

Design Notes for Roku Flashback

1. Responsive Design: The Roku Flashback OTT Platform would be designed to be responsive, so that customers can access it on all devices, including mobile, tablet and desktop. This will ensure that the platform is optimized for each device and provide the best possible user experience.

2. Easy to Use Interface: The interface is simple and intuitive, so that customers can quickly find the content they are looking for. All of the features and functions are easy to understand and use.

3. Adults and Kids Profile: There's a major difference of colors between both the profiles. Adults profile is dark whereas Kids profile is light in colour i.e. more childish so they can have fun using it. There are buttons for like and dislike and review section for kids so that they can have an interaction and learn something.

4. Personalization: Customers would be able to save favorites.

5. Security: The platform would have strong security measures in place to protect customer data and transactions.

6. High Quality Video: The platform would support high-quality video streaming, so that customers can enjoy the best viewing experience.

7. Colour Palette (Codes):

#DC63F5

#240C24

#9F9E9D

#FFFFFF

#FF740F

9. Font Style:

Lato Regular

Lato Light