

FLIXIFY



FLIXIFY

YOUR FUN, YOUR WAY

GROUP -20

Group Members

Kashyap Gajera - 202201324

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.

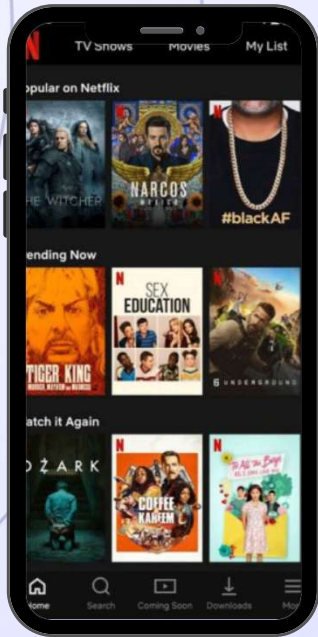
Flixify aims to establish a vibrant, community-oriented, and personalized entertainment platform that not only provides high-quality content but also encourages connection, creativity, and convenience. By utilizing cutting-edge technology and a profound understanding of audience preferences, Flixify 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.



JioHotsta

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

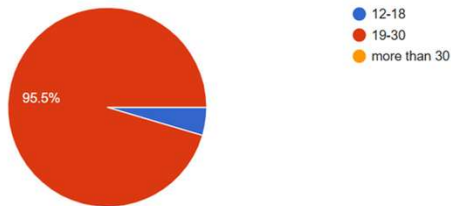
Questionnaire

- Age e
- 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

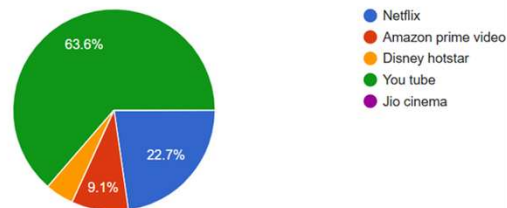
What is your age?

22 responses



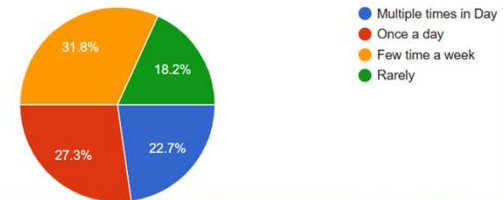
Which entertainment app do you use mostly?

22 responses



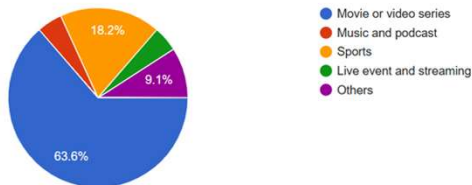
How often do you use entertainment apps like Netflix, amazon prime or Hotstar?

22 responses



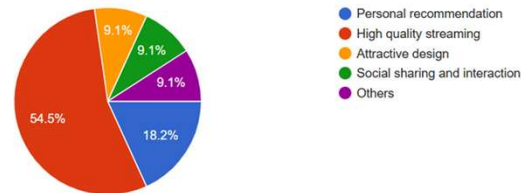
What type of entertainment content are you most interested in?

22 responses



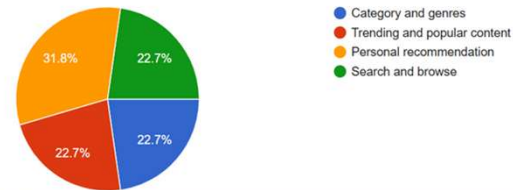
What type of features for you value most in entertainment app?

22 responses



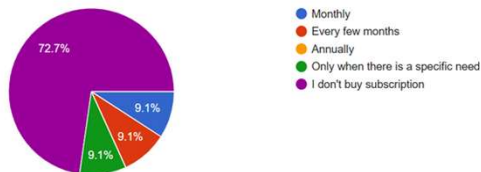
How do you prefer to browse content in app?

22 responses



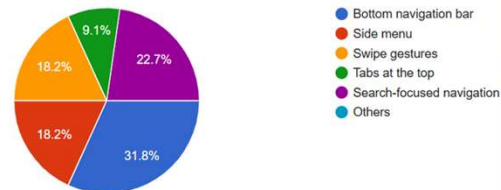
How often do you purchase subscriptions for entertainment apps?

22 responses



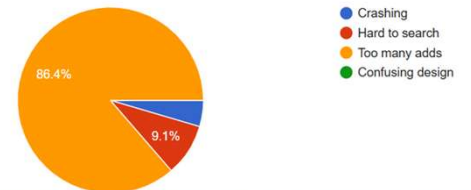
What type of navigation do you prefer in an entertainment app?

22 responses



What do you dislike most about entertainment app?

22 responses



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



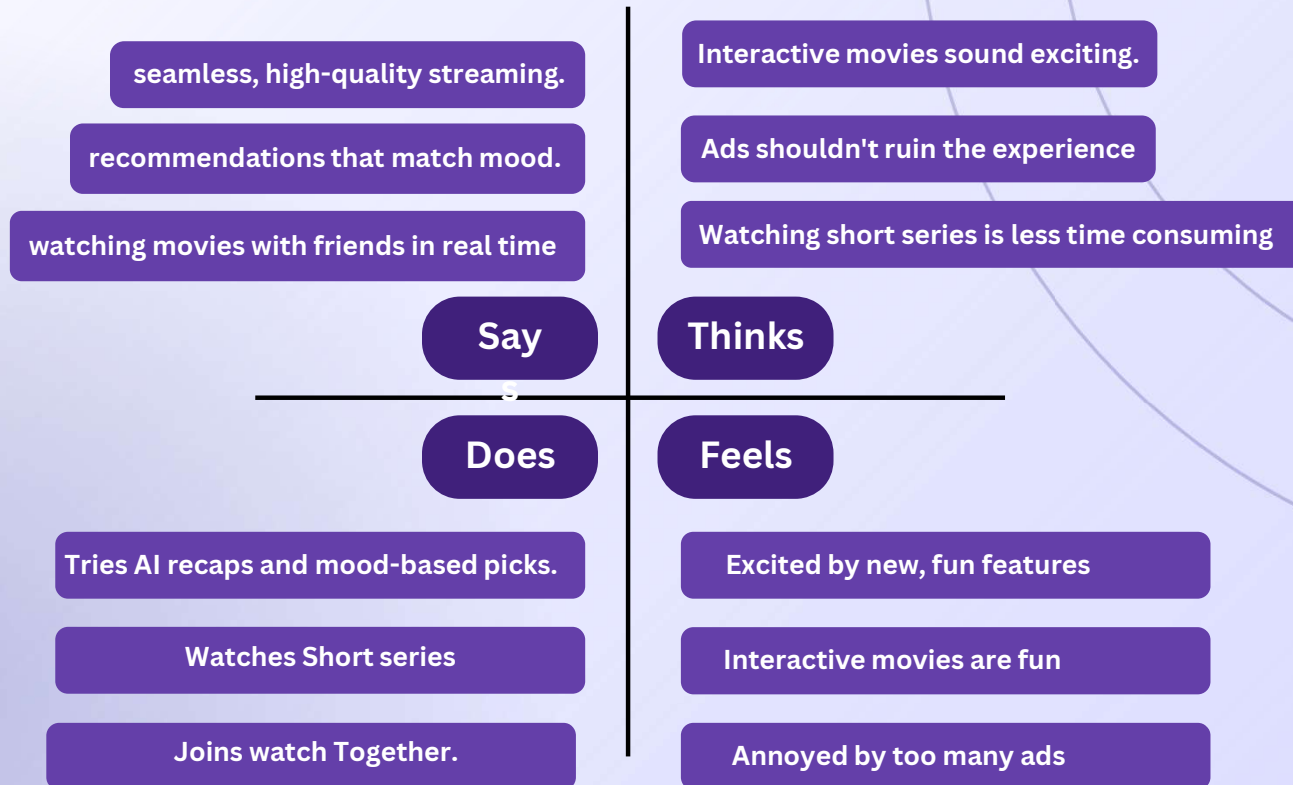
Khushi Mehta

Age 28

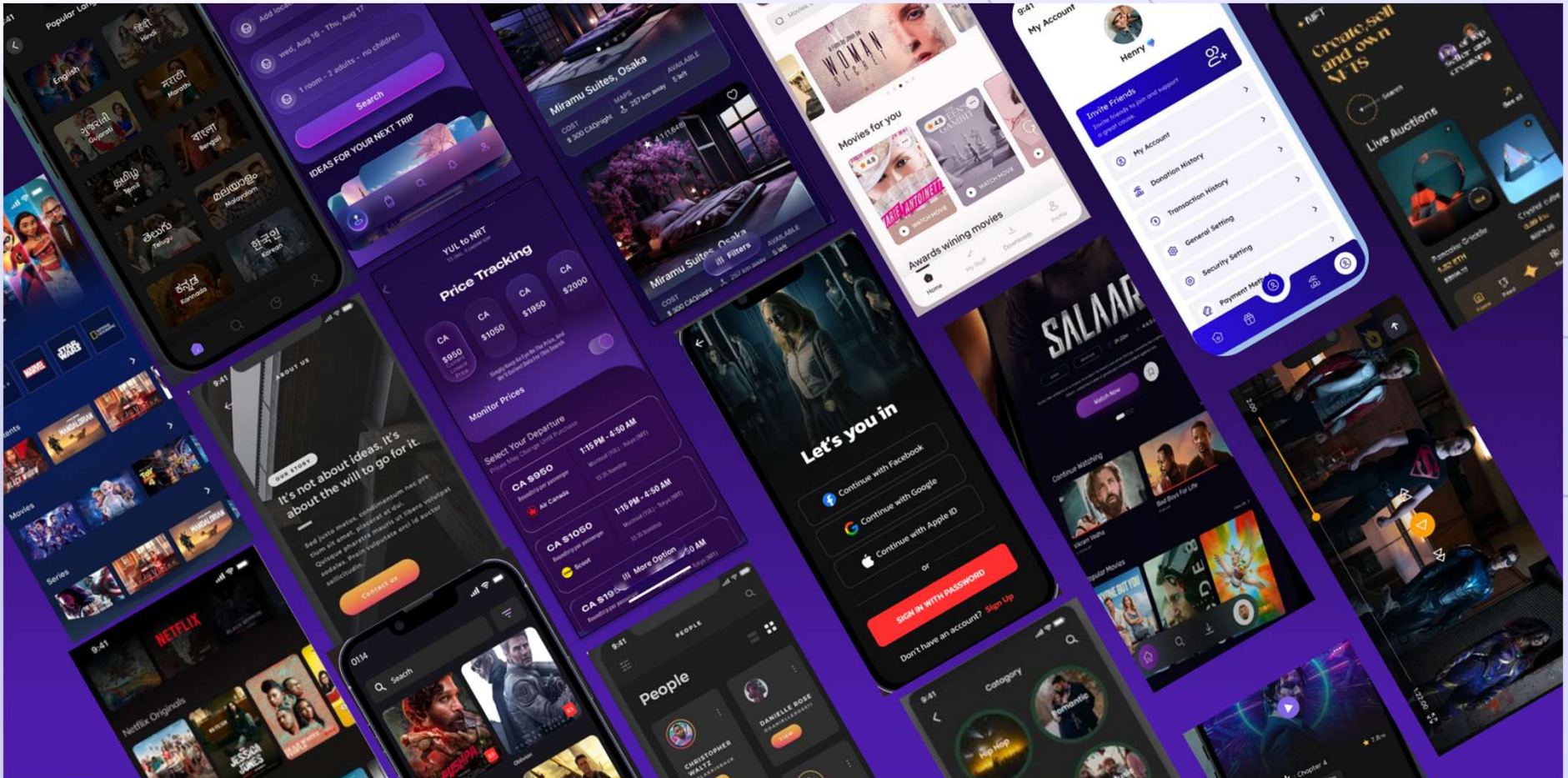
Marketing Manager

**Surat,
Gujarat**

Empathy Map



Mood Board



Theme & typography

Main Background Gradient



#200C46 #3B49C6

Button Gradient



#703DCC #7835C9 #8726C4

Other



#3A1C71 #6A0DAD #9400D3



#200C46 #4F1DAC

Button

Back



Flixify

Typography

Aa

Inknut Antiqua

Lorem ipsum Pellentesque Pellentesque iaculis

Nunc dictum blandit Aenean ut sem Maecen

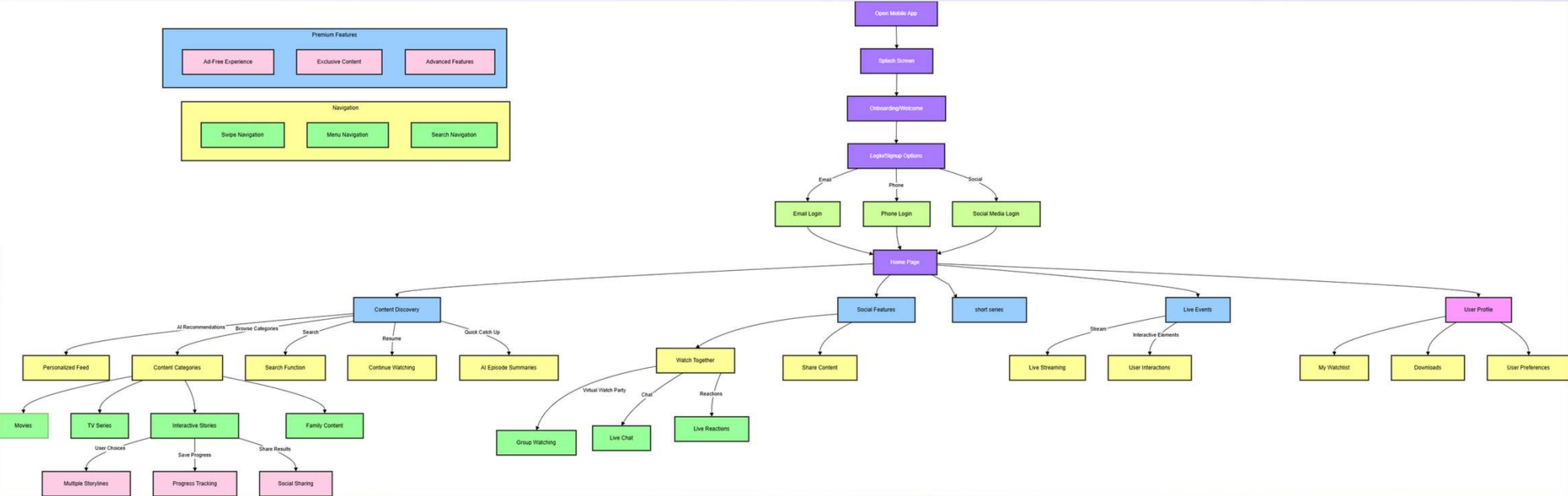
Aa

Mukta

Lorem ipsum Pellentesque Pellentesque iaculis Nunc

dictum blandit Aenean ut sem Maecen

Information Architecture



Design Statement

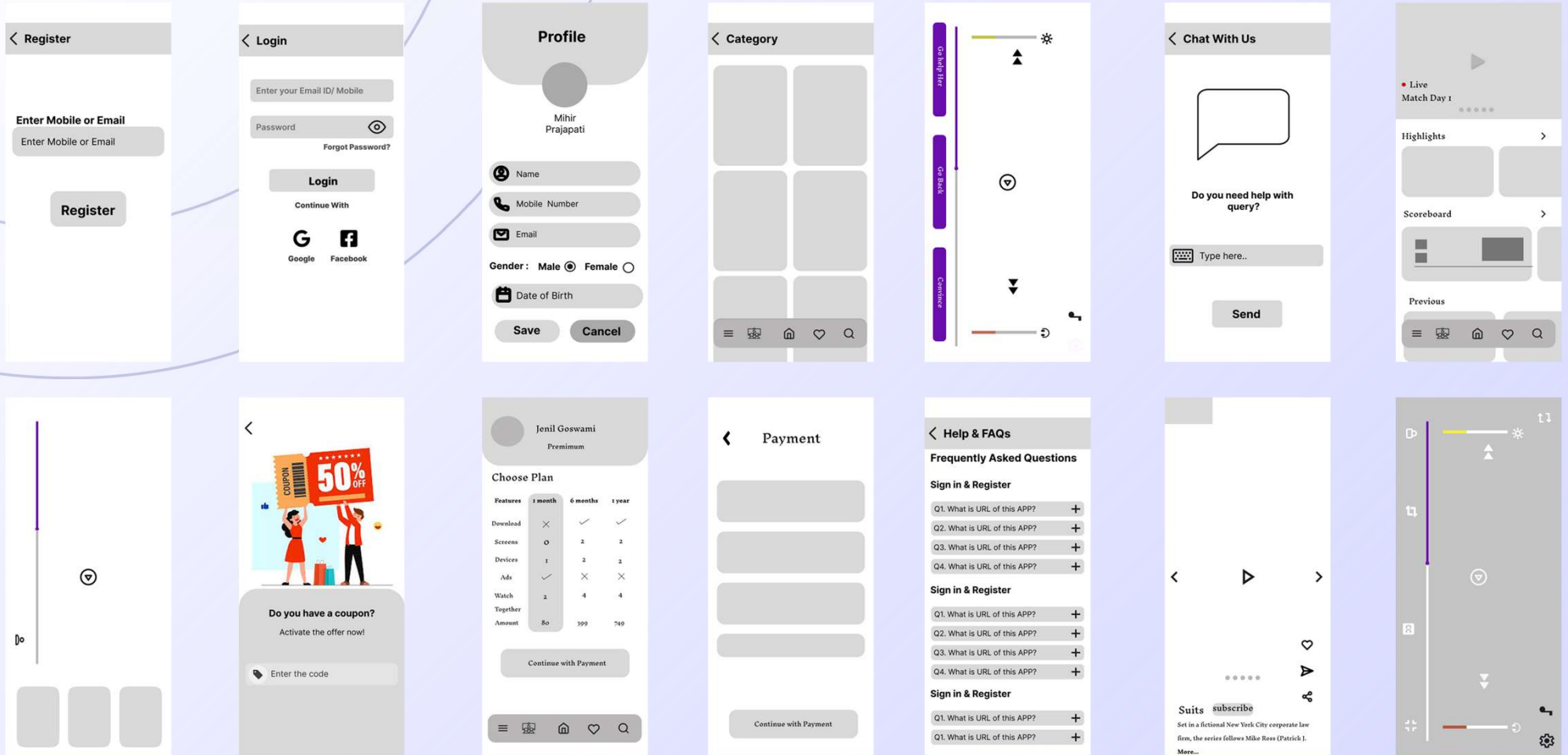
Young adults (aged 19–30) seek an entertainment platform that goes beyond traditional streaming services. They crave an engaging and socially interactive experience that blends high-quality content with modern features like watch parties with video chat, short movie reels, and AI-driven content recommendations.

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.

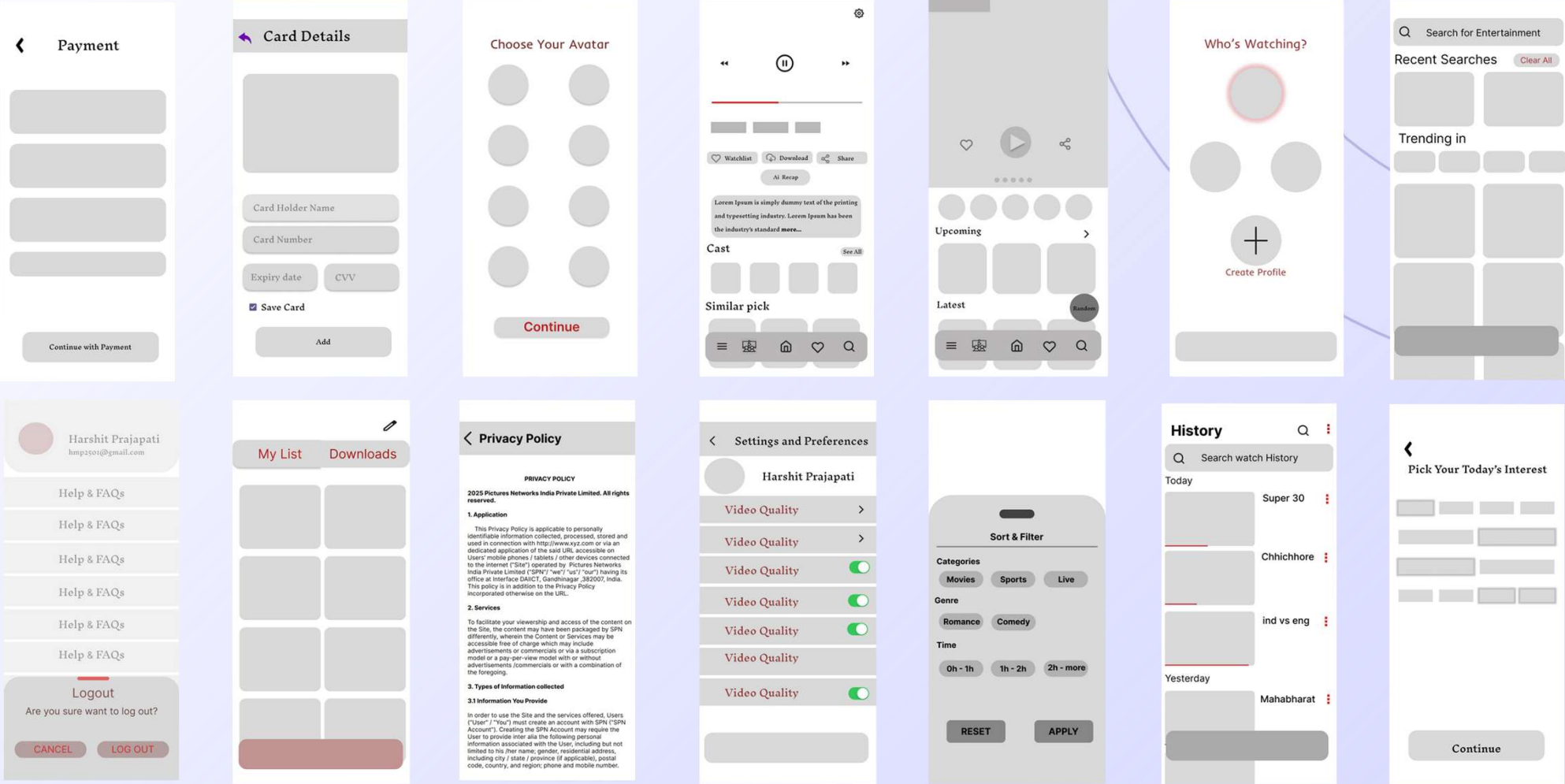
LOW FIDELITY

LOW FIDELITY WIREFRAME

LOW FIDELITY



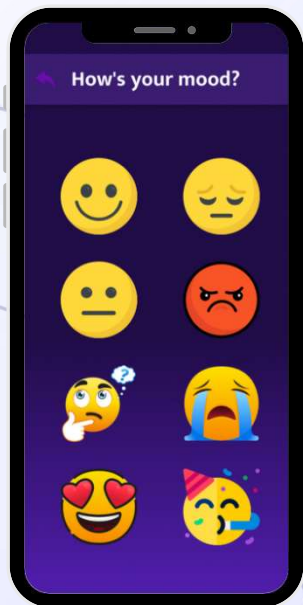
LOW FIDELITY



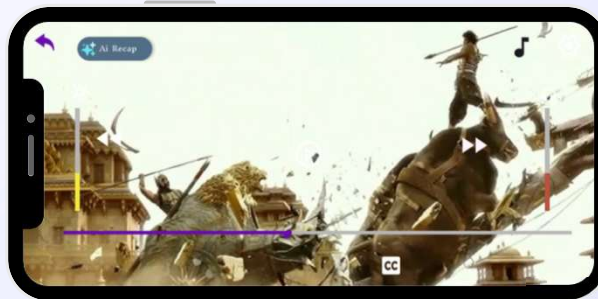
HIGH FIDELITY

HIGH FIDELITY WIREFRAME

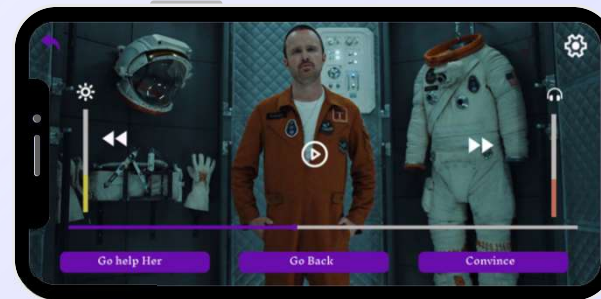
Main features



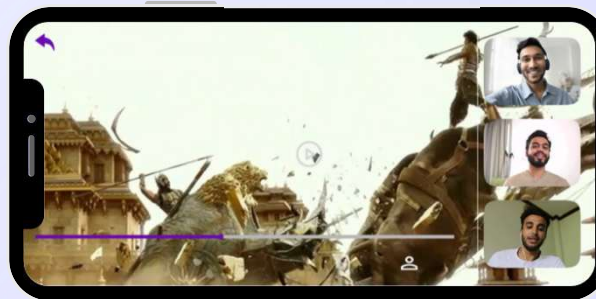
Mood
Preferred
Content



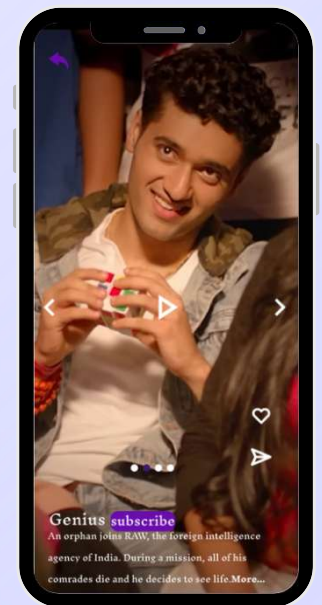
Ai Video Recap



Interactive Movies



Watch Movies With Your Friends or
Random Person with similar Interest



Short Series

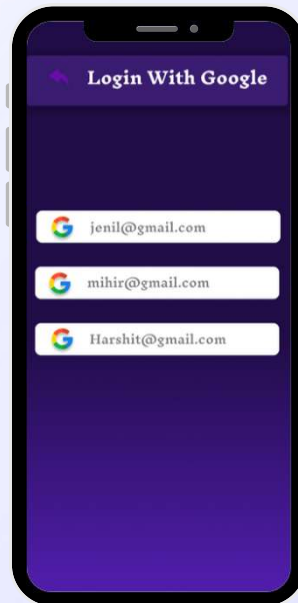
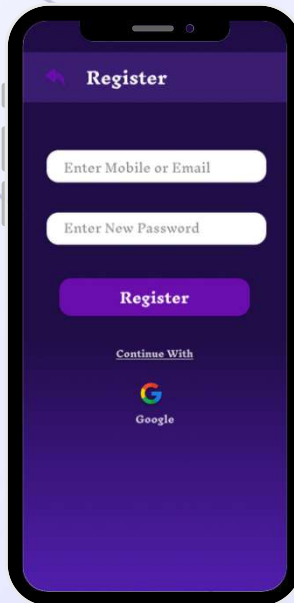
LOGIN



App logo and name

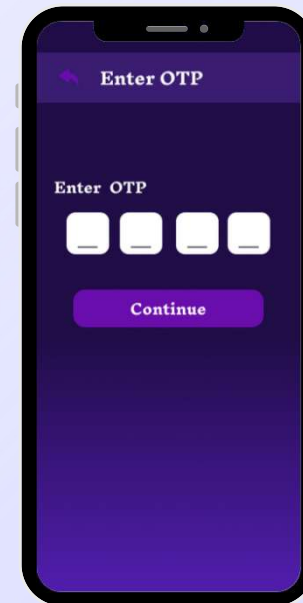
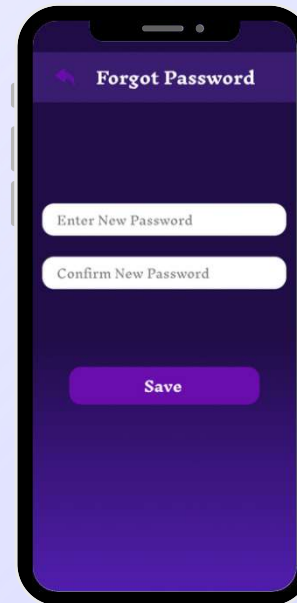
Users will be asked to put there credentials to join the app

