

## W4-Team Assignment: Project Proposal

Team Number :5

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### COMPANION – An app that complements your interests

#### 1. Vision

*Companion* is a one-stop solution to help users understand and develop their current state of interests. Every individual is unique, intrigued by a specific set of things, and dealing with specific challenges that require personalized guidance. Companion works as a virtual assistant that understands the users' likes and dislikes. Companion provides refined suggestions based on the questions answered by the user during sign up. The questions are based on domains such as movies, games, concerts, food etc. Companion gives recommendations based on the user's responses. The positioning statement given below describes the vision of the product –

For “**individuals**”

Who are “**facing challenges in finding the activities of their interest**”

Our “**Individual Recommender app is a one-stop solution/single platform solution for multiple domains**”

That provides “**individuals with a single platform to get recommendations related to their interests**”

Unlike “**Google or Qloo or Siri or even Alexa**”

We offer an “**amazing user experience, avoid irrelevant advertisements and provide customized recommendations to enable an intelligent assistant**”

#### 2. What are the unmet needs

Unavailability of a customized one-stop solution for all interests: One challenge that every individual faces is research – be it finding a place to eat or buying a car. The pain of searching for relevant information is tiring. Majority of the population uses different ways to find things of their interest. The outcome of which is either time wastage or inability to obtain it. Each customer has a unique set of interests and often they don't know the appropriate way to address them. This supports the need for a solution which provides customized recommendations as per your needs at any given point in time.

#### 3. Existing Solutions

There are few existing solutions to the problem, but they don't quite meet the expectations of what the user demands. One option is Qloo, an app that calls itself a “personalization engine”. If you enter categories that you like (movies, books etc.), the app will start to make recommendations in those categories. Although useful, it also shows you arbitrary content. The list of recommendations that Qloo shows can be dangerous at times where it shows you traveling to unsafe places as an option. Other alternative solutions in this space are Yelp, Fandango, Siri, Alexa, and Google. All these apps need voice recognition and work based on the

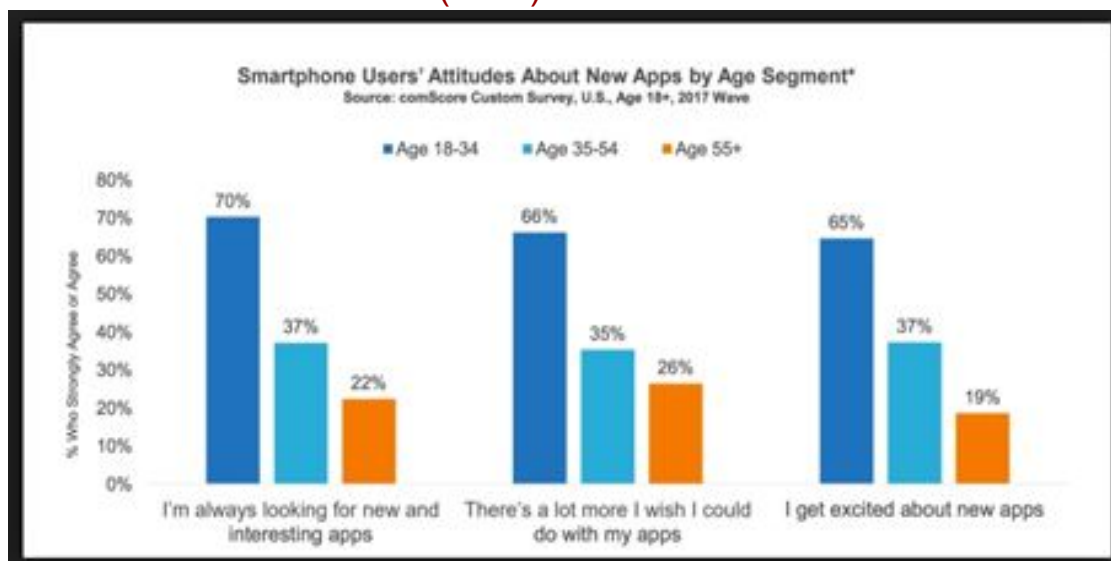
commands of the user. A problem with these apps is irrelevant results and limited scope. Each app does its separate operation and you have to download several apps to find what you are looking for.

With Companion, we aim to reduce the irrelevant content and show options that are useful to the customer. Our app takes answers from the users and evolves based on the answers.

#### 4. Target customer segments

Currently, our scope is limited to Movies, Games, Health & Fitness, Food & drinks, and lifestyle. The target customer segments include all individuals attentive to these domains viz a viz students, corporates, middle-aged people, old retirees. It is targeted at customers pursuing the above domains as a hobby, a profession and/or one-time interest. The app would serve as a personal guide to individuals involved in any of the domains and would behave as an instant source of information for frequent users.

#### 5. Total Addressable Market (TAM)



Let's see an example of the statistics for smartphones users using video streaming apps for movies or TV in the USA to find out our App's addressable market:

These figures tell us the currently active users and the numbers are growing each day. With multiple platforms to view movies on the internet, an average person gets confused and with that confusion, a large scale of unwatched content is left, with no viewers. People generally tