**Business Requirements Document (BRD)**

**1. Introduction**

- **Purpose**: This document details the business requirements for the development of an Over-The-Top (OTT) streaming application, designed to provide digital content directly to viewers over the internet.

- **Scope**: The application will allow users to stream movies, TV shows, and other digital content. It will be available on various platforms including web, mobile (iOS, Android), and smart TVs.

- **Stakeholders**: Project team, management, technical partners, content providers, end-users.

**2. Project Overview**

- **Objectives**:

- To develop a user-friendly OTT platform with a broad range of content.

- To integrate advanced features like AI-based recommendations, interactive elements, and multi-language support.

- Success Criteria: High user engagement, robust performance, competitive feature set.

**3. Market Analysis**

- Target Market: Global audience with a focus on ages 18-55, diverse demographics.

- Competitor Analysis: Analysis of key competitors like Netflix, Amazon Prime, and Hotstar. Identifying gaps and opportunities for innovation.

**4. Requirements**

**Functional Requirements:**

1. **User Registration and Profile Management:**

- Seamless registration process via email, social media, or mobile number.

- Customizable user profiles allowing personalization such as avatars, display names, and viewing preferences.

- Capability for multiple profiles under one account to cater to different family members.

- Multi-Language support and Theme selection from user profile.

2. **Content Streaming, Searching, and Categorization:**

- High-definition content streaming with adaptive bitrate for optimal viewing experience.

- Advanced search functionality with filters based on genre, release date, ratings, etc.

- Efficient categorization of content into genres, trending, new releases, and personalised categories.

3. **Personalised Recommendations:**

- AI-driven recommendation engine that learns from user viewing habits and preferences.

- Suggestion of content based on users' watch history, search queries, and ratings.

4. **Watchlist**:

- Feature to allow users to bookmark content for future viewing.

- Synchronisation of watchlists across different devices.

5. **Parental Controls and User Privacy Settings:**

- Parental control settings to restrict content based on age ratings.

- Privacy settings for users to control data sharing and visibility of viewing habits.

**Non-Functional Requirements:**

1. **Performance Metrics:**

- Quick load times and minimal buffering for a smooth streaming experience.

- Consistent streaming quality across various internet speeds and devices.

2. **Scalability**:

- System architecture capable of handling high volumes of concurrent users without performance degradation.

- Dynamic scalability to accommodate growing user base and content catalog.

3. **Data Security and Compliance:**

- Implementation of robust security protocols to protect user data.

- Compliance with international data privacy laws and regulations like GDPR.

**User Experience Requirements:**

1. **Intuitive UI/UX:**

- User-friendly interface with easy navigation to enhance user engagement.

- Responsive design for a seamless experience across various devices (mobile, tablet, desktop, TV).

2. **Accessibility Features:**

- Features like voice commands, subtitles, and audio descriptions for differently-abled users.

- Compliance with accessibility standards to ensure inclusivity.

**5. Technical Specifications**

- **Technology Stack**:

- Frontend: React/Next (Web), React Native (iOS & Android).

- Backend: Node.js, Express.js.

- Database: MongoDB.

- Cloud Services: AWS.

- **System Architecture**: Microservices architecture with API gateway.

- **Third-Party Integrations**:

- Payment gateways.

- CDN for content delivery.

- Analytics tools.

**6. Project Plan**

- **Timeline**: A detailed Gantt chart covering all phases of the project from initiation to deployment.

- **Milestones**:

- Project Kick-off

- Completion of Design Phase

- Beta Launch

- Full Launch

**7. Budget Estimates**

- Cost Breakdown:

- Development costs

- Licensing and content acquisition

- Marketing and promotion

- Resource Allocation: Human resources, technology resources.

**8. Risk Management**

- Potential Risks:

- Delays in content acquisition.

- Technology scalability issues.

- Mitigation Strategies: Contingency plans for risk scenarios.

**9. Additional Features (Innovations)**

1. **Interactive Elements:**

- Live chat functionality during live streams for real-time viewer interaction.

- Viewer polls and quizzes related to content for enhanced engagement.

2. **Community Building:**

- User-generated content features, such as reviews and content ratings.

- Social sharing capabilities to allow users to share content with friends and on social media platforms.

3. **Monetization Features:**

- Implementation of various subscription models (e.g., freemium, premium) with different feature tiers.

- In-app purchases for exclusive content or additional features like ad-free experience.

4. **Analytics Dashboard:**

- Comprehensive analytics dashboard for content creators and administrators to analyse viewer behaviour.

- Insights into content performance, viewer demographics, and engagement metrics.

5. **In-App Content Download:**

- Feature allowing users to download content for offline viewing.

- Quality and expiry options for downloaded content to manage storage and licensing.

6. **Notifications:**

* In app notifications.

**10. Screens / Pages**

1. Home Page/Landing Page:

- Featured content highlights.

- Trending now section.

- Continuation of previously watched content.

2. Sign Up/Register:

- User account creation process.

- Social media integration for quick sign-up.

3. Login Page:

- User authentication.

- Options for password recovery.

4. Profile Selection Page:

- Selecting among different user profiles under one account.

- Option to add or edit profiles.

5. Browse/Search Page:

- Search bar for direct content search.

- Browsing options categorised by genre, popularity, new arrivals, etc.

6. Content Detail Page:

- Detailed information about the movie or show (synopsis, cast, director, ratings).

- Option to play the content.

- Recommendations for similar content.

7. User Dashboard/Account Settings:

- Manage subscription plans.

- Edit personal information and preferences.

- Payment method settings.

8. Watchlist/My List Page:

- A list of saved or bookmarked content for future viewing.

9. Parental Control Settings:

- Setting content viewing restrictions based on age ratings.

Additional Screens/Pages

1. Genre Specific Pages:

- Dedicated pages for each genre like Action, Comedy, Drama, etc.

2. New Releases and Exclusives:

- Showcasing the latest and platform-exclusive content.

3. Ratings and Reviews Page:

- Where users can rate and review the content.

4. Help and Support Page:

- FAQs, contact support, and troubleshooting guides.

5. Subscription Plans Page:

- Detailed breakdown of different subscription models available.

6. Payment Gateway Page:

- Secure payment processing interface.

7. Notification Settings:

- Customizing alerts and notifications preferences.

8. Download Manager:

- Monitoring and managing downloaded content for offline viewing.

9. Settings Page:

- General app settings like language, streaming quality, etc.

10. Legal Pages:

- Terms of Service, Privacy Policy, and other legal information.

11. Community/Forum Pages:

- For user discussions and interactions related to content.

12. Accessibility Settings:

- Adjustments for subtitles, audio descriptions, and other accessibility features.

13. Promotional/Special Offer Pages:

- Highlighting current promotions or special offers.

14. Logout Page:

- Securely logging out of the app.

**11. Filters List**

1. Genre: Drama, Comedy, Action, Romance, Horror, Sci-Fi, Documentary, Fantasy, Thriller, Mystery, Animation, Kids, etc.

2. Release Year: Filter content by the year of release.

3. Rating: MPAA ratings (G, PG, PG-13, R, NC-17) or age-specific ratings (like 7+, 12+, 16+, 18+).

4. Language: English, Spanish, French, German, Mandarin, Hindi, Japanese, etc.

5. Subtitles/Closed Captioning: Available languages for subtitles.

6. Content Length: Feature films, short films, mini-series, etc.

7. Quality: HD, 4K, etc.

8. Source: Originals, licensed content, user-generated content.

9. Country/Region: Content specific to geographical regions or countries.

10. Cast/Crew: Search by actors, directors, writers, etc.

11. Awards: Oscar-nominated, Emmy-award-winning, etc.

12. Viewer Ratings and Reviews: Filter by user ratings or critic reviews.

13. Streaming Quality: Depending on internet speed (low, medium, high).

**12. Categories List**

1. Trending Now: Popular shows and movies based on viewership data.

2. New Releases: Recently released content.

3. Top Picks for You: Personalised recommendations based on user history.

4. Watch Again: Content previously watched by the user.

5. Family and Kids: Content suitable for family viewing and children.

6. Documentaries: Non-fiction and educational content.

7. Classics: Time-honoured and critically acclaimed films and series.

8. Originals: Content produced or commissioned by the OTT platform itself.

9. Binge-Worthy Series: TV series popular for binge-watching.

10. International: Content from around the world.

11. Behind the Scenes: Making-of, interviews, and other additional content related to movies/series.

12. Thematic Collections: Content grouped by themes or subjects (e.g., "Space Adventures", "True Crime Documentaries").

13. Holiday Specials: Seasonal content such as Christmas movies, Halloween specials, etc.

**13. Conclusion**

- Summary: Recapitulation of the BRD and its alignment with the business objectives.

- Next Steps: Moving forward to the design and development phase upon approval of the BRD.