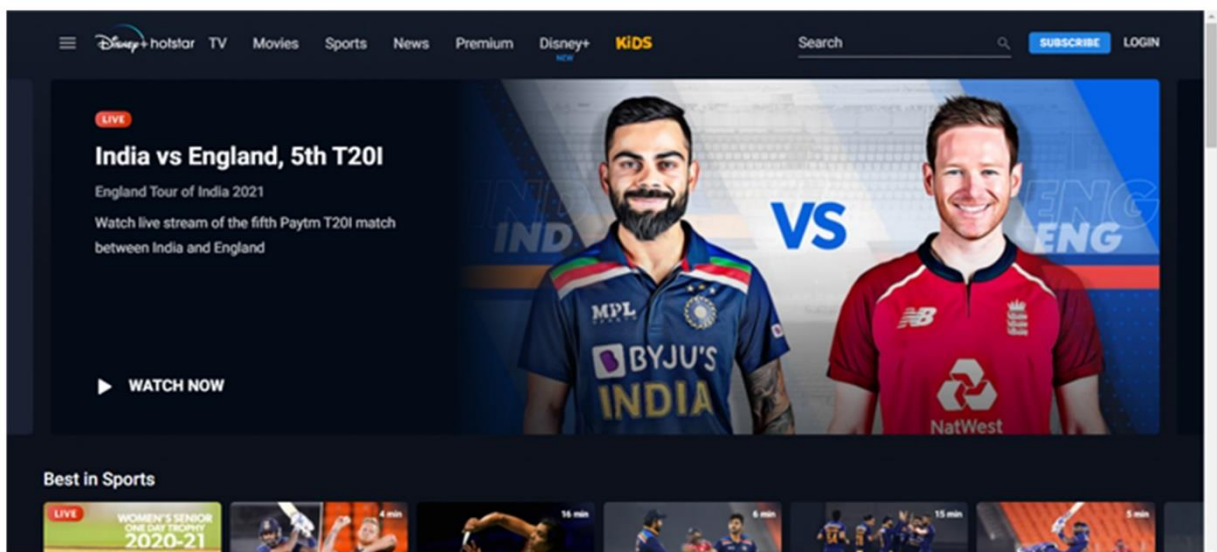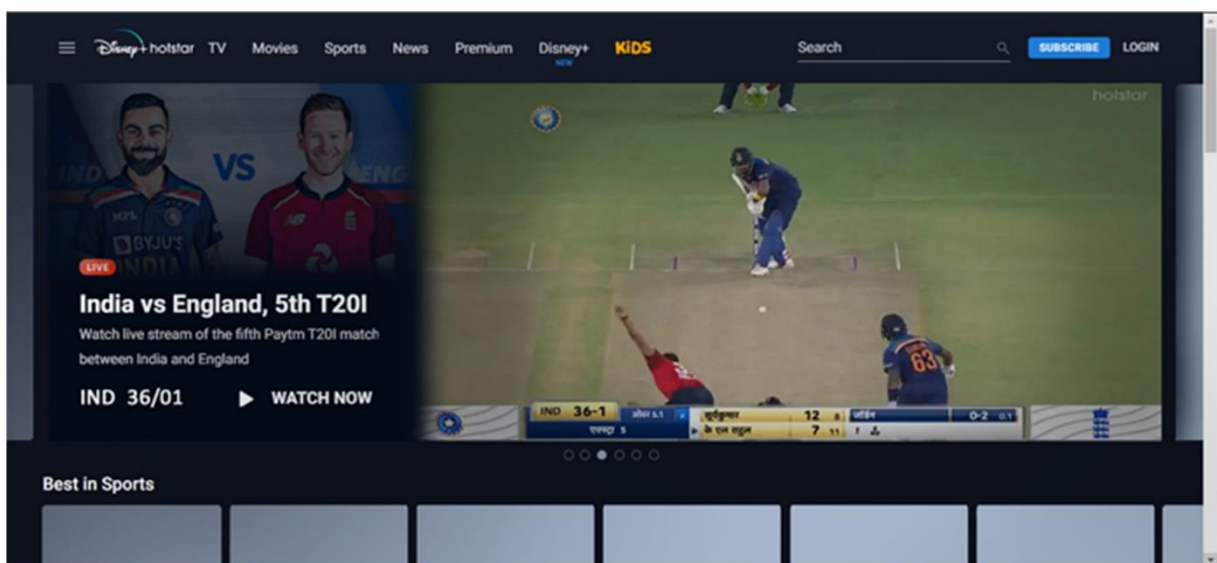# DESIGN SUGGESTION REPORT

