



Netflix Jam__ Challenge Brief

Netflix invests in creating and giving a platform to stories that connect people and cultures from around the world. How might we help families and friends utilize this platform and share their experience with content such as series television shows and movies they love?

The Challenge. Design a third-party desktop web site or desktop app (not Netflix-branded) where the community can celebrate shared stories together through communal and authentic experiences. Here are some ideas you might use to facilitate deeper engagement:

- Watch content with family remotely and privately
- Create anticipation by scheduling watch parties and pre-event discussion
- Engage in realtime conversations before, during, or afterwards
- Schedule and join small community and larger worldwide watch parties
- Make and share lists of favorite content and content creators
- Share relevant references to the content subject for further interest and education
- Help connect people with more diverse content, cultures, locales, and subject matter
- Encourage ratings and reviews, and share personal favorites with others
- Highlight and make notes of favorite lines, chapters, and characters
- Discover content by way of other metadata, i.e. *highest rated, release date, filming location, running time, writer, subplot, production company, etc.*

Netflix produces and distributes content from countries all over the globe. It is the world's leading streaming entertainment service with 183 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages.

Get creative, good luck and have fun!

Quick tips. Begin with paper and pencil to sketch out areas of content and navigation. List out a few priority functions with your team to start. Don't worry about login screens or splash screens. Focus on the placement of navigation. Work on concept and function first, and then adhere to a visual design system as much as possible. Use UI kits and wireframe elements to layout content quickly. Use real copy in areas where context must be understood. The concept and purpose of the app must be clearly understood without too much explanation.

Please review our FAQ page (<https://cjam.in/help>) for more information to commonly asked questions about the Creative Jam process and Adobe XD.

The project outcome is not spec work, it is purely a demonstration of your talent and process. Project ideas will not be used by Adobe or Netflix.

Questions? Email jams@adobe.com.



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PROJECT EVALUATION QUESTIONS

- Does the solution address a target audience and their needs?
- Does the prototype solve the problem in an innovative way?
- Is the user experience and interface intuitive?
- Is visual design used in a thoughtful and meaningful way?
- See rubric for more details <https://cjam.in/rubric>

MANDATORY SUBMISSION REQUIREMENTS

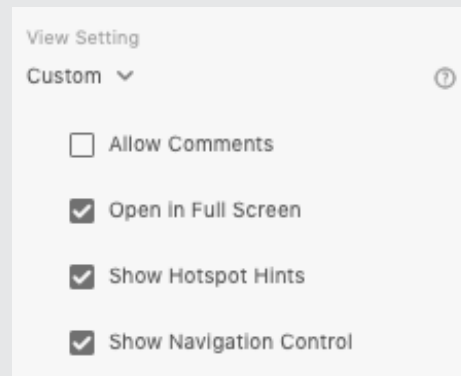
- Projects must be web/desktop apps, answer the challenge, and respond to all aspects of the evaluation
- Projects must be created and used interactively with **15 or more prototype screens** connected together through links in Adobe XD
- Projects must have been created during the event time period and not be derived from previously created work
- Projects must contain only original content, artwork, Adobe Stock images, royalty-free or images/illustration/text with source citation (add to the submission form for this information)

SUBMISSION PROCESS

- Submissions are due on **Wednesday, June 24 at 10:00am PT / 1:00pm ET / 6:00pm BST** to cjam.in/netflixsubmit
- In addition to your prototype URL and contact information, provide a 150-word abstract that answers the project evaluation questions
- All email addresses included must be campus-provided (.edu or equivalent)
- Finalists will be revealed on **Thursday, June 25** and contacted to present to the judges on the Finale
- A presenting team member **MUST** attend a scheduled tech check on **Friday, June 26** to win a grand prize
- No additional files or presentations will be accepted outside of the time-stamped prototype link

EXPORTING PROTOTYPE LINKS

Use these settings to share your prototype: Under View Setting select 'Custom.' Check: *Open in Full Screen*, *Show Hotspot Hints*, and *Show Navigation Control*. Deselect/Uncheck *Allow Comments* and *Include Design Specs*. Please **DO NOT** require a password.



PRIZES

Prizes include gift cards (converted to local currency, see the Official Rules for conversions) for each member of the winning team in the amounts below:

- First Place: \$500 USD / team member
- Second Place: \$400 USD / team member
- Third Place: \$300 USD / team member
- Fourth Place: \$200 USD / team member
- Fifth Place: \$100 USD / team member

Non-placing Finalists win a \$50 USD gift card. Qualifying submissions will receive a one-year student subscription to Adobe Creative Cloud (valued up to \$240 USD). Winners will be contacted via their campus-granted email address within 14 days to coordinate and deliver prizes. All prizes must be claimed within 90 days of delivery.