Onboarding



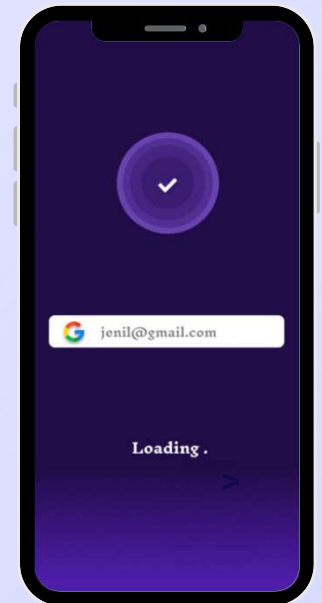
Login with Google

Forgot Password



OTP

Login success

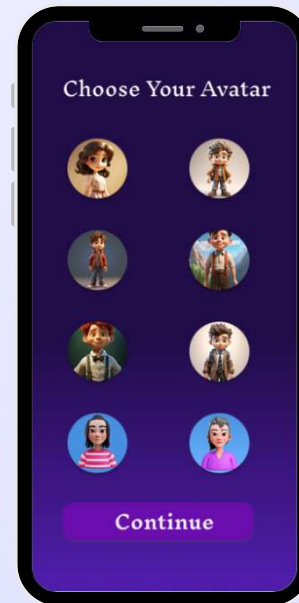
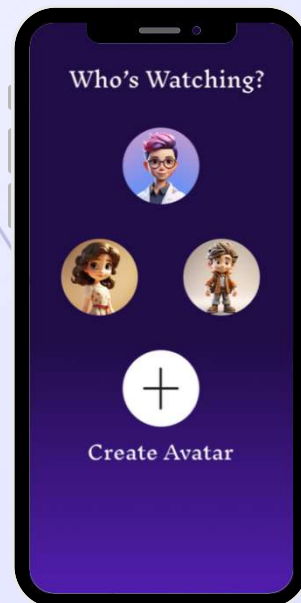


Going to Homepage



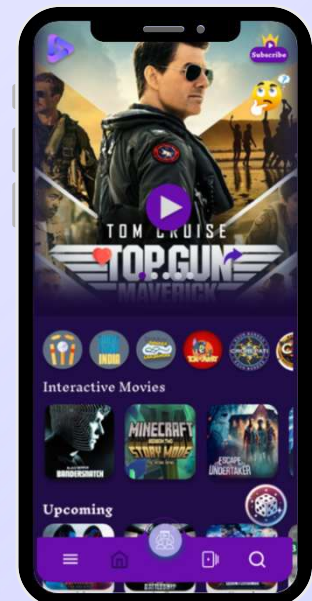
User
profile

Choose account



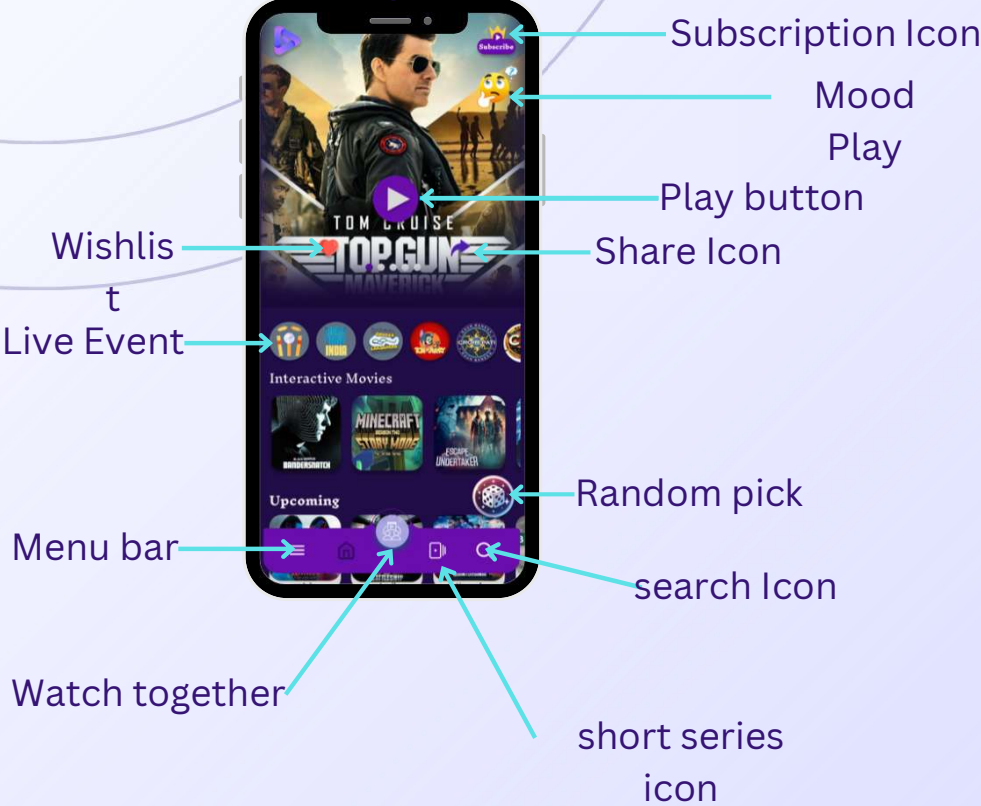
Avatar
s

Homepag e

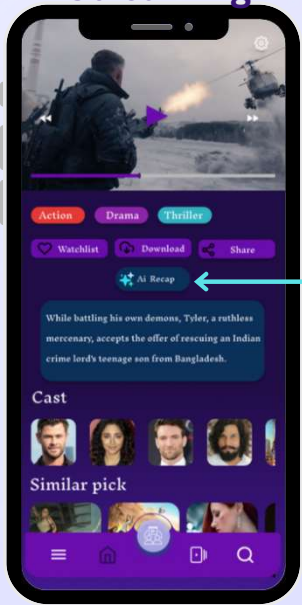


Homepage

Homepage



Video Streaming



Settings

Video Quality	Auto
Subtitle	None
Audio	Hindi

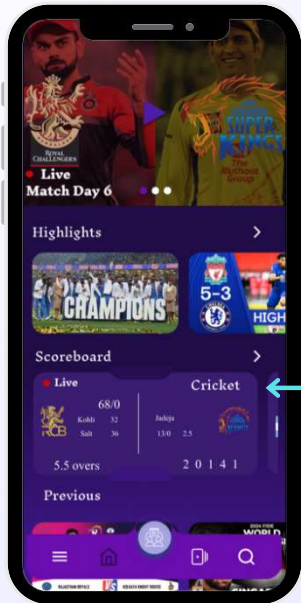
User Preferred Settings Options

AI summary



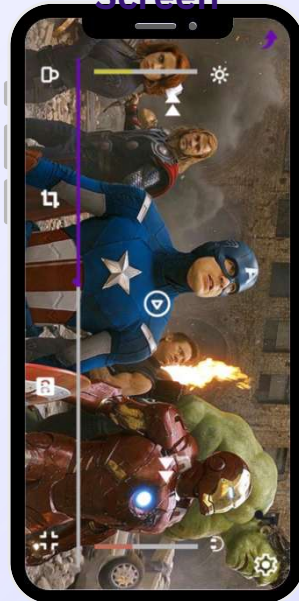
Varity of Sharing Options

HIGH FIDELITY

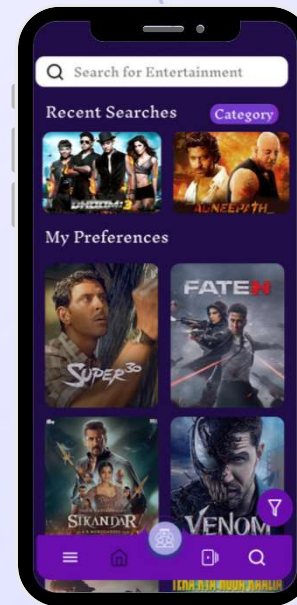