WEBSITE : HOTSTAR.COM   (DEVICE : LAPTOP)

01) LIVE TELECAST PREVIEW:

- Streaming of sports event contribute to the major part of overall streams over Hotstar. Thus we can modify the existing tile with Live Preview (for 5mins) provision of ongoing match over landing page itself, this will create an Unconscious Want among the users to watch the whole match. This can directly or indirectly add-on the sales of subscribtion.
- We can also provide small navigation dots below the Poster Tile, to help the users with easy navigation and letting them know the total number of poster tile.
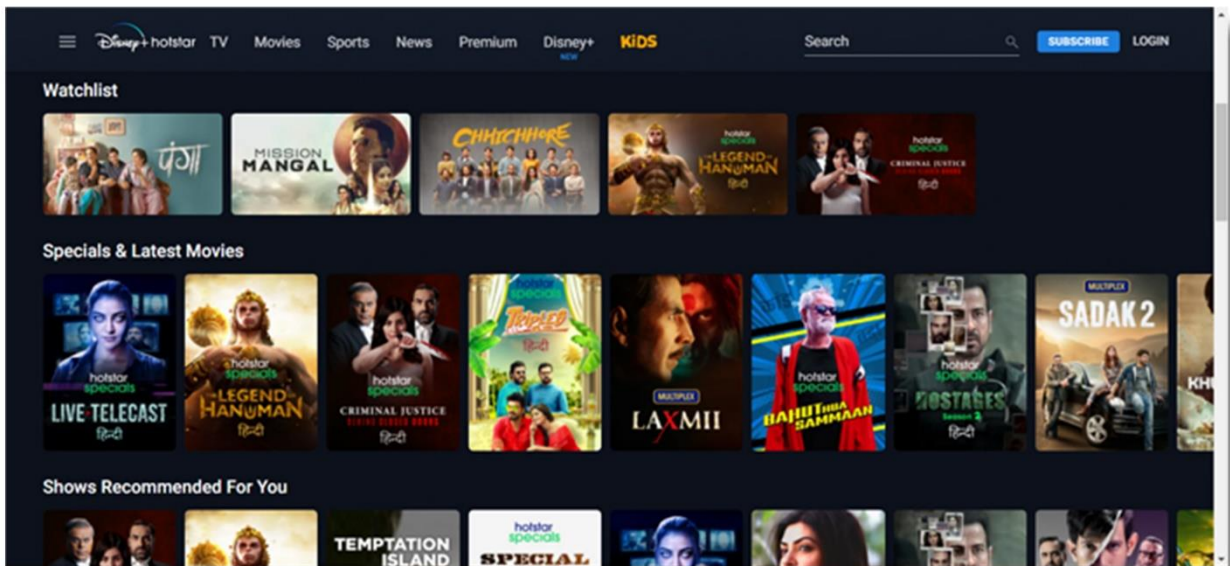

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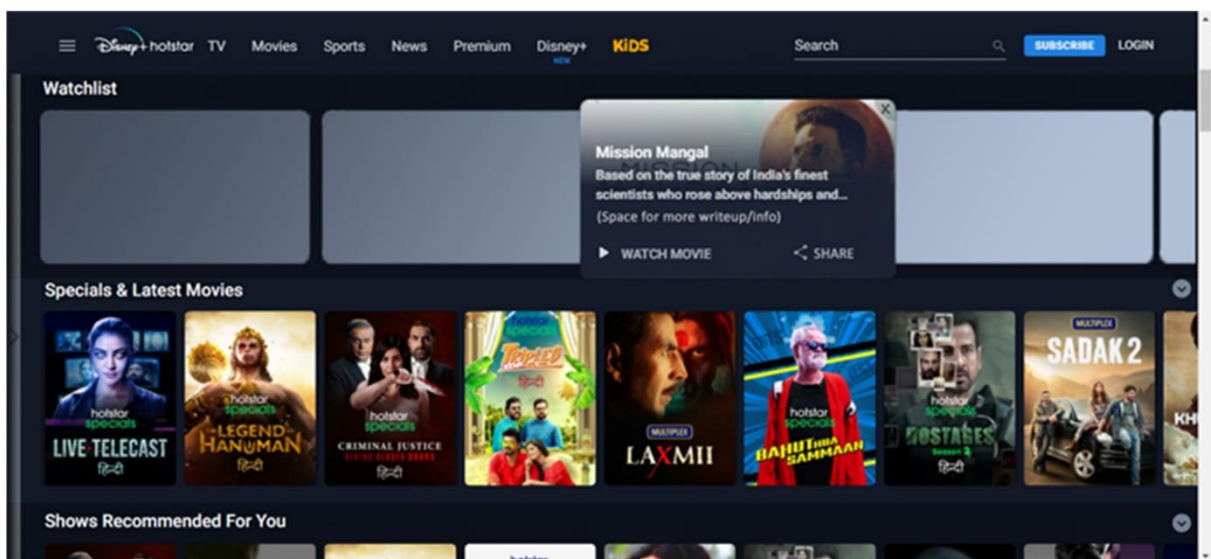Modified

