

BINGEBUZZ

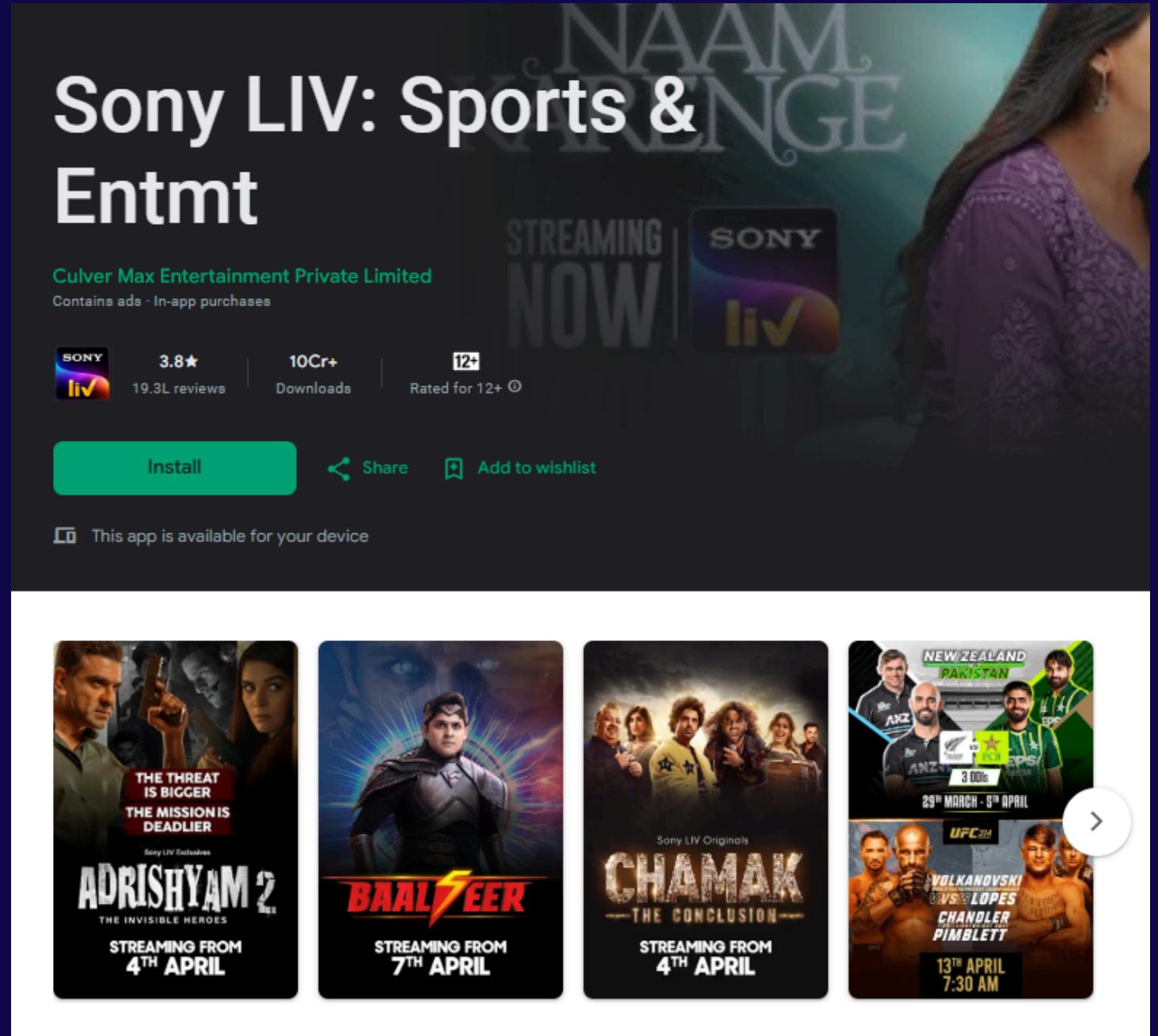
ENTERTAINMENT APP

App where everyone gets
unlimited entertainment

Project Overview – BingeBuzz

- Binge Buzz is a vibrant entertainment app offering diverse content—movies, sports, dramas, and more—with a "Watch Together" feature for synchronized viewing and live chats. Tailored recommendations, a sleek dark theme, and hassle-free payments make it a modern, social hub for seamless, personalized streaming.
- Binge Buzz is a dynamic app for 18–24-year-olds, blending a sleek dark theme with personalized recommendations and streamlined navigation. It combines social features like Watch Together, offline viewing, and fresh exclusive content for modern, shareable entertainment.

COMPETITIVE ANALYSIS



Strengths :

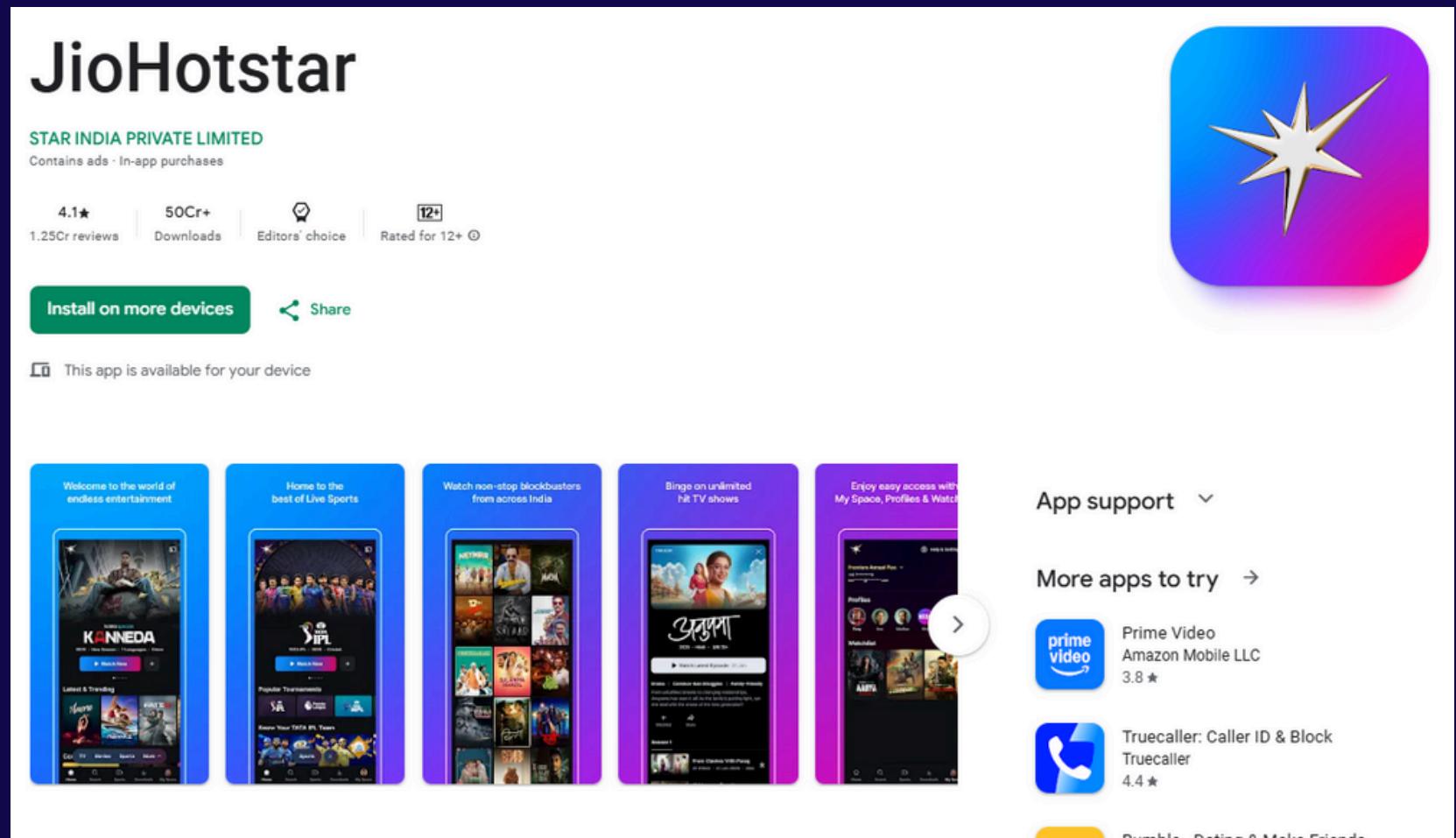
- App have good reach and Big maintenance team.
- App works smoothly most the time.
- Good diversity of types of content which allows user to explore more genres.

Weaknesses :

- Limited blockbuster movies – Doesn't have a strong collection of movies.
- Ad-heavy free tier – Too many ads in the free version, making it frustrating for users.
- Absense of Watch Together.

Strengths :

- App have good design and anyone can engage there.
- Provides entertainment at low cost.
- Good diversity of types of content which allows user to explore more genres.



Weaknesses :

- App performance issues – Users report buffering and crashes during peak hours.
- No global reach – JioHotstar is mostly limited to Indian users.
- Absence of watch together option.

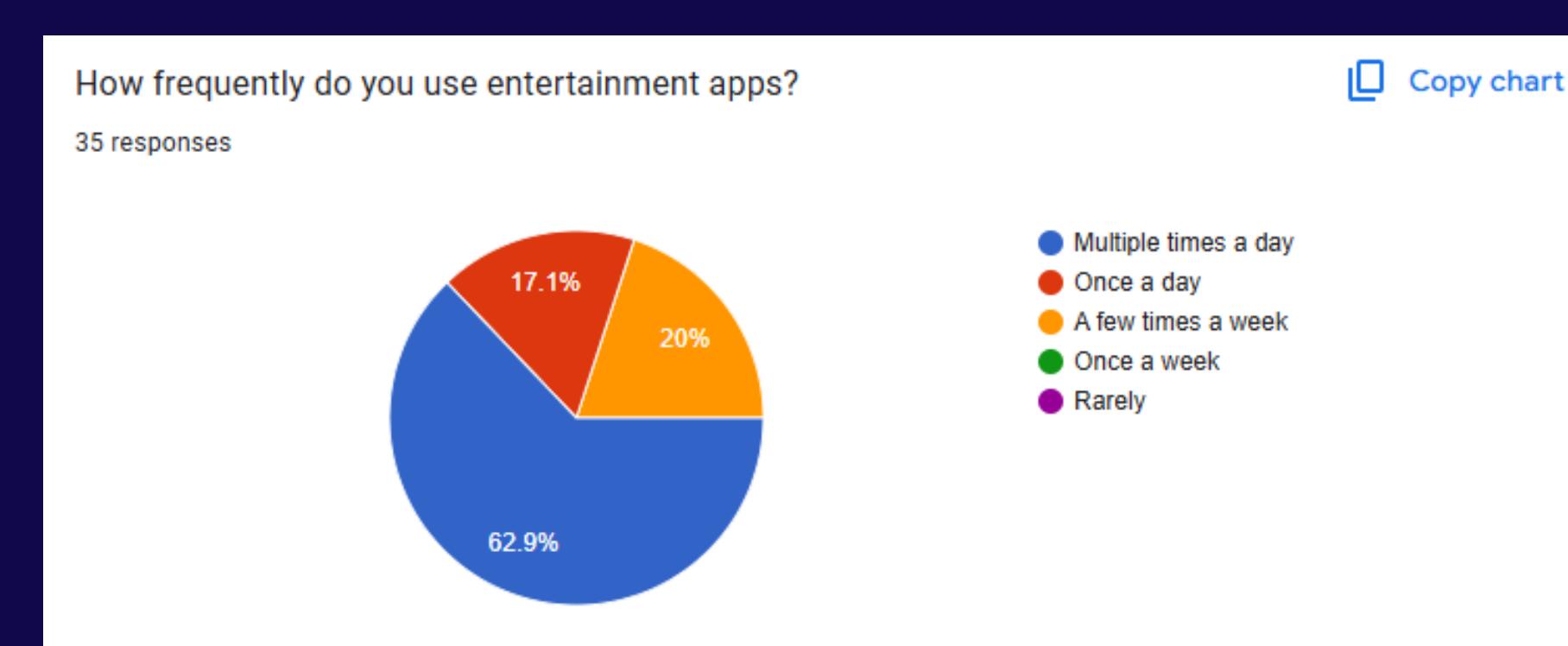
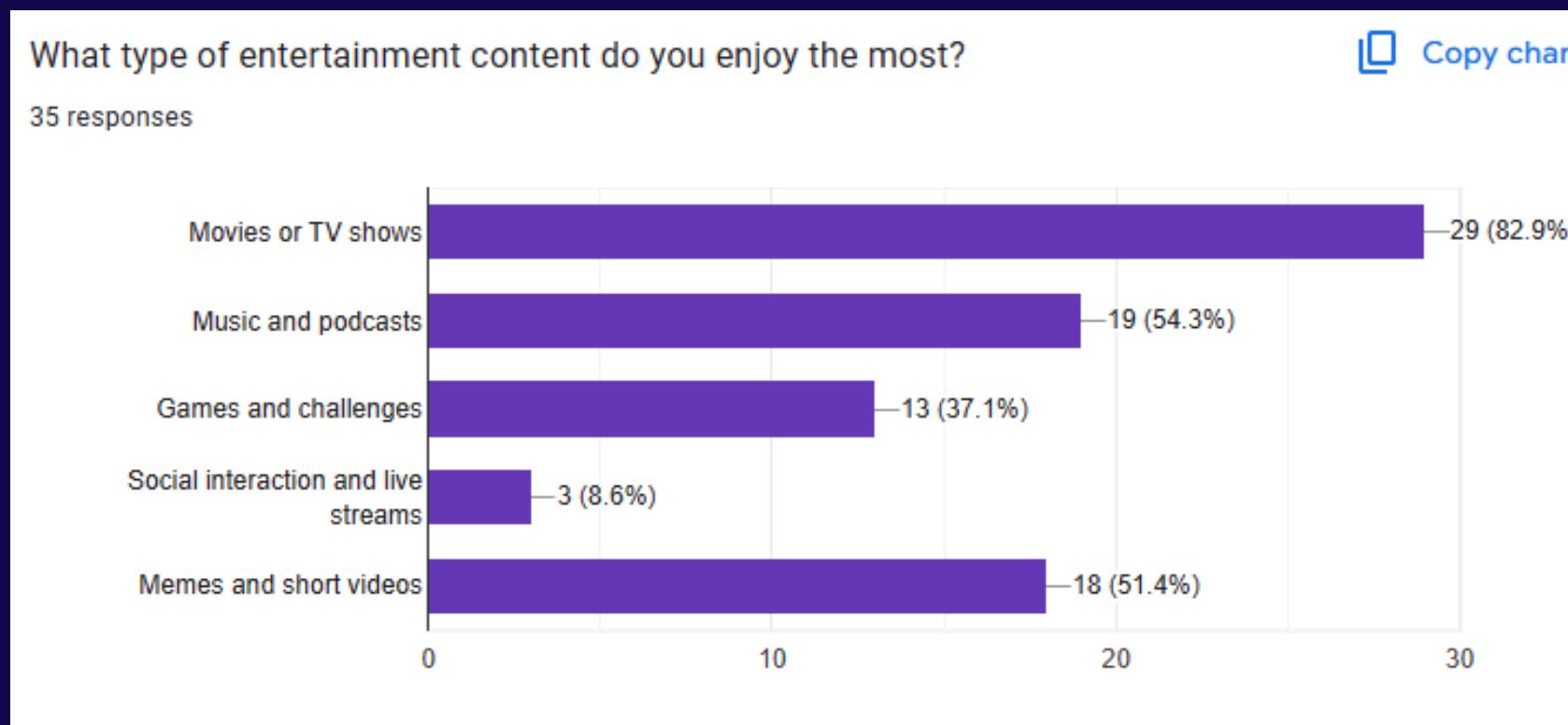
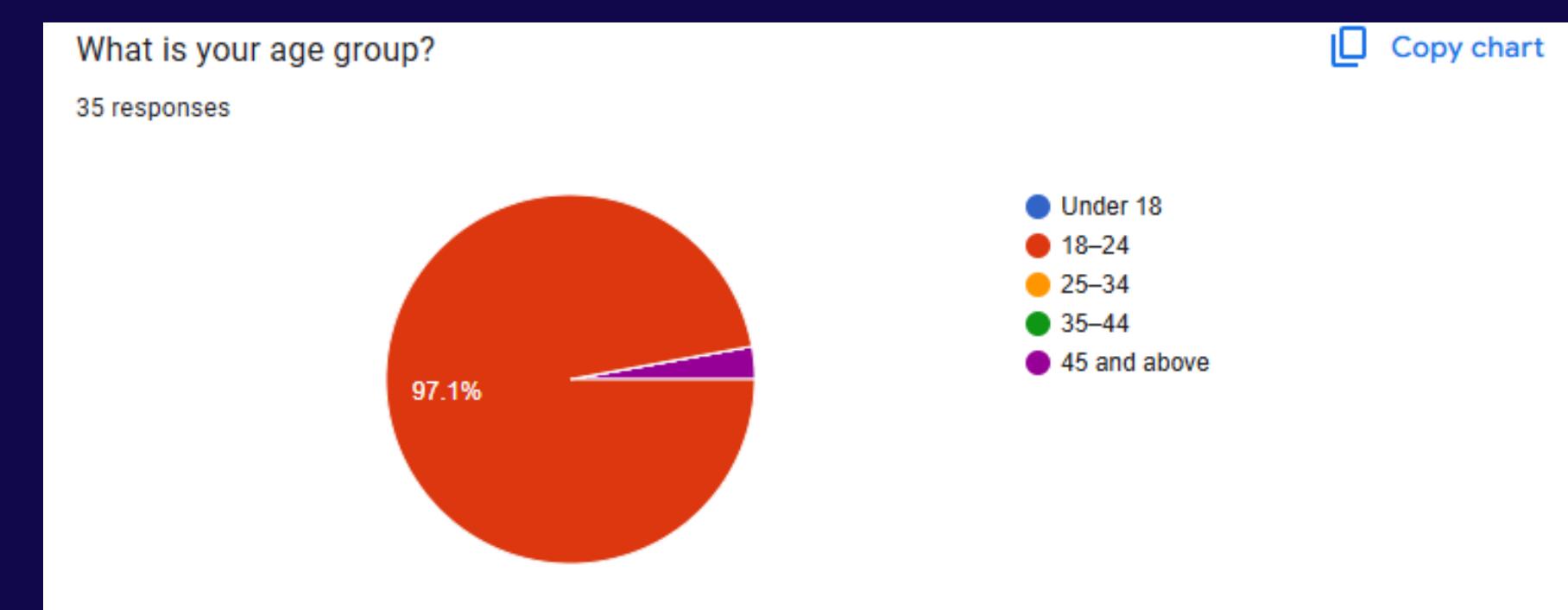
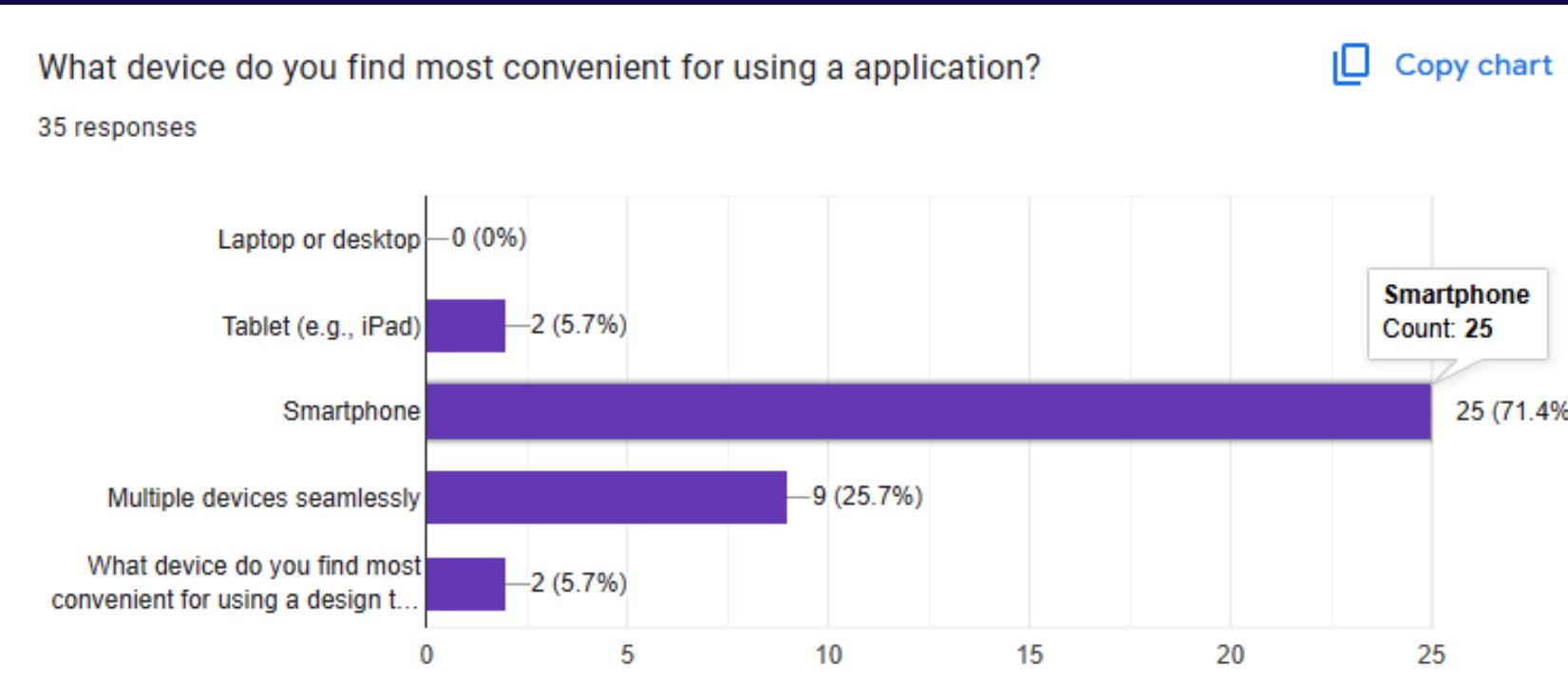
- We will tackle the problem of absence of **watch together** option, app performance issues, collection of blockbuster movies etc.

