

Proposal

“HomeView” - Uniting streaming services on one site

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Unite

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Overview

Our team is proposing HomeView, a web application that aims to provide an easier browsing experience among users' streaming services. As a web application, it will be accessible on all Windows and Mac operating systems. Homeview will support the current stable browser version of Google Chrome (Chrome 93). As a web application, users would access all features of the app without downloading excess software on their devices. Our team is aiming to solve a browsing and convenience problem. Subscribers of multiple streaming services experience difficulty in trying to find a specific title to watch or to experience something new. As cited by Wonder (research company), the average Netflix user spends around 20.75 minutes of their day, or 126 hours of their year, spent searching for titles to watch.¹ Moreover, searching for new movies or shows involves logging in to each platform individually, and dealing with separate browsing catalogs. In addition, although streaming services already offer a free way for users to view their catalog, users are able to view each of their subscription's catalog collectively on our site, rather than taking more time to view each individually. Our product will serve as an organized, customized database and comfortable streaming service navigator. The vision of HomeView is to provide clients with an effortless stream searching experience while also unifying all different streaming services.

Target Audience

HomeView is intended for any age or demographic who is subscribed to two or more streaming services. This web application offers the user a convenient approach to finding shows and movies across multiple streaming services into one site.

Features

- Database
 - Unites all media (films and television shows) libraries of all streaming services (Netflix, Hulu, Disney Plus, IMDB, ReelGood, HBO Max, Paramount TV, and Peacock) that a user is subscribed to into one browsing experience
 - User's customized database will be refreshed and updated weekly at 12:00AM in order to present up-to-date media recommendations and updates

¹ M., W., & B., M. (2016, August 22). *How much time is wasted worldwide on people looking for movies to watch on Netflix (annually)?* Wonder. Retrieved September 16, 2021, from <https://askwonder.com/research/time-wasted-worldwide-people-looking-movies-watch-netflix-annually-9l4sd364g>.

- User must be logged in to the site and subscribed to more than one streaming service (provided through an external link to said streaming service) in order to compile and access their database
- Can only be accessed through active, verified users (through a verification email and verified subscription service)
- Playlists
 - Users will be able to share playlists through a URL link consisting of films and/or television shows of their choosing with other users or non-users
 - Playlists can be set as Private (only those with the URL link can access said playlist) or Public (viewable to everyone and can be seen on user's page) through a button when customizing or editing their playlist
 - Users can create up to 20 playlists, with no limit of how much media that may be added to them
 - Playlists will permanently remain on a user's account until user decides to delete it
- Blacklist
 - Users can prevent films or shows that are of a certain genre (mainstream genres: comedy, action, horror, etc.) or contain certain actors and actresses, ones listed on IMDB, from ever popping up throughout their site
 - Users will be able to select their options through a dropdown menu or type it in and it will try to autocomplete what the user is looking for
 - Users are able to blacklist as many actors, actresses, and or genres as they would like
- Ratings and Reviews
 - Users will be able to create a rating that is based on a 1 to 5 star rating, with 1 being the lowest score and 5 being the highest. The rating will also be able to be created in half increments (e.g. 3.5). The overall rating will be shown as is with rounding to the nearest tenth.
 - To fight against bots posting fraudulent reviews and to maintain the integrity of our rating system, users will have to register (and sign in on untrusted devices) with captcha verification
 - Users will only be able to write one review and rating per television show or film. However, if a user would like to modify or edit their review and rating, they can freely do so by overwriting their previous review.
- ActWiki
 - ActWiki will utilize a search bar so users can easily search up the actor's profile.
 - Users will be able to view all the shows and films an actor or actress has appeared in, by clicking on the actor's profile under the ActWiki subsection

on our page. Other information about the actors and actresses like age, height, and date of birth will be shown also.

- Will contain as many actors and actresses as there are films and shows in their own database
- News Section
 - This will update users about upcoming titles coming onto any platform and titles that will be removed soon.
 - Administrators will be the ones uploading articles weekly
 - News section will be updated weekly at 12:00AM, and will contain up to 1 month of articles. All articles aged beyond 1 month will be deleted. For example, each Monday we would publish an article about new upcoming or departing series of the week.
- VPN Option
 - Users that own a VPN can enhance their viewing experience by using their VPN to explore catalogs that are exclusive to different regions.
 - Users will specify the regions they are willing to VPN to. Titles that belong in only those regions will appear in user queries.
 - Users will be able to use any VPN that they own (such as ExpressVPN, Surfshark, NordVPN)

Our Competition

Our competitors are streaming services such as Netflix, Hulu, Disney Plus, IMDB, ReelGood, HBO Max, Paramount TV, and Peacock. In order to compete with our service they would have to combine their services into one which would result in them losing profit. If all services were to collaborate together to form one streaming service, the chances would be fairly unlikely due to each competitor having their own different subscription price and options. In other words, since each streaming service has different pricing values and various subscription memberships, such as Hulu+ and Disney + Premium, the likelihood of combining all streaming services together would cause a loss of revenue for each service. Netflix specializes in advertisement-free streaming, however, Hulu features advertisements for subscribed users, and advertisement-free streaming for premium users. Additionally, each service also wants to produce their own shows and movies, for example Netflix and Amazon Prime have their exclusive titles. It would be difficult to combine all streaming services into one service, due to the conflicting features of each service. "HomeView" will be combining all the catalogs into one place so the consumer can browse the catalogs of each service they are subscribed to. This would reduce the amount of time the consumer would be using to search for a certain title, and lets them stay updated on any changes made to the catalog.