DESIGN SUGGESTION REPORT

WEBSITE : HOTSTAR.COM   (DEVICE : LAPTOP)

02) WATCHLIST MODIFICATON :

- Movies added in the Watchlist, have the highest possibilty of getting viewed. Thus its important to make the watchlist category stand out from the other categories to catch viewer's eye. Modification in size unique from other categories can make the difference.
- Even it has been observed that the same movie has appeared more than 4 times in different categories on home page, which might make the users perceive as "Scarcity Of Content". Thus we need to make algorithm such that same movie should not be suggested more than 2 times.
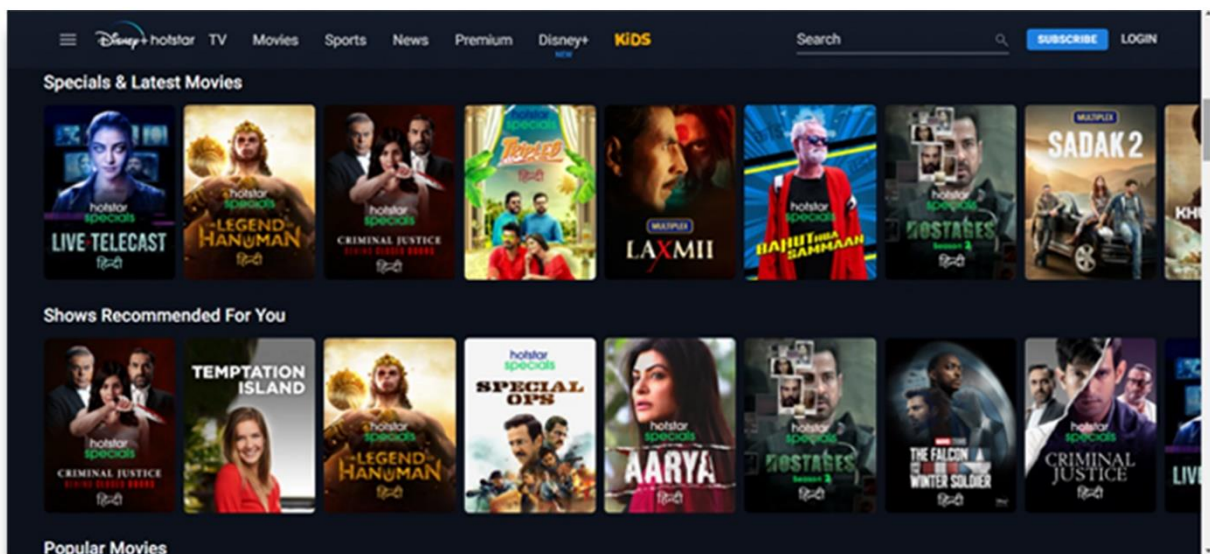

Existing

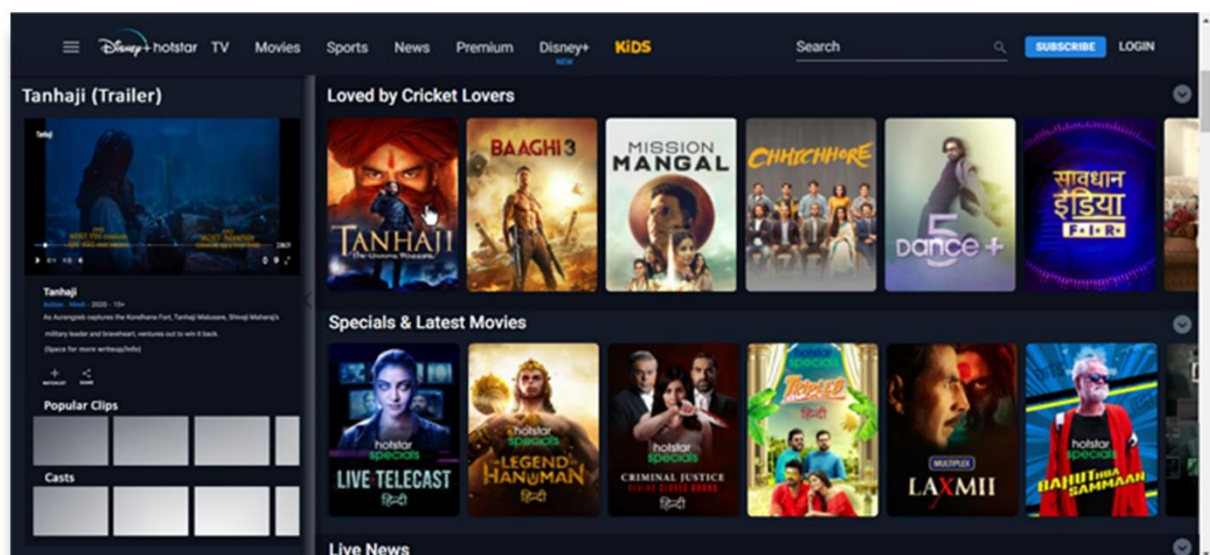**Modified**

DESIGN SUGGESTION REPORT

WEBSITE : HOTSTAR.COM   (DEVICE : LAPTOP)

03) Reducing the Indecision :

- As per human psychology, on an average our brain is more efficient in memorizing upto 5 to 6 counts. Incase of remembering more than 6 counts it tends to feel confused. Thus, keeping these factors in mind we can reduce the movies suggestion count from 8 to 6.
- To make the design more efficient we can use this space of 2 Posters as "Quick Preview Tab" to let the user view the trailer and extra information on home page itself. User can hide and view this tab by an click over the arrow bar.
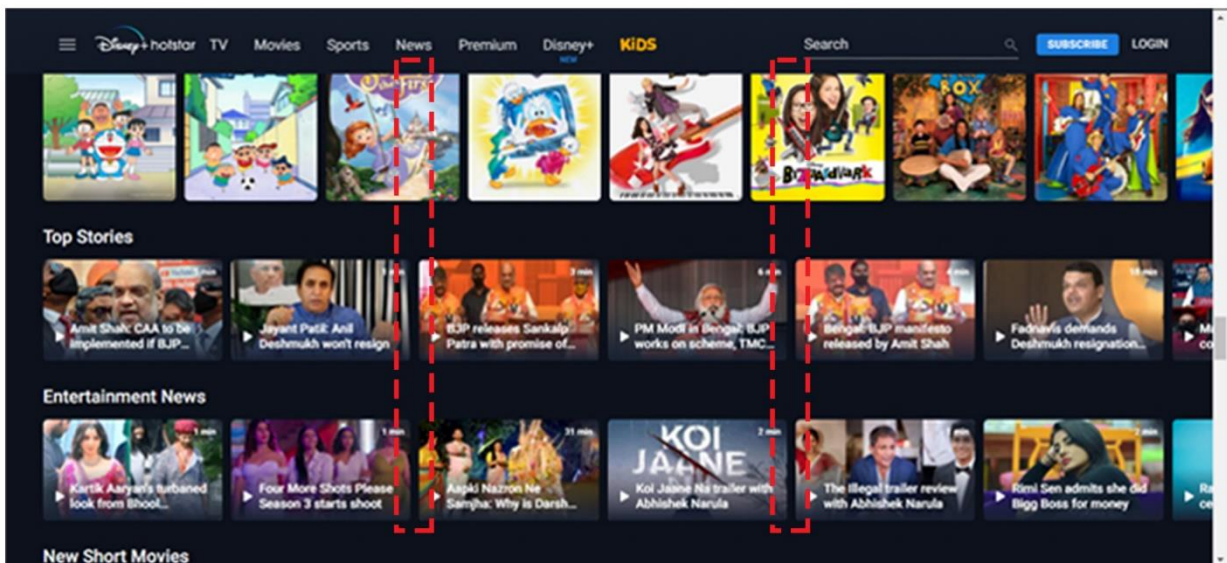