Watch
Sports

Playback
Screen

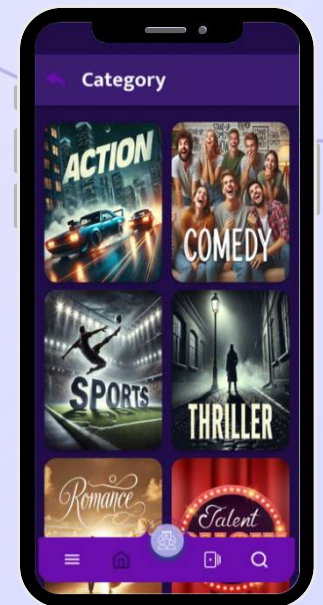


← Live Score Board

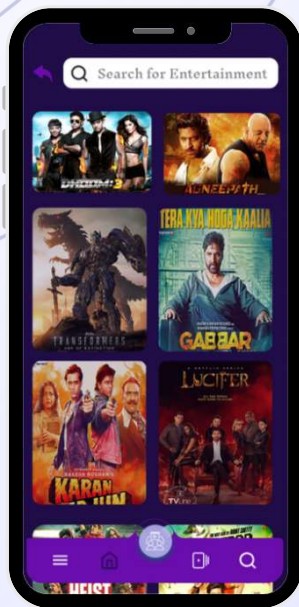


Search Your
Favorite
Shows

Find Your
Category

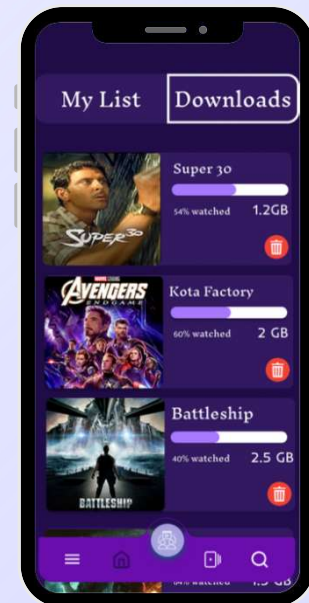
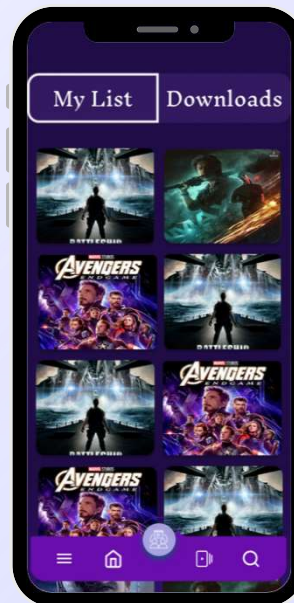


HIGH FIDELITY



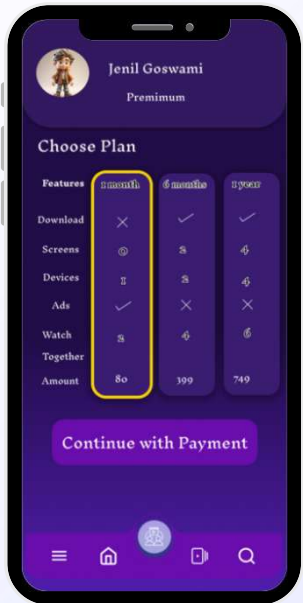
Varity of
Show List

Save to
Wishlist



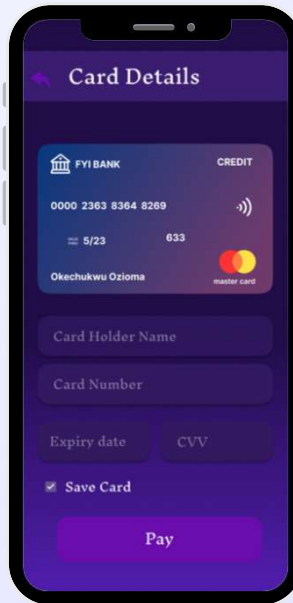
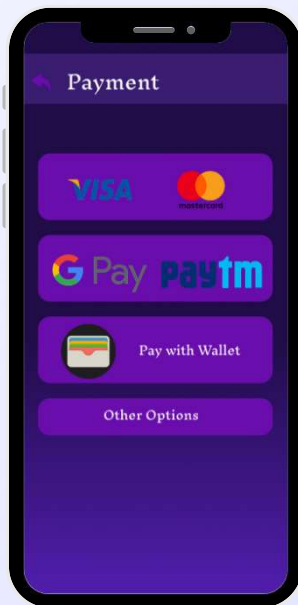
Manage
Downloads

Subscription



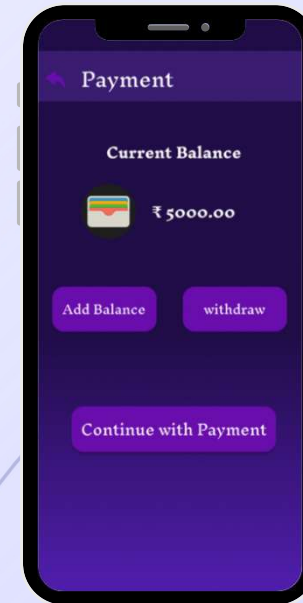
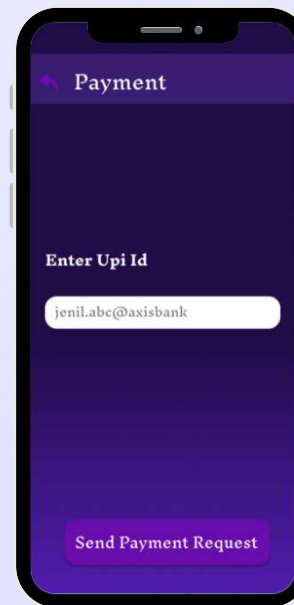
Get access to
More
Features
With
Subscription

Different
Payment
Methods



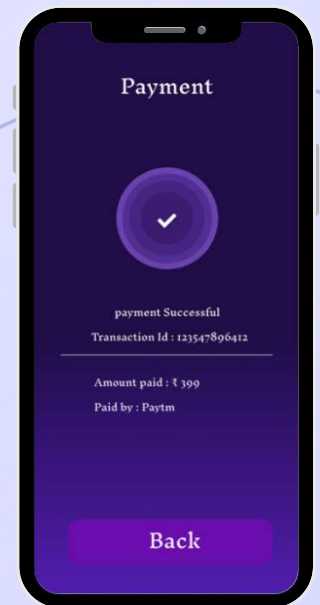
Pay with
Card & save
cards for
future access

Pay with
Card & save
cards for
future access

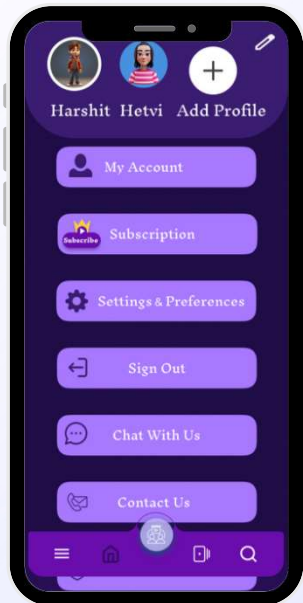


Pay With
Wallet

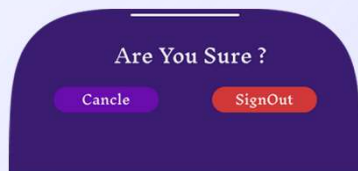
Payment
Confirmation



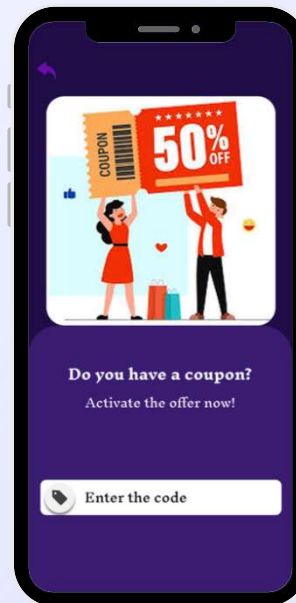
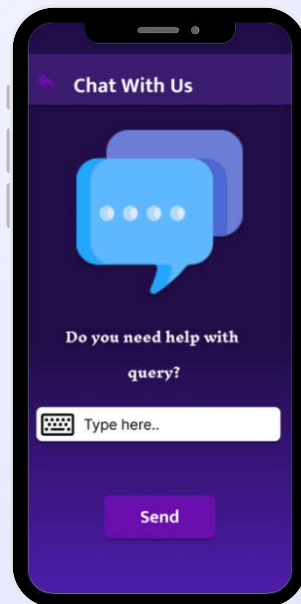
HIGH FIDELITY



Settings

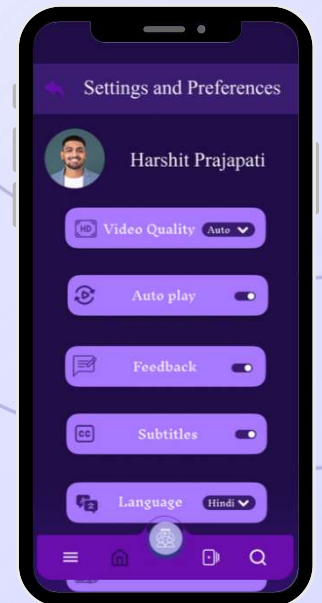
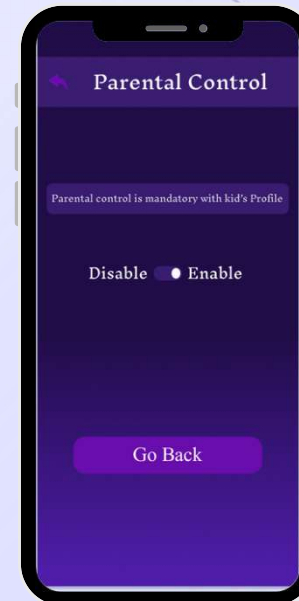


Chat With us
For any
Queries



Apply
coupons for
Discount
offers

Control Of
content with
Parental
Control



User Settings
&
Preferences

Thank You