Hackoverflow

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Problem Statement

To enhance user experience and features of Watcho to increase user engagement, content consumption and subscriptions.

Our Solution : Watcho Party

Host long distance movie nights and Watcho watch parties.
Synchronized video playback for Watcho stream.
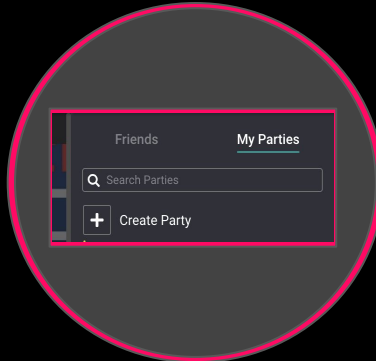Real time chat with group text and audio/video chat via a mobile app.

User Flow

Play a Watcho video on your TV and create a watch party for that video.

Invite friends to your party. They will be asked to accept an invitation and shown QR code to join the party.Accepting invite will sync their watcho streams.

Scanning the code on the mobile app will start a group audio and text chat on the mobile app for the watch party members.
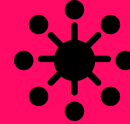
Key Benefits

User Engagement

Business Validation: Netflix party, a similar extension for Netflix has **10M+ users** proving the need for such solution and its effects on increasing user engagement.
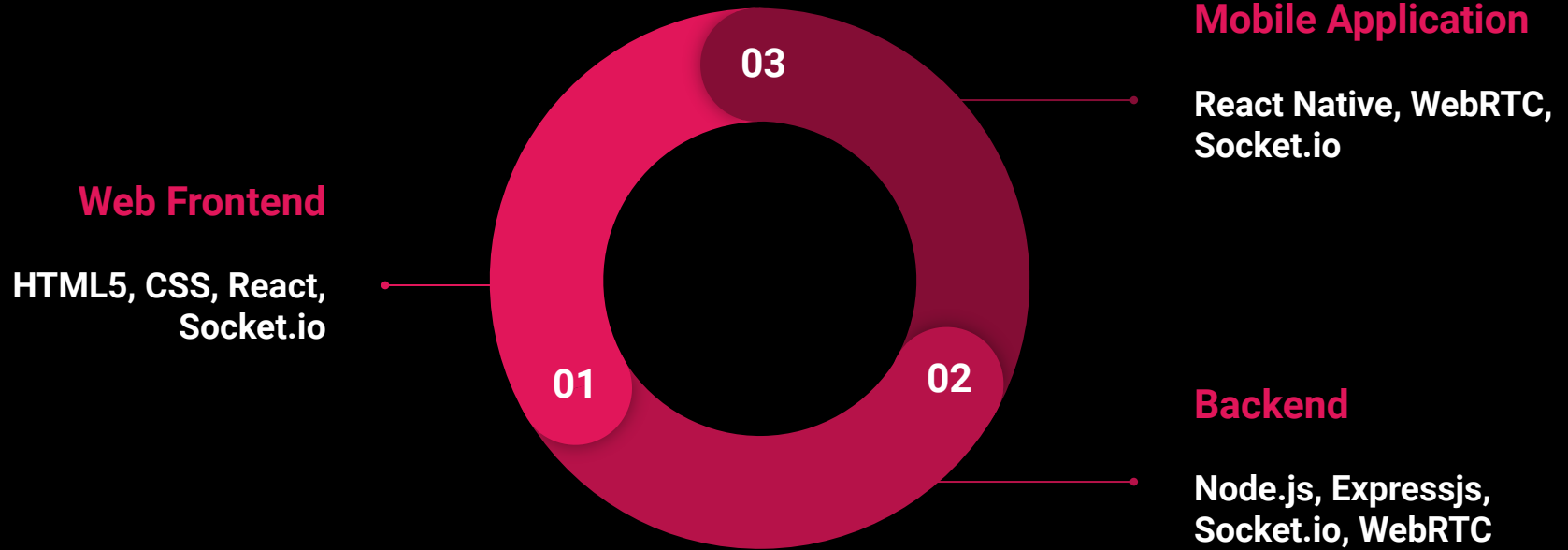
High Virality

High virality due to **strong network effects**. People using the feature will invite other friends and family to use the feature to organize watch parties with them.

Covid-19 Relevance

Business Validation: Rave a similar app has jumped **from 3662 global rank on playstore to 380** in the the month of March.

Tech Stack

Web Frontend

HTML5, CSS, React, Socket.io

Mobile Application

React Native, WebRTC, Socket.io

Backend

Node.js, Expressjs, Socket.io, WebRTC

01

02

03

DEMO

Competitor Analysis

Product Name	Available on TV	Integrated in streaming platform	Audio Chat	Mobile App
Netflix Party	✖	✖	✖	✖
Kast	✖	✖	✔	✔
Scener	✖	✖	✔	✖
Gaze	✖	✖	✔	✖
Our Solution	✔	✔	✔	✔

Monetization Opportunities

FREE
Freemium

Limit party members to
a limited number (say, 3)
of people.
Premium Members will
have no limit.

↑ **Subscriptions**

Premium

Watcho party as a
premium feature under
a premium package or
specific family packages
with this feature.

↑ **Monetization**

Pay Per View

Premium members can
invite non-premium
members with pay per
view charges.

↑ **Hot Sales Leads**

Opportunities Ahead

Expanding the concept to TV Channels, Android box

Special premiers like movie theater

Multiplayer Games