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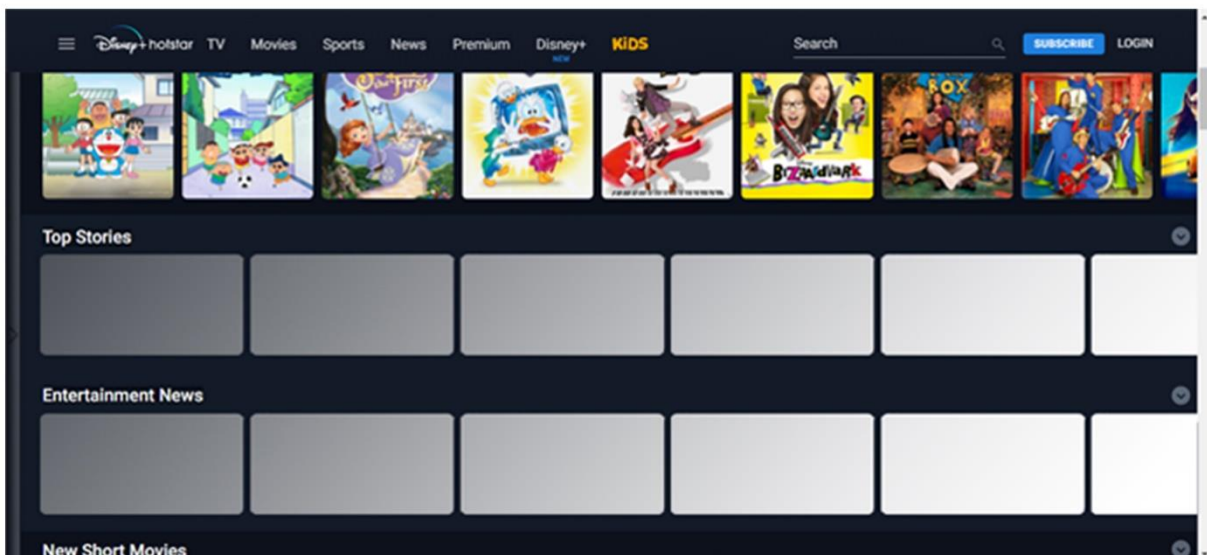Modified

DESIGN SUGGESTION REPORT

04) Attention to the details :

- Perimeter lines of news poster fails to match the end or center point of the above movie poster. Thus we can make modification in the size of News poster to achieve visual balance across the home page.

- Even, we can make slight change in the background color as per different categories to make viewers unconsciously note the change in suggestion list.

- Each category could have DropUp & DropDown option to hide or keep any given category. This will help the viewer to focus on categories in which he/she is interested.

- While hovering on any given suggestion list, viewer can swipe right or left across the list by clicking the " ← " or " → " on the keyboard. Thus user can swipe across with any of ways he feels comfortable.
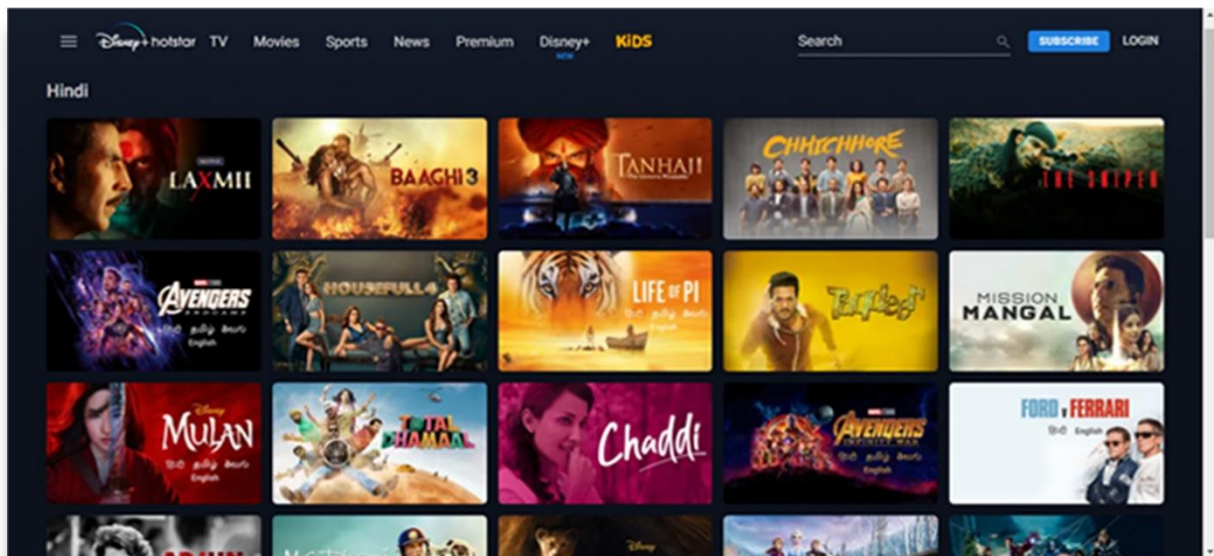

