Date	
Team ID	
Project Name	Streamsavvy
Maximum Marks	

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	With the increasing popularity of OTT platforms, users expect seamless and immersive viewing experiences across various devices. However, delivering a high-quality, intuitive, and responsive frontend that enhances user engagement remains a challenge. Many current OTT platforms face issues such as slow loading times, unresponsive user interfaces, inconsistent experience across devices, and limited personalization features. Furthermore, users often struggle with content discovery due to inefficient recommendation systems and cluttered UIs, which leads to high churn rates and low customer retention..
2.	Idea / Solution description	**Intuitive and Interactive Design:** Use a visually engaging, intuitive UI that adapts to the brand's aesthetics while maintaining consistency across devices (web, mobile, and smart TVs). **Smooth Navigation**: Design a simplified and easy-to-navigate content browsing system. Use lazy loading and optimized animations to minimize loading times, especially on content-heavy screens. **Accessibility Features**: Ensure the platform is accessible to all users, including those with disabilities, by following WCAG (Web Content Accessibility Guidelines). Provide features like subtitles, adjustable fonts, and color contrast adjustments.

3.	Novelty / Uniqueness	• **Device-Optimized UX Adaptation**: Rather than a single responsive design, the UI will adapt in a device-specific manner, presenting different layouts and functionalities tailored to TV, mobile, and desktop, leveraging each device's strengths for a richer experience.
4.	Social Impact / Customer Satisfaction	• Our project aims to enhance accessibility, inclusivity, and digital engagement for a broad audience. By incorporating features like AI-driven personalization, interactive watch parties, and adaptable accessibility settings, it empowers users of all backgrounds to access, enjoy, and connect over digital content. Additionally, the intuitive and responsive design significantly improves customer satisfaction by providing a seamless, personalized, and engaging viewing experience across all devices.
5.	Business Model (Revenue Model)	• Subscription-Based Plans: Offer tiered subscription plans (basic, premium, family) to provide ad-free, high-quality streaming with exclusive content access. • Ad-Supported Free Tier: Provide a free tier with limited access to content, monetized through targeted ads. Leveraging user data and AI, the platform serves personalized ads to enhance engagement and relevance.