QUANTITATIVE ANALYSIS

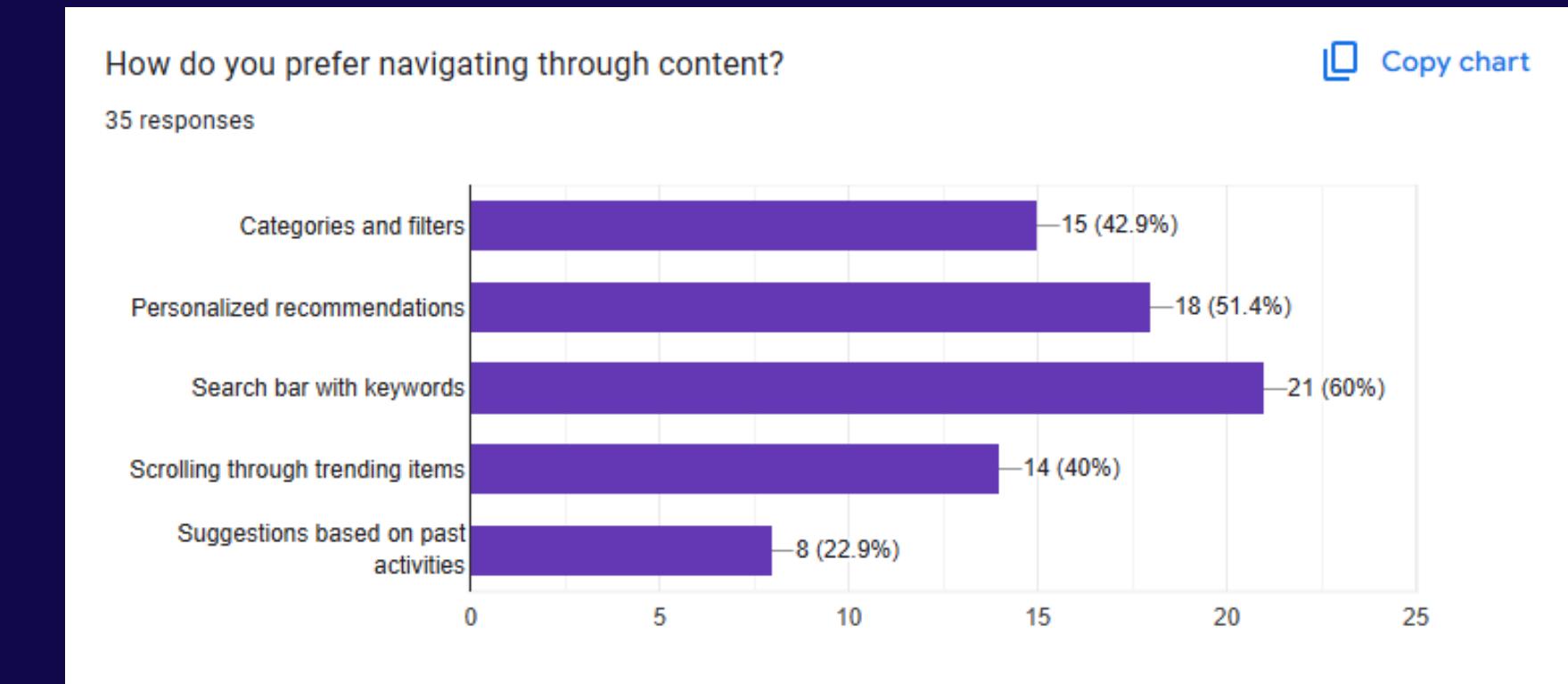
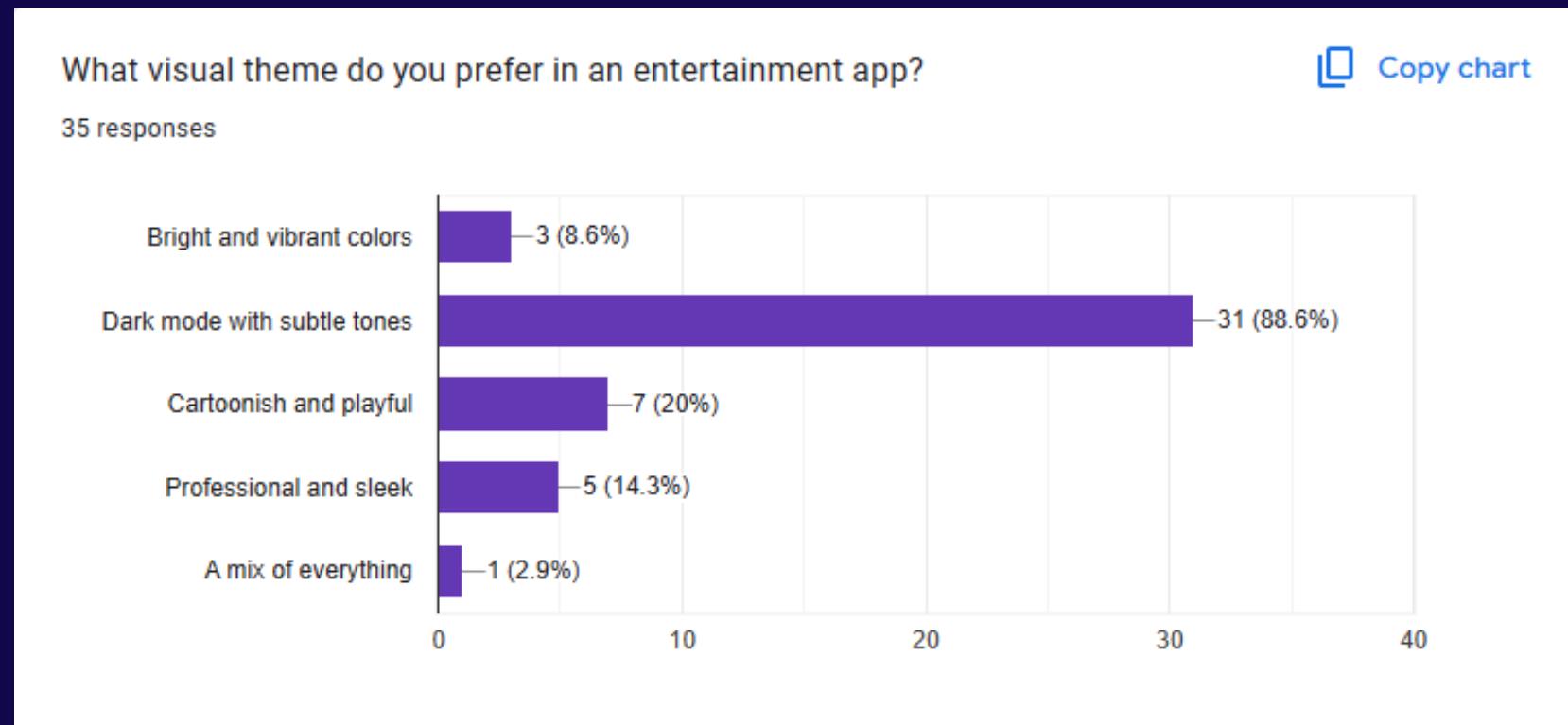
Survey Questionnaire :

- 1)** What is the Age of User?
- 2)** What is the Gender of User?
- 3)** What device do you find most convenient for using a application?
- 4)** What motivates you to continue using a application?
- 5)** How frequently do you use entertainment apps?
- 6)** What type of entertainment content do you enjoy the most?
- 7)** What visual theme do you prefer in an entertainment app?
- 8)** How do you prefer navigating through content?
- 9)** Which feature excites you the most in an entertainment app?

Survey results



Survey results



Key Takeaways :

- Our main targeted audience is of age group 18 to 24.
- Most of Users like the dark mode and subtle tones in an entertainment app so we have to keep that in mind.
- Most Users like to navigate through searching.
- We need a vast movie collection for the Users to engage them.

PROBLEM STATEMENT

Young adults aged 18–24 struggle to find entertainment apps that combine personalized content discovery, social interaction, and seamless accessibility in one platform. Existing apps lack integrated features for real-time shared viewing experiences (e.g., synchronized watching with friends), fail to prioritize user preferences effectively, and often overwhelm users with cluttered interfaces or limited offline access. Binge Buzz aims to solve this by offering a modern, intuitive app that bridges the gap between individualized entertainment, social connectivity, and convenience, ensuring users stay engaged, connected, and in control of their viewing experience.

USER PERSONA



Jenil Goswami
College Student

Age: 20 years	Country: India
Sex: male	Education: Undergraduate
Tech Proficiency: Advanced	Content Preference: Streaming, Gaming, music

BIOGRAPHY
Jenil is a tech-savvy college student who loves entertainment apps. He uses his smartphone multiple times a day to watch movies, listen to music, and play games. He values apps that are easy to use and offer high-quality content.

MOTIVATIONS

- Regular updates and new features
- Values a clean UI with simple navigation.
- Wants apps that sync smoothly across devices.
- Competitive pricing or free access
- Low data consumption

GOALS AND OBJECTIVES

- Find personalized content quickly.
- Prefers easy discovery with smart filters and search.
- Smooth playback, quick loading, and minimal lag.

FRUSTRATIONS

- Apps that are hard to navigate
- Avoids apps with too many unnecessary features.
- Struggles with disorganized or misleading categories.
- Poor quality content

PERSONALITY

Tech-Savvy	<div style="width: 70%;"></div>
Curious	<div style="width: 70%;"></div>
Social	<div style="width: 40%;"></div>

INTERESTS

Movies and TV shows	<div style="width: 70%;"></div>
Music and podcasts	<div style="width: 70%;"></div>
Gaming	<div style="width: 70%;"></div>



Priya Sharma
Freelancer

Age: 24 years	Country: India
Sex: Female	Education: Graduate
Marital status Married	Occupation: Freelancer

BIOGRAPHY
Priya is a young freelancer who enjoys using entertainment apps during her free time. She prefers apps that are visually appealing and easy to navigate. She loves watching movies, listening to podcasts, and exploring new content.

MOTIVATIONS

- Attractive and intuitive design
- Flexibility and customizability
- High-quality content

GOALS AND OBJECTIVES

- Access exclusive entertainment options
- Enjoy a seamless user experience

FRUSTRATIONS

- Apps that are not user-friendly
- Lack of personalized recommendations

PERSONALITY

Creative	<div style="width: 70%;"></div>
Independent	<div style="width: 70%;"></div>
Detail-oriented	<div style="width: 70%;"></div>

INTERESTS

Movies and TV shows	<div style="width: 70%;"></div>
Music and podcasts	<div style="width: 70%;"></div>
Social interactions and live streams	<div style="width: 70%;"></div>

Empathy mapping

Thinks

- I want something fun to watch or listen to without wasting time searching.
- I hope I find content that matches my mood or interests.
- Will I miss out on trending shows or events?
- Will I get good movie collection?
- Can I invite my friends to watch together even though they far from here.

Feels

- Overwhelmed by too many options to consume.
- Excited when discovering something new and interesting.
- Frustrated if content is hard to find or app is slow.
- Happy when a favourite movie is found.
- Sad if favourite movie is not available on the app.
- Bored if not a good movie collection found.

Does

- Scrolls endlessly or uses filters to explore.
- Likes, rates, or saves content for later.
- Shares favourite content with friends.
- Bounces between genres or categories.
- Downloads lots of movies to watch later.
- Watches movies with friends virtually.

Says

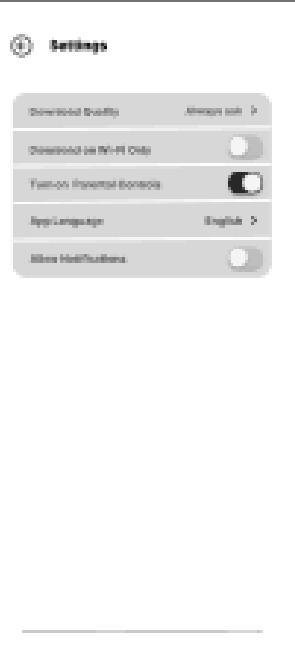
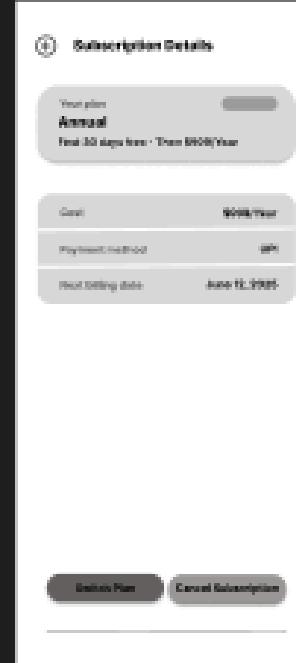
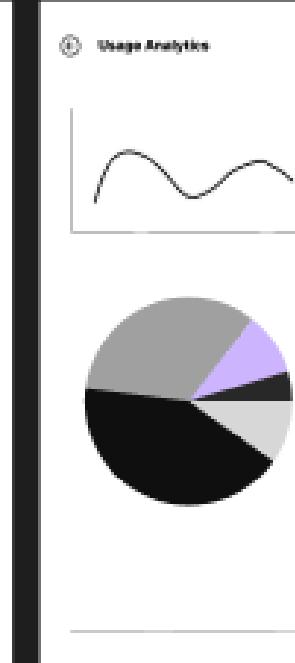
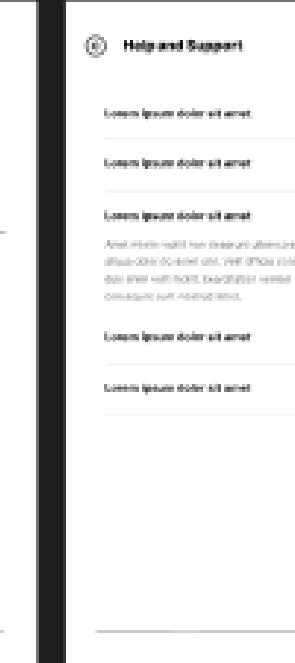
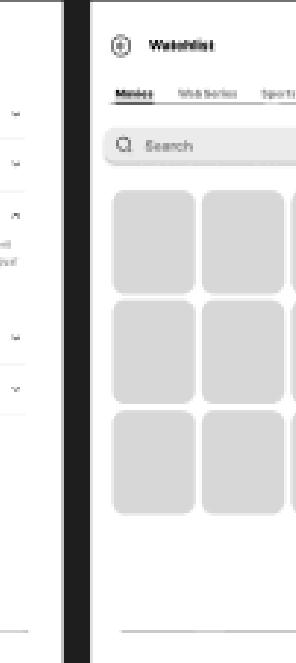
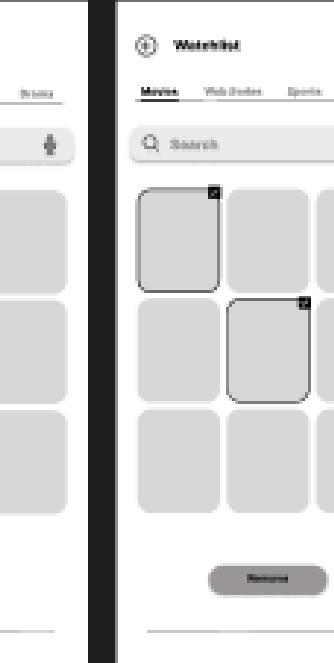
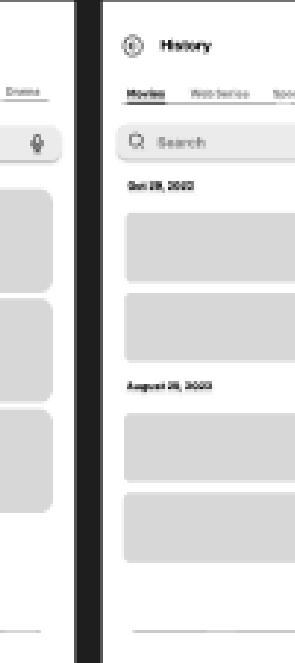
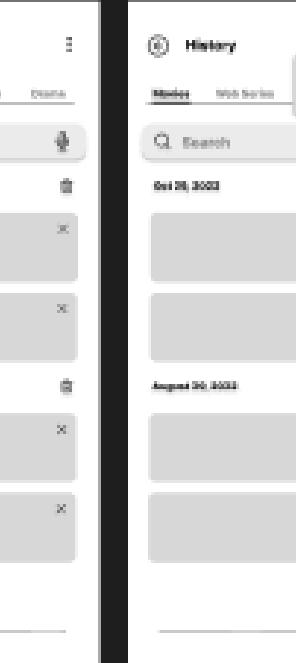
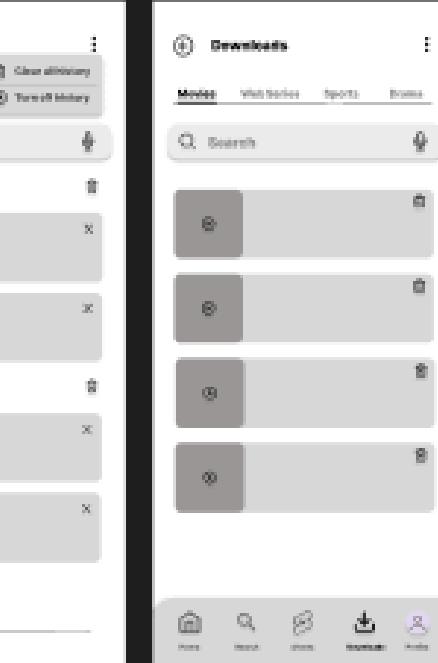
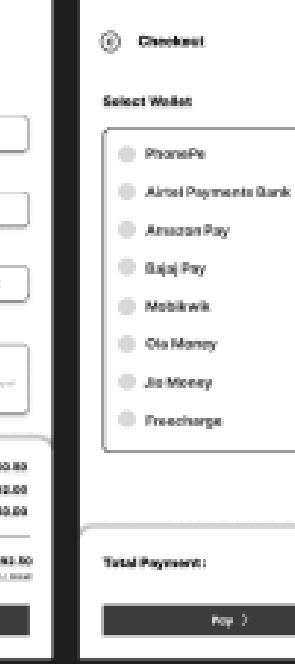
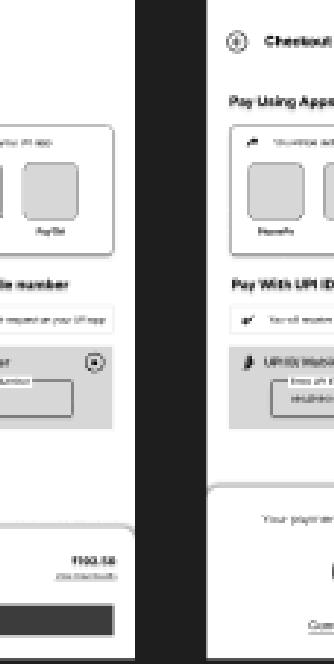
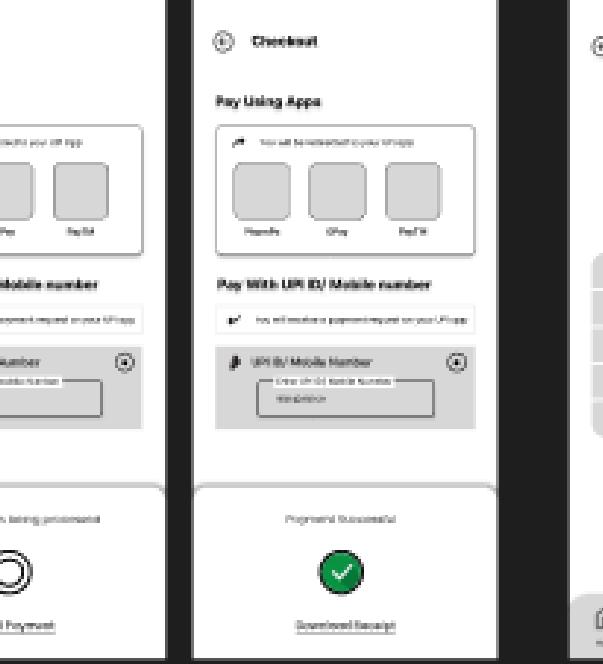
- I just want to relax and be entertained.
- I hate it when I can't find something good to watch.
- This app better recommend cool stuff.
- Why can't it just know what I like?
- How can I know the movie is good or not?
- It's good that trending movies are recommended here.

User Journey Map

Section 1

Steps	Set preferences	Payment	Movie Collection	Watch together	Binge-list and Downloads	Profile and Shorts
Happy						
Neutral						
Unhappy						
Actions	<ul style="list-style-type: none"> login and Authenticate Give Preferences of movies, languages, and type of content. 	<ul style="list-style-type: none"> Find the suitable Subscription Plan. Go through the payment window. Make payment and enjoy the app. 	<ul style="list-style-type: none"> wander through many movies options. Checking curated lists of different genres. Search and find movies. Read reviews and about movie info. 	<ul style="list-style-type: none"> User invites friends to watch the movie together. They chat with watching movie together and react to others. 	<ul style="list-style-type: none"> User makes List to binge watch movies one after. User downloads movie to watch it later User removes movies from Binge-list or downloads after watching them. 	<ul style="list-style-type: none"> User edits profile and personal info. User changes preferences and edit the friends list. User scrolls through Shorts for quick fun. User reacts to shorts and comments on it.
KEY POINTS	<ul style="list-style-type: none"> user needs a personalized content preference. Based on language and content preference we can make feed better for user. 	<ul style="list-style-type: none"> User should get benefit of flexibility in plans. User should be able to make payments through many ways. 	<ul style="list-style-type: none"> User gets curated list of movies and other content. User can quickly find and navigate to the movie. user gets idea of movie through about section and reviews. 	<ul style="list-style-type: none"> User and friends can watch a movie together even after being apart. User can invite friends through many link sharing platforms. 	<ul style="list-style-type: none"> User can create list of movies to watch later and can download them. User can remove the movie from the list which is already seen. 	<ul style="list-style-type: none"> User should be able to edit profile and preferences. User should be able to change the plan anytime. User gets refreshment through shorts.

Low Fidelity Wireframe

Settings page	sub_details p...	Settings page	Help and sup...	Watchlist Page	remove from...	History Page	History Page 2	Downloads P...
								
Payment_page	Card checkout	Card checko...	Wallet check...	UPI checkout	Payment loa...	Payment Suc...	Profile Page	
								

Low Fidelity Wireframe

The image displays a grid of 15 low-fidelity wireframes for a mobile application, arranged in two rows. The top row contains eight wireframes labeled: Subscription ..., splash screen, login page, otp page, Language pre..., Home_page, Category pref..., and Gender select... . The bottom row contains seven wireframes labeled: Movie Details ..., Series Details..., Movie Details ..., Movie Details ..., Watch_together..., Shorts section, Avatar selecti..., and Search Page . Each wireframe is a grayscale representation of a mobile screen with placeholder text and icons.

- Subscription ...**: Shows a "Get Premium" section with "Annual" and "Monthly" plans, a "Start free trial" button, and a note about accepting terms and conditions.
- splash screen**: A blank white screen with a "Get Started" button at the bottom.
- login page**: A login form with "Log in" and "Forgot Password" buttons.
- otp page**: An OTP entry screen with "Enter OTP" and "Confirm" buttons.
- Language pre...**: A screen asking to choose preferred languages, with a search bar and a note about choosing at least 3 languages.
- Home_page**: A home page featuring a search bar, a trending section, a drama section, and a sci-fi section, each with three items.
- Category pref...**: A screen for selecting interests, with a search bar and a note about choosing at least 3 categories.
- Gender select...**: A screen for selecting gender, with options for Male, Female, and Other.
- Movie Details ...**: A movie details screen for "The Greatest Dictator" with a play button, ratings, and a "Recommended for you" section.
- Series Details...**: A series details screen for "The Greatest Showman" with a play button, ratings, and a "Synopsis" section.
- Movie Details ...**: A movie details screen for "The Greatest Showman" with a play button, ratings, and a "Synopsis" section.
- Movie Details ...**: A movie details screen for "The Greatest Showman" with a play button, ratings, and a "Synopsis" section.
- Watch_together...**: A watch together screen for "The Greatest Dictator" with a play button and user profiles.
- Shorts section**: A shorts section screen with a search bar and a note about watching in the background.
- Avatar selecti...**: An avatar selection screen with a search bar and a note about selecting an avatar.
- Search Page**: A search page with a search bar, recent search history, and a "Most Popular" section.

High Fidelity Wireframe

This row of wireframes illustrates the initial setup steps for a mobile application:

- Get Premium:** Offers premium subscription plans (Annual, Monthly) with promotional details and trial options.
- BINGEBUZZ:** Welcome screen featuring the app logo and a "Get Started" button.
- Log In:** Login screen with fields for Username and Mobile Number, and a "Log in" button.
- Enter OTP:** OTP verification screen showing the code 2 0 6 5, with a "Resend OTP" link and a "Confirm" button.
- Select your gender:** Gender selection screen with options: Male, Female, and Other.
- Select your Avatar:** Avatar selection screen displaying a grid of circular avatars for users to choose from.
- Tell us what you like:** Interest selection screen asking users to choose languages and categories, with a search bar and a list of items including TV shows, movies, sports, and live streams.

This row of wireframes covers payment and card management features:

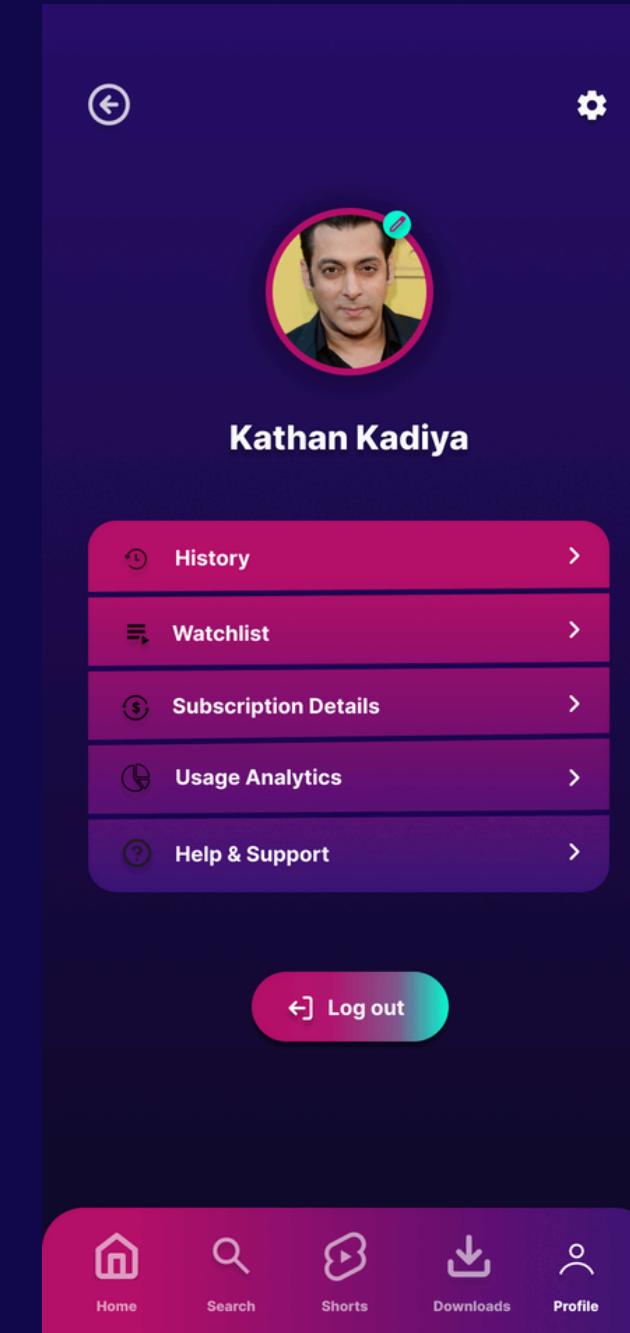
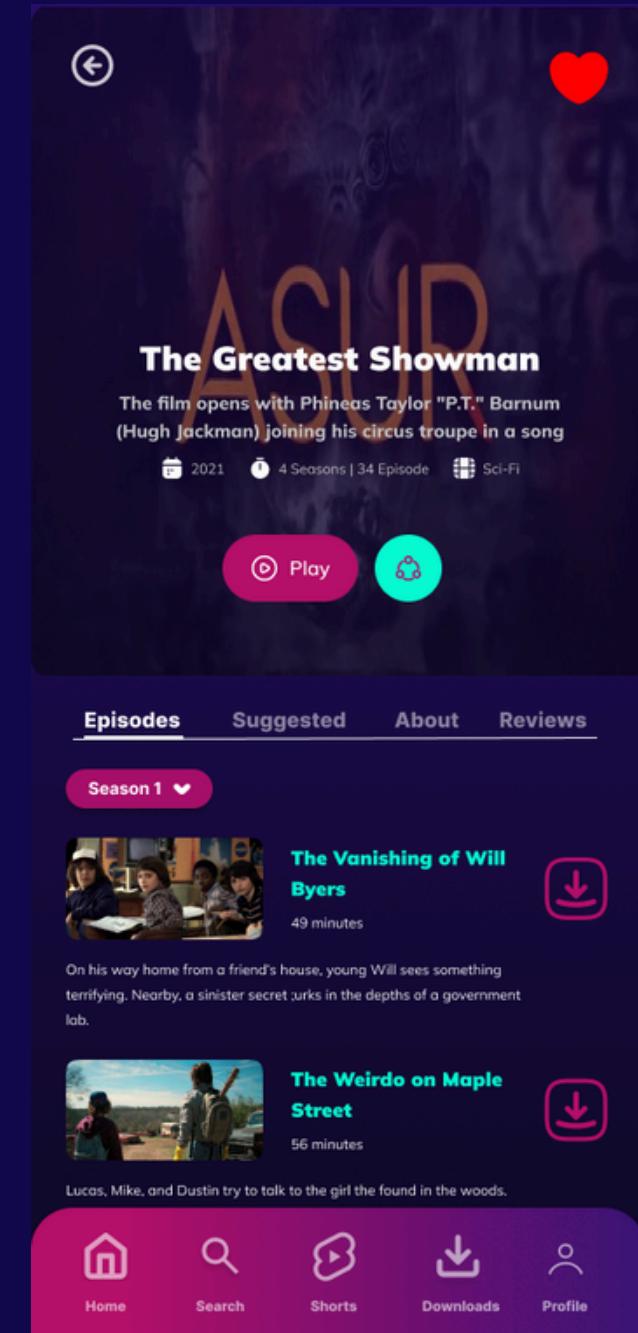
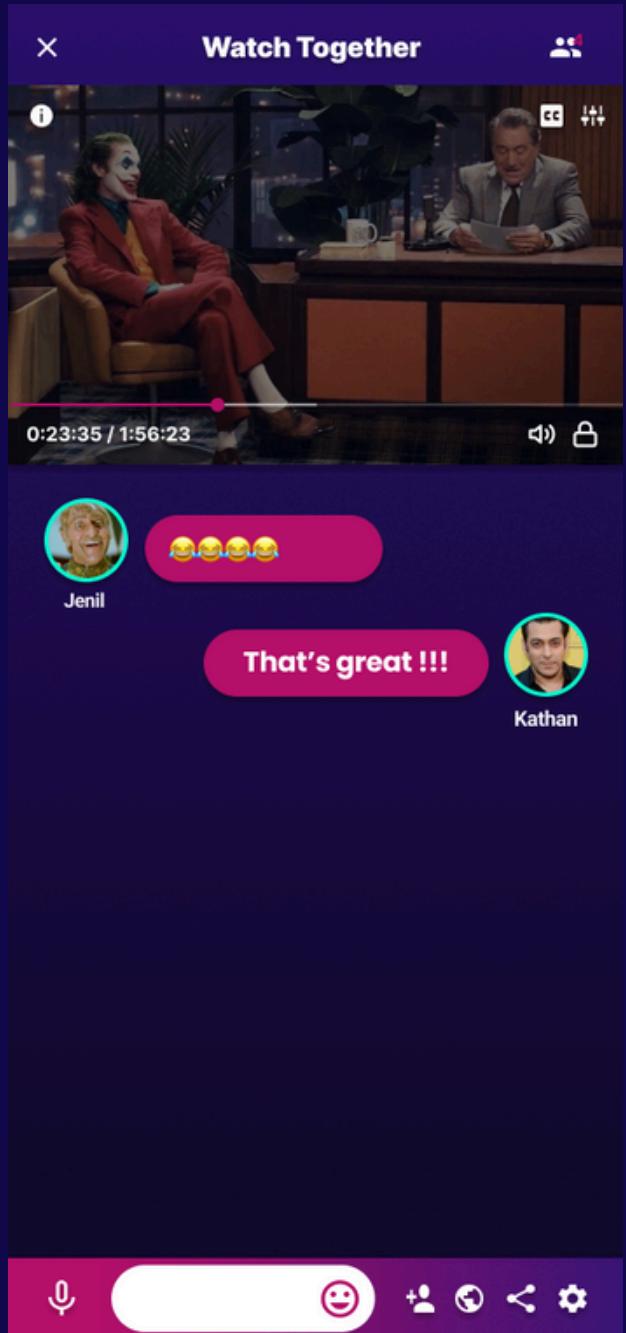
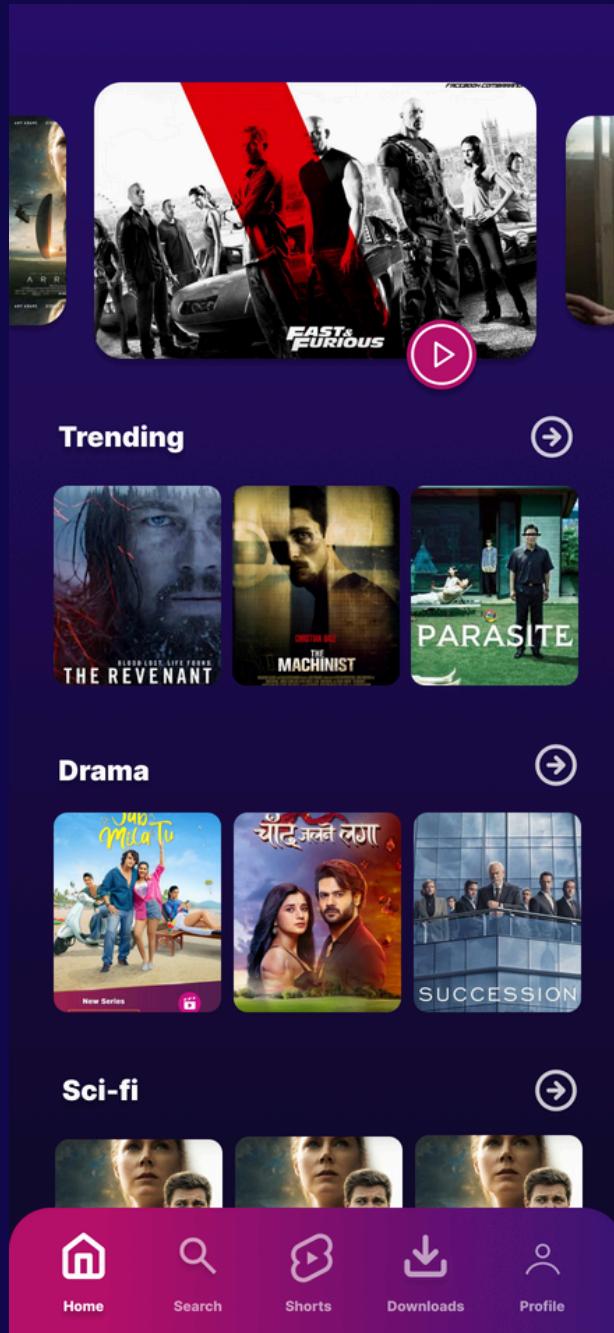
- Choose payment method:** Payment method selection screen with options: Saved Cards, UPI, Credit & Debit Cards, and Wallet.
- Checkout:** Credit / Debit Card Number entry screen with fields for card number, name, expiry date, and CVV, along with a note about privacy and a "Remember this card for the next time" checkbox.
- Checkout:** Credit / Debit Card Number entry screen with fields for card number, name, expiry date, and CVV, along with a note about privacy and a "Remember this card for the next time" checkbox.
- Checkout:** Select Wallet screen listing various payment wallets: PhonePe, Amazon Pay, Bajaj Pay, Mobikwik, Freecharge, Airtel Payment Bank, Ola Money, and Jio Money.
- Checkout:** Pay With UPI ID / Mobile number screen with a note about receiving a payment request, a UPI ID / Mobile Number input field (abc@sbi.co), and a "Pay" button.
- Saved Cards:** List of saved cards for Noman Manzoor, showing card details (VISA, 2345, Expiry Date 02/30) and edit/remove buttons.
- Saved Cards:** List of saved cards for Noman Manzoor, showing card details (VISA, 2345, Expiry Date 02/30) and edit/remove buttons, with a "Pay" button and an "Add New Card" button.

High Fidelity Wireframe

The wireframe illustrates a mobile application interface with the following components:

- Top Bar:** Includes a search bar, user profile icon, and a central placeholder for a video thumbnail.
- Content Grid:** Displays movie and TV show cards. Each card includes:
 - A thumbnail image.
 - The title of the movie/TV show.
 - A brief description.
 - A "Play" button.
 - A "Reviews" button.
 - A "Suggested" button.
 - A "About" button.
 - A "Episodes" button.
- Bottom Grid:** Displays a grid of movie posters categorized by genre:
 - Drama:** THE REVENANT, THE MACHINIST, PARASITE
 - Comedy:** ANIMAL, THE REVENANT, PARASITE
 - Thriller:** 1917, 1917, 1917
 - Action:** THE MACHINIST, PARASITE
 - Science Fiction:** 1917, 1917, 1917
- Left Sidebar:** Contains several cards:
 - Settings:** Includes options for download quality (360p), download on Wi-Fi only, turn on parental controls, app language (English), and allow notifications.
 - Recommendation:** Shows movie thumbnails for THE REVENANT, LAGAAÑ, LOVE STORY, Devdas, and PARASITE.
 - Kathan Kadiya:** Profile card for a user named Kathan Kadiya, showing history, bingelist, subscription details, usage analytics, and help & support.
 - Usage Analytics:** Includes a line graph and a pie chart.
 - Help and Support:** Placeholder text for help and support sections.
 - Subscription Details:** Shows an annual plan starting with a 30-day free trial, cost (\$999/year), payment method (UPI), and next billing date (June 12, 2025).
 - Downloads:** Shows a list of downloaded movies, including 1917, 1917, 1917, 1917, 1917, and 1917.
 - History:** Shows a history of watched movies, including ANIMAL, THE REVENANT, PARASITE, 1917, 1917, 1917, 1917, 1917, and 1917.

The Main Tabs



Mood-Board



Style-Guide

UI Components

drop down Toggle

Movies Web Series Sports Drama

Movie Name
This is a movie named 1917.

Search

Button 1

Button 2

Icons

2E1371
130B2B

B6116B
3B1578

B6116B
AB2885
09FBD3

B6116B

130B2B

09FBD3

FFFFFF
53%

FFFFFF

Typography

Aa
Mulish

Aa
Inter

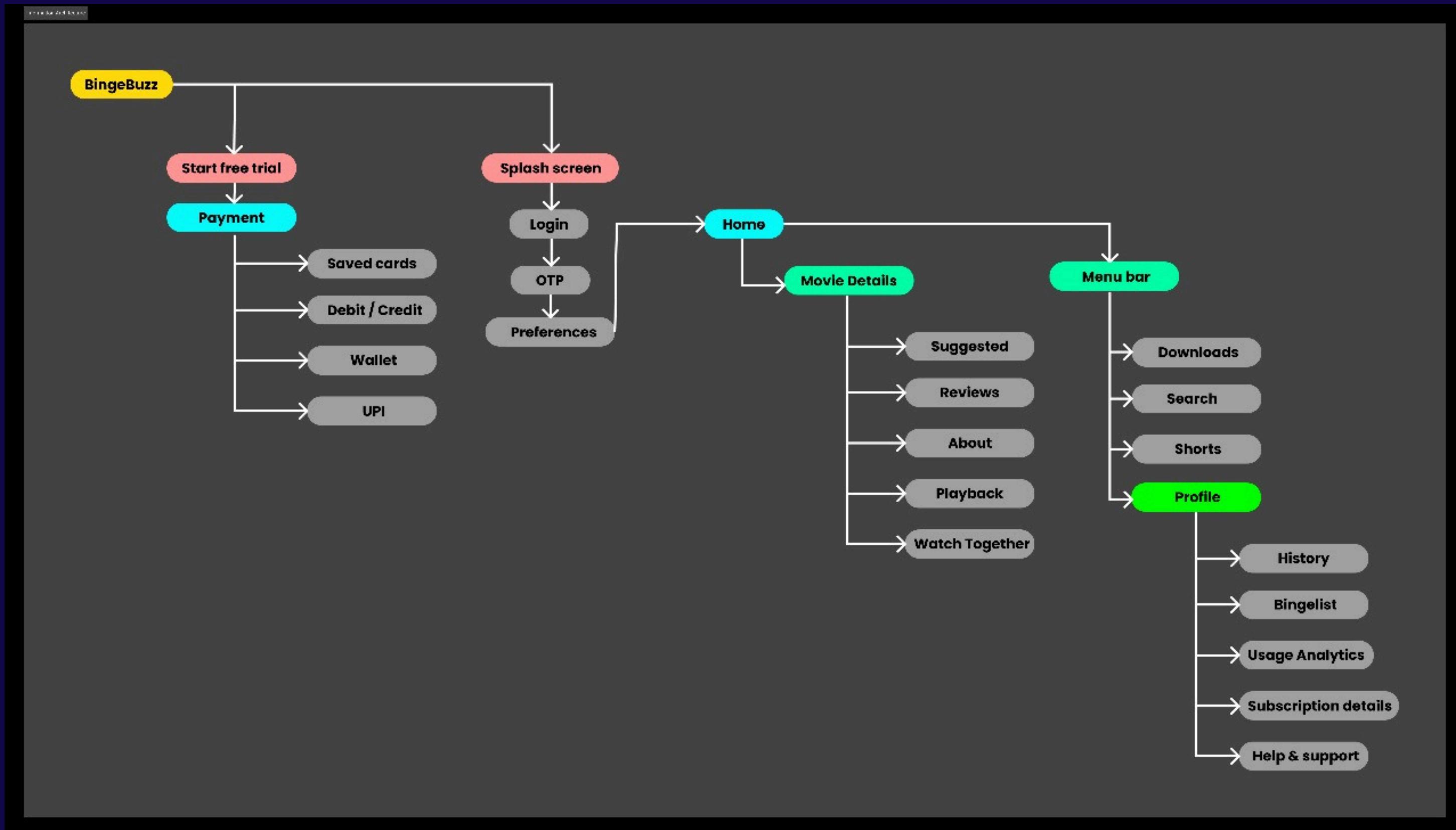
Aa
poppins

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Lorem ipsum **Pellentesque** Pellentesque iaculis Nunc dictum blandit Aenean ut sem Maecenas cursus at suscipit massa Sed Proin Sed urna nec Vivamus **vehicula** nibh Nunc.

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Information Architecture



**THANK
YOU**