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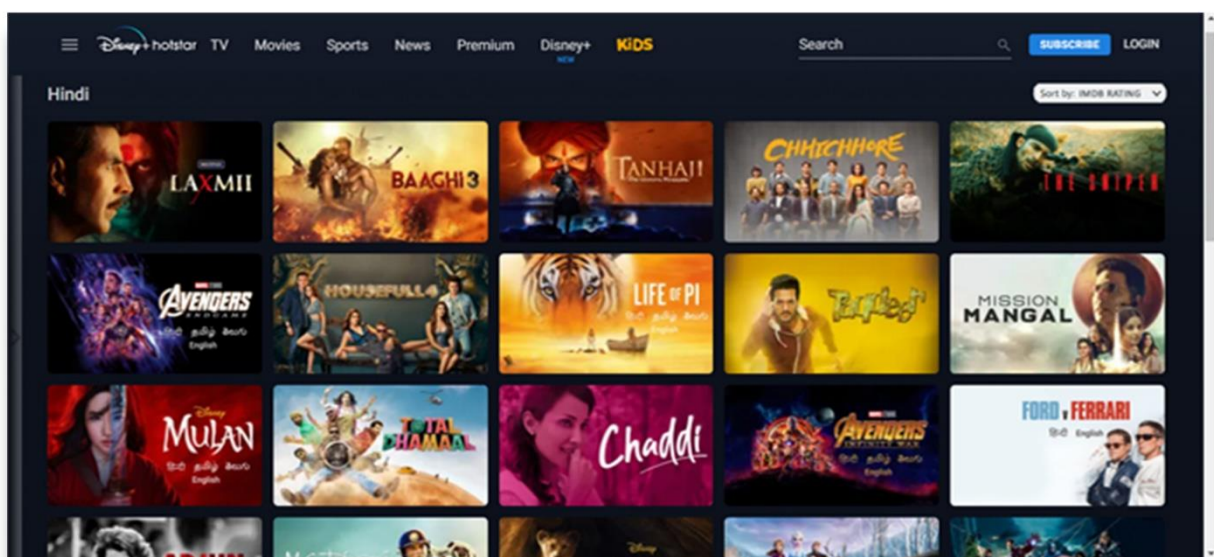Modified

DESIGN SUGGESTION REPORT

WEBSITE : HOTSTAR.COM   (DEVICE : LAPTOP)

05) Option to Sort or Filter in detail :

- In Movies/Hindi (Or any other language) we can add " Sort Menu Option " to let user filter with more options among the movies as per IMDB Rating, Latest Release, Box Office Collection, Actors etc
- If an user is all time Akshay Kumar fan, then this Sort/Filter option will help him to get the suggestion of movies in which Akshay Kumar has acted in.
- On clicking the Side Bar present on left hand side, user can view Trailer Window as mentioned on Page No.03.
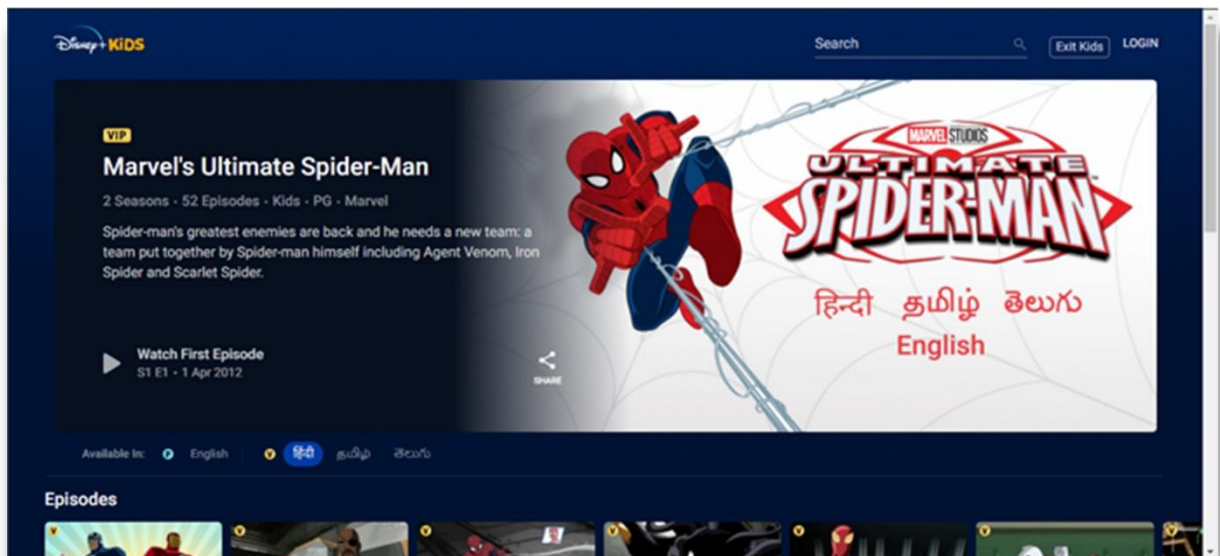

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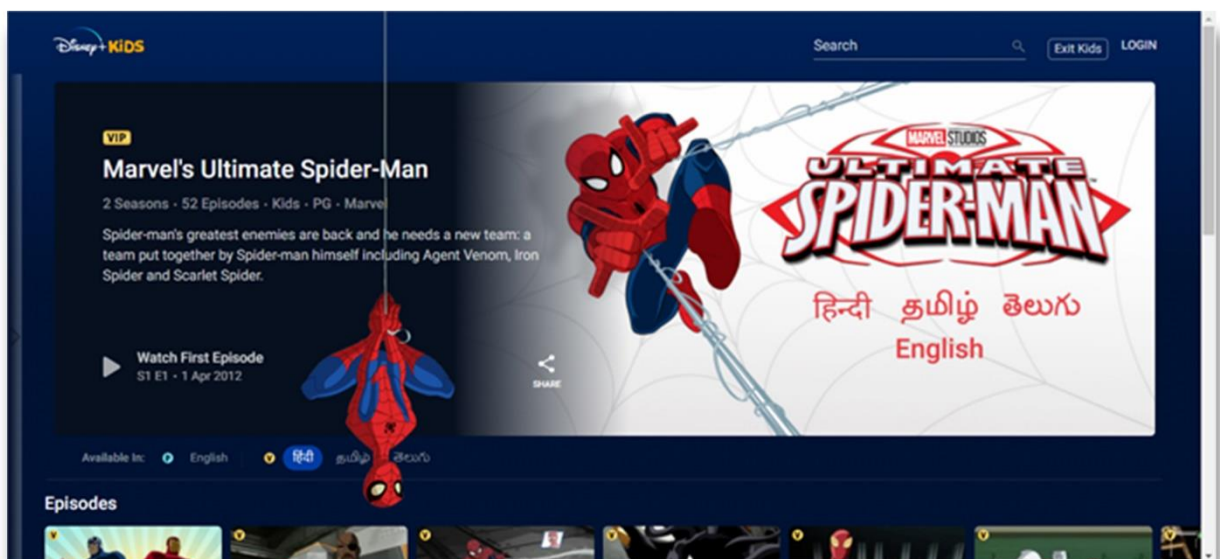
DESIGN SUGGESTION REPORT

WEBSITE : HOTSTAR.COM   (DEVICE : LAPTOP)

06) Surprise animation in the Kids Section :

- Let's surprise the kids with there favourite cartoon characters moving/playing across the given screen.
- This small tactics can make Kids talk about it with other kids or with parents about there favourite cartoon character dancing/roaming across the screen.
- This might help in mouth marketing.
- This concept being uniquen has high possibilities of getting published over few articles or on blogs, helping Hotstar in getting free reach over the internet.
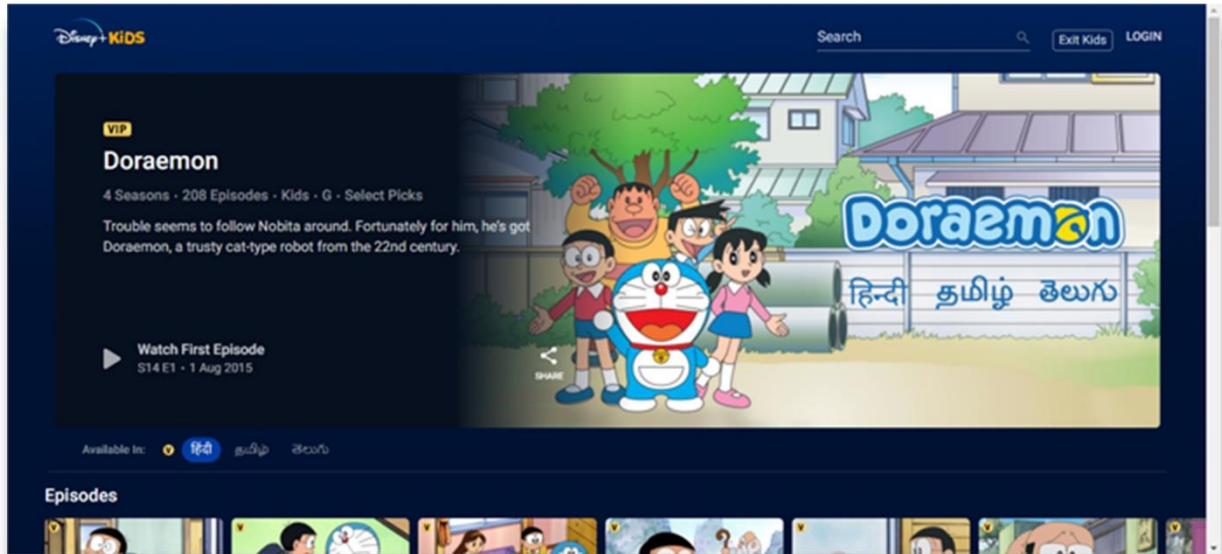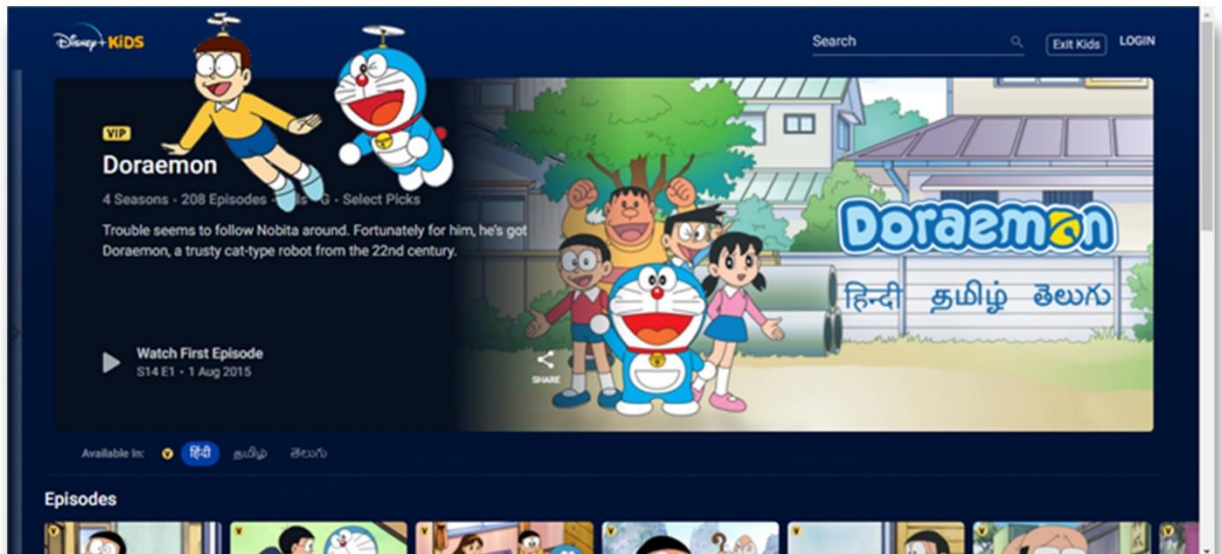

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Modified

DESIGN SUGGESTION REPORT

WEBSITE : HOTSTAR.COM   (DEVICE : LAPTOP)

Existing

Modified

- My only intention and motives behind this report is to help Hotstar in creating more creative and user friendly UI.
- If any of the mentioned suggestion actually makes practical sense or might be incorporated in the UI, I'll be an happy human.
- It was great fun creating this report. I really enjoyed the whole process. Sacchiiii......