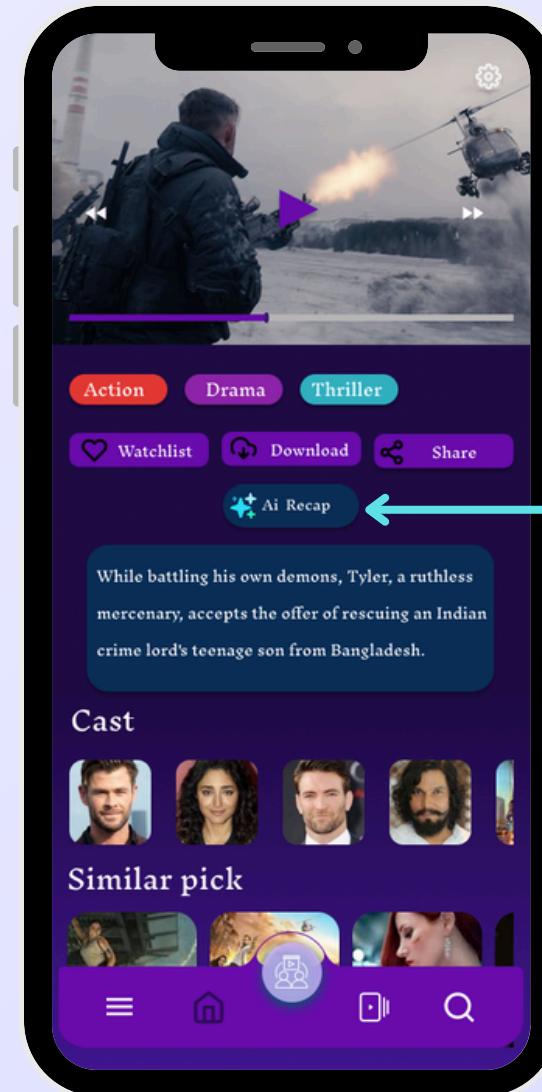


Homepage

Homepage



Video Streaming



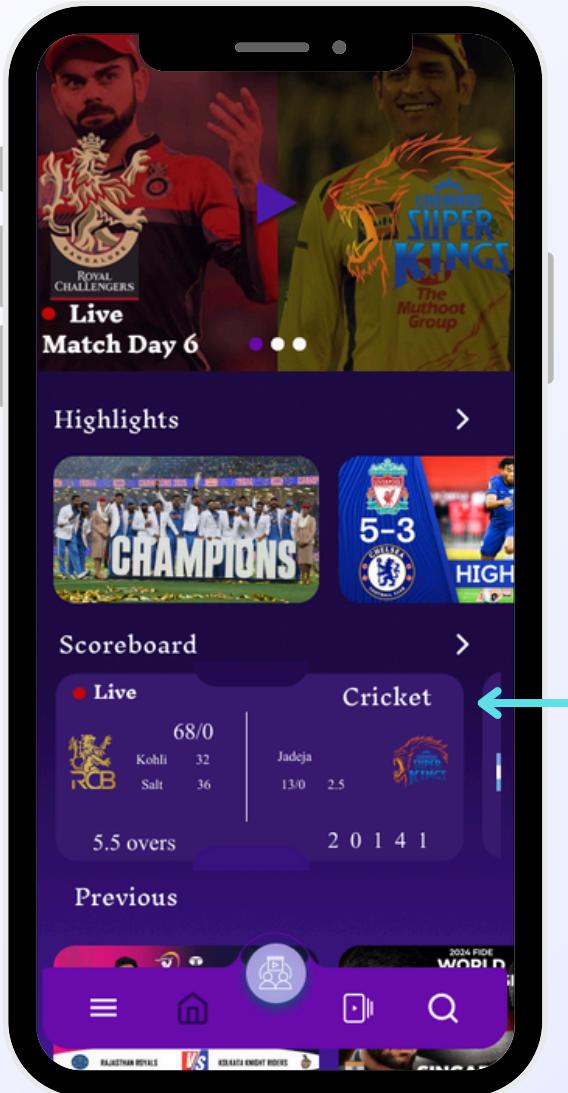
User Preferred Settings Options

AI summary



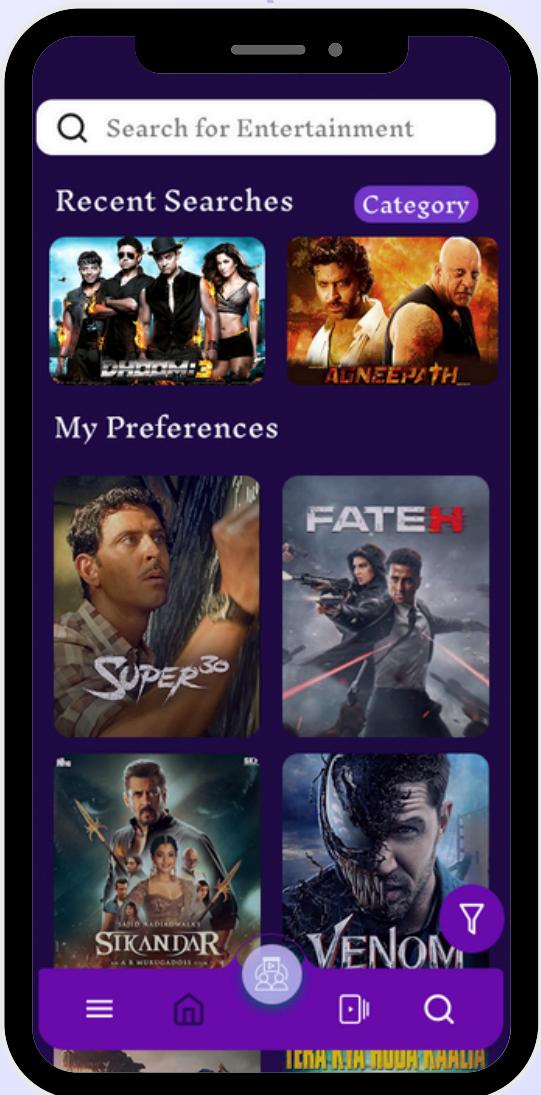
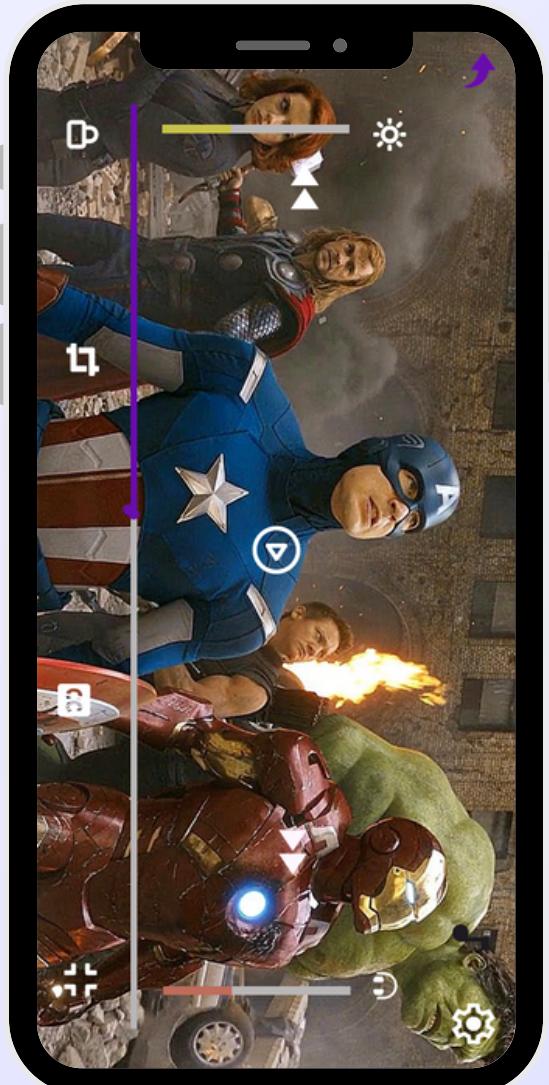
Variety of Sharing Options

HIGH FIDELITY

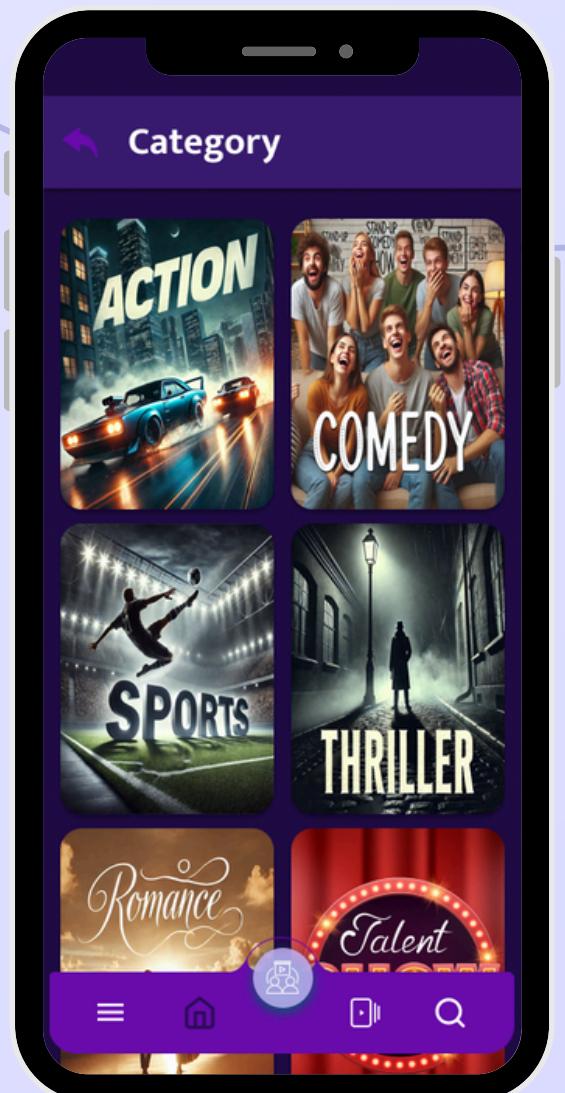


Watch Sports

Playback Screen

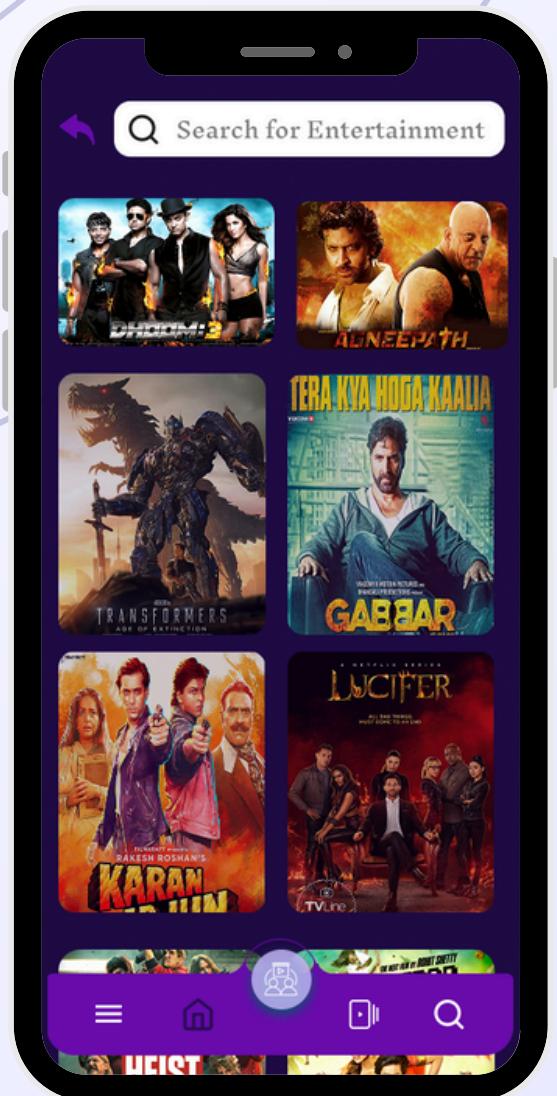


Search Your
Favorite
Shows



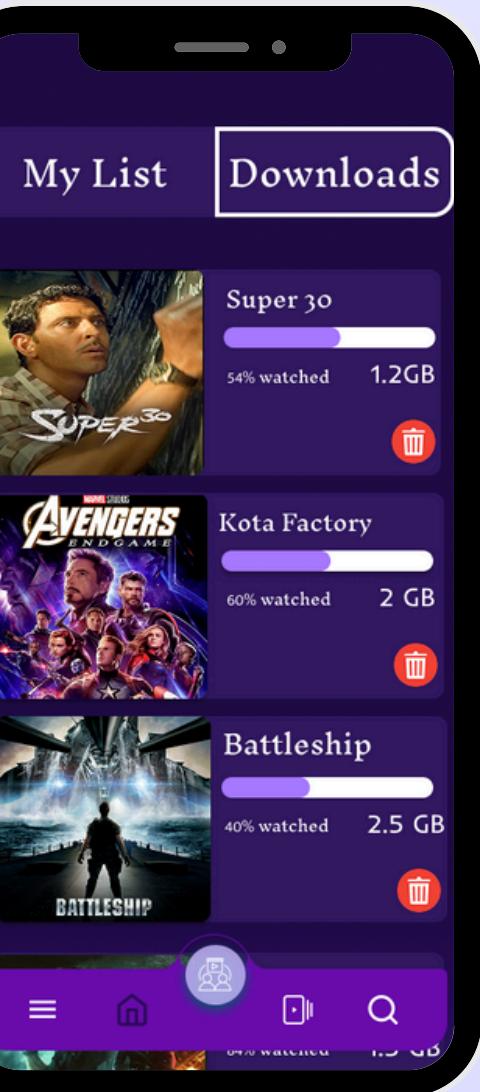
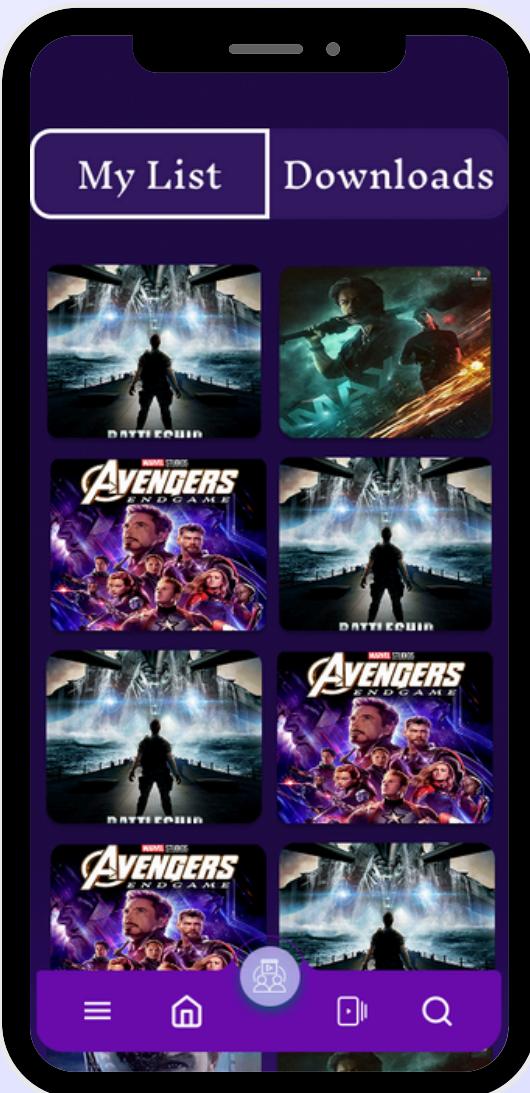
Find Your
Category

HIGH FIDELITY



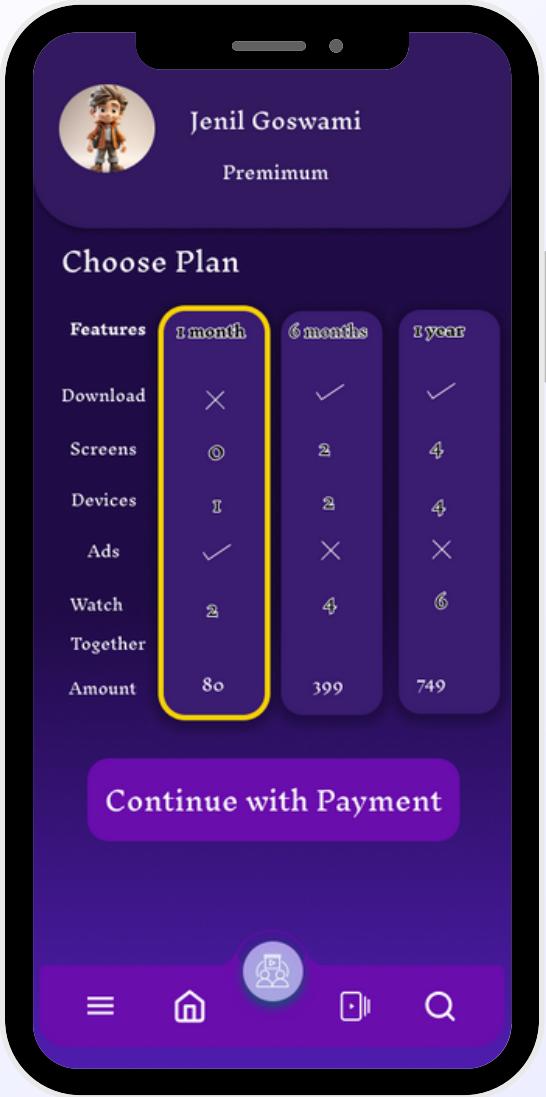
Variety of
Show List

Save to Wishlist

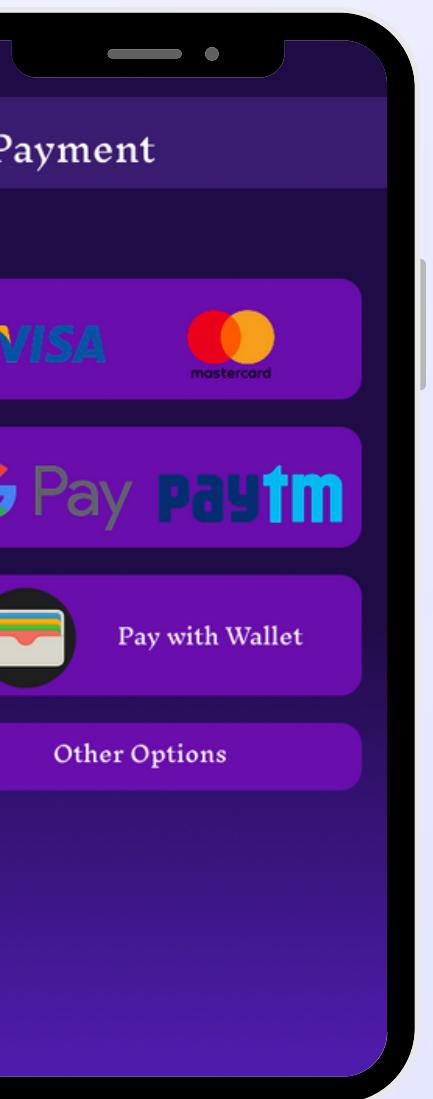


Manage
Downloads

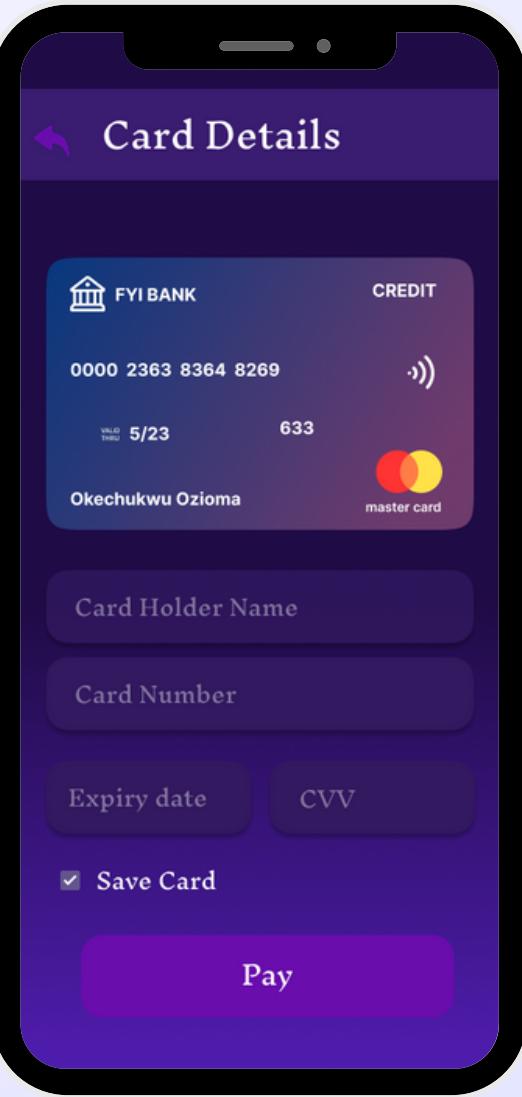
Subscription



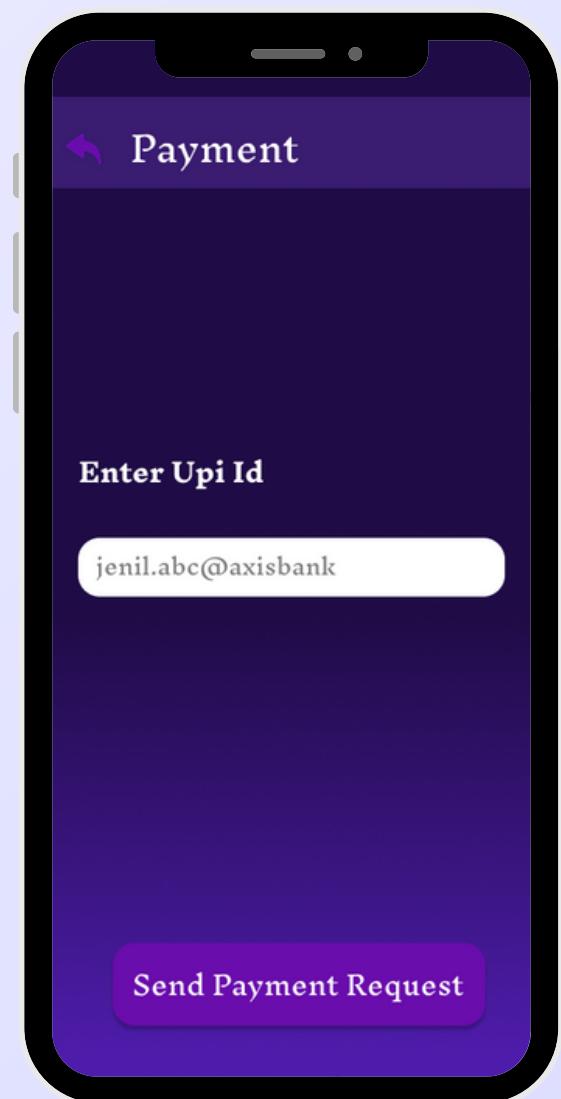
Get access to
More
Features
With
Subscription



Different
Payment
Methods

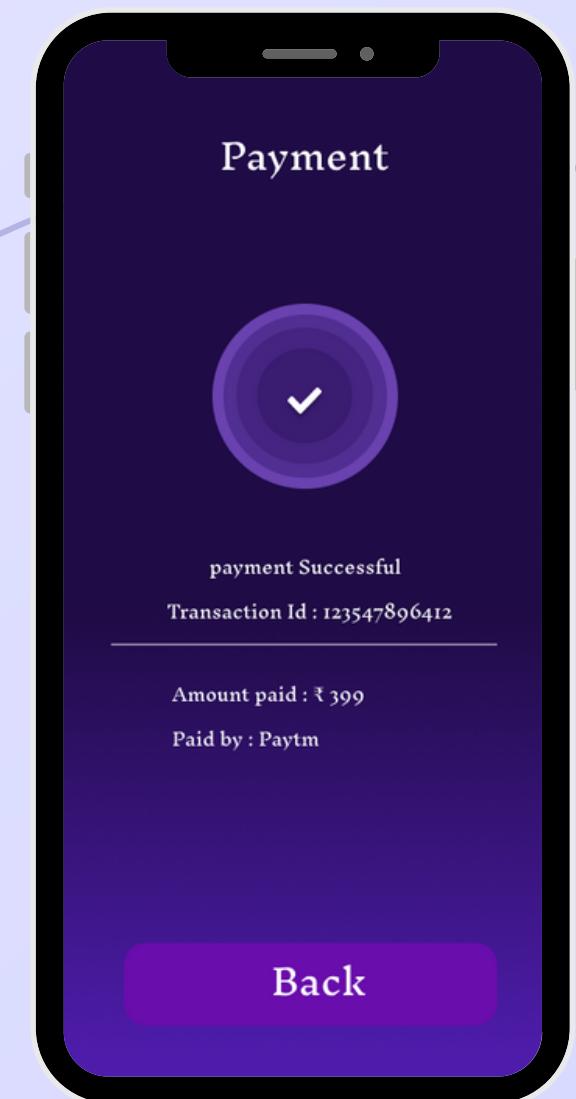
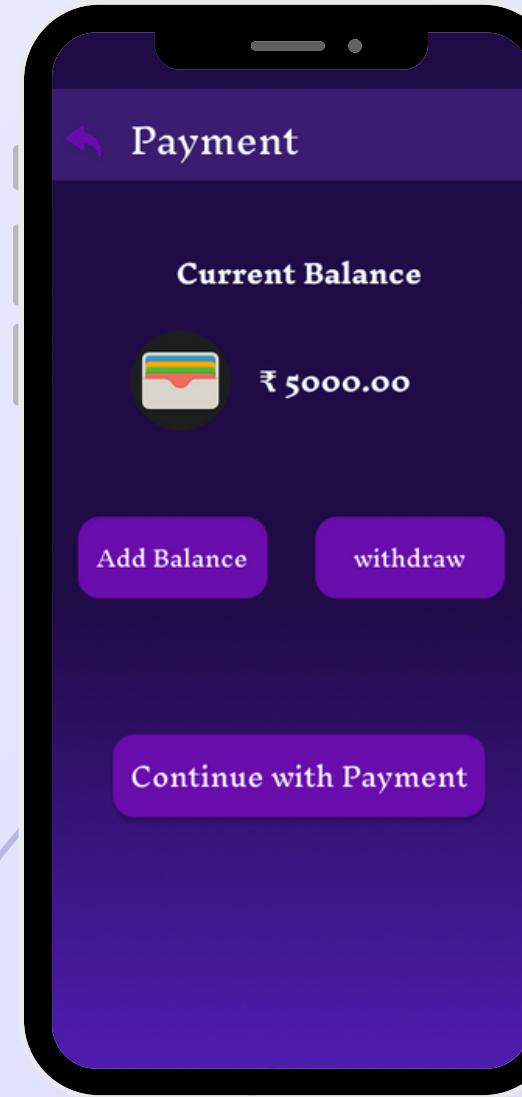


Pay with
Card & save
cards for
future access



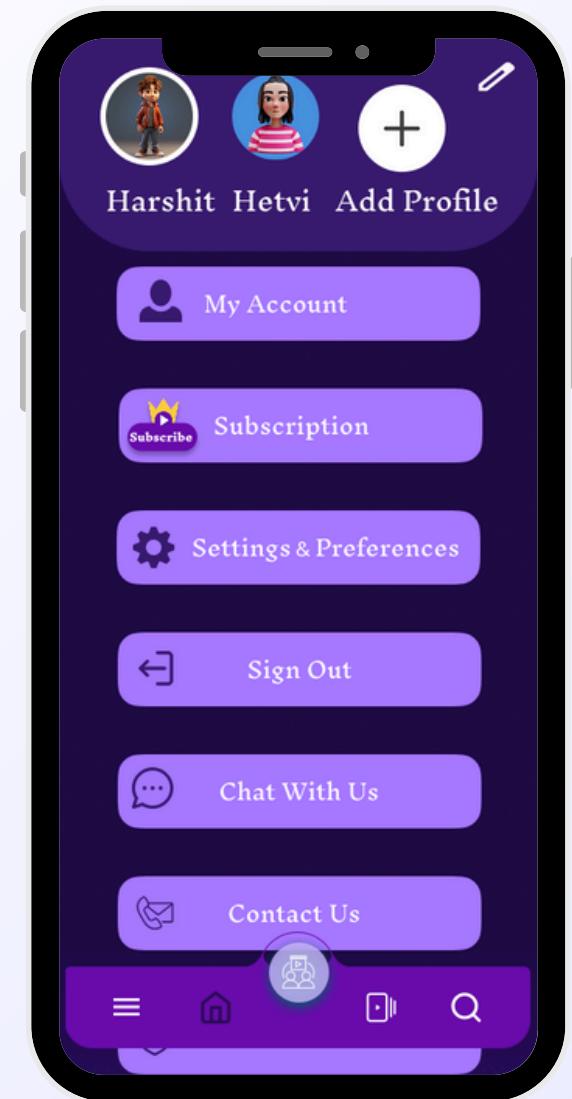
Pay with
Card & save
cards for
future access

Pay With
Wallet

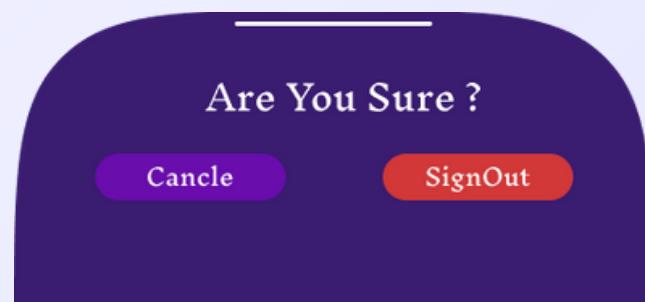


Payment
Confirmation

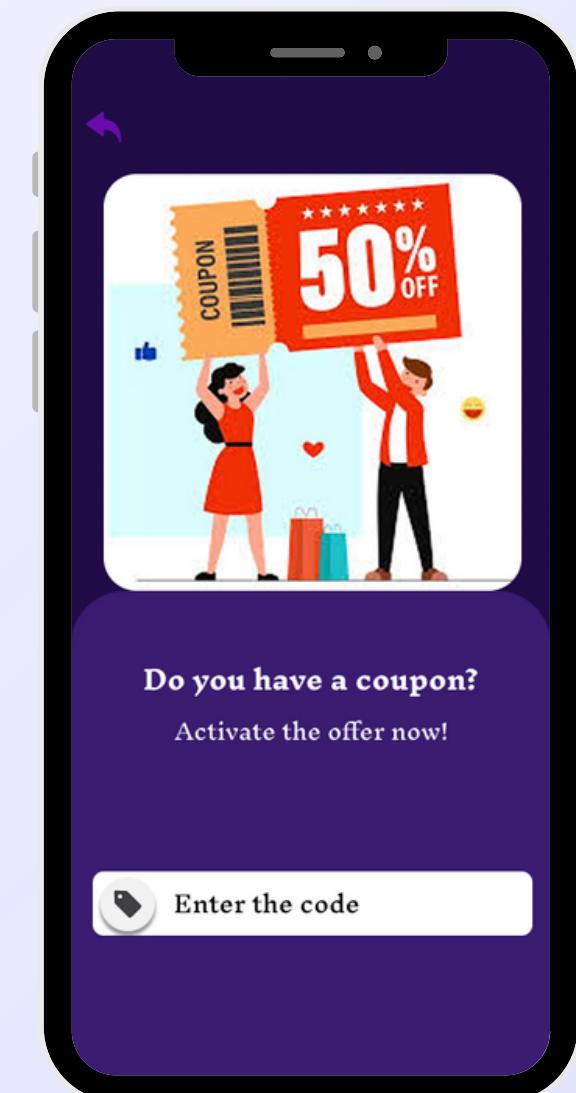
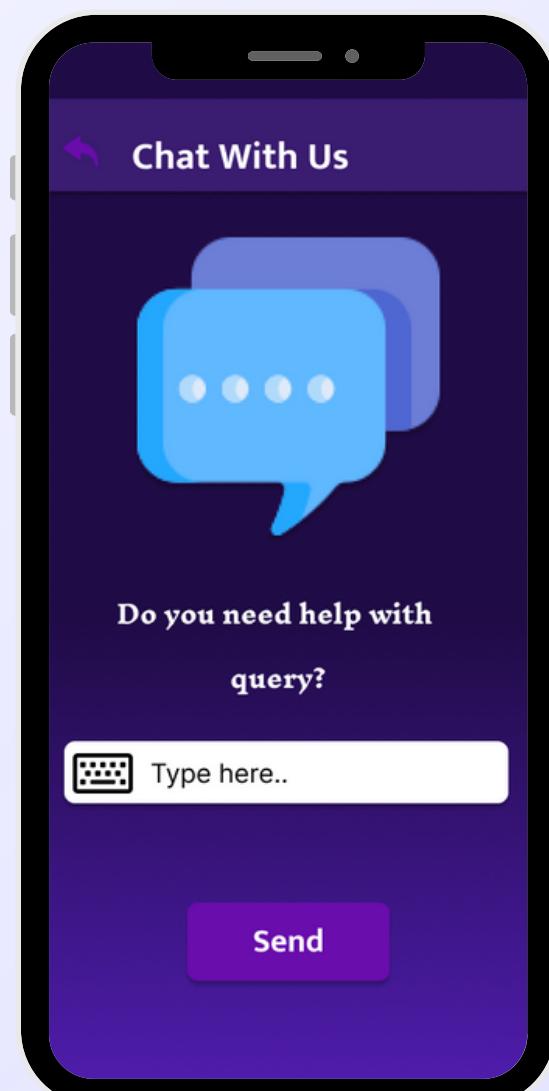
HIGH FIDELITY



Settings

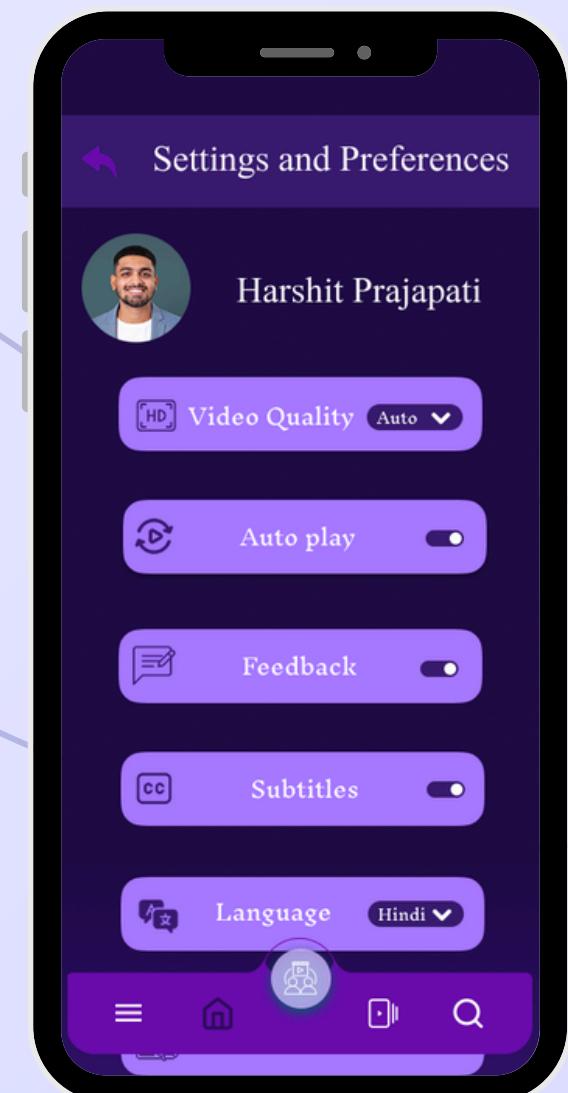
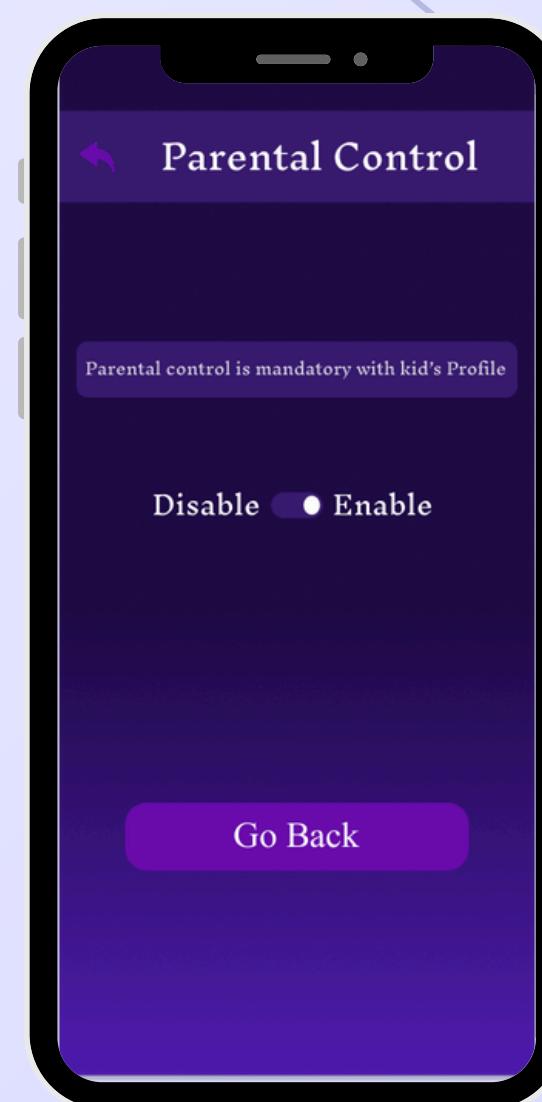


Chat With us
For any
Queries



Apply
coupons for
Discount
offers

Control Of
content with
Parental
Control



User Settings
&
Preferences

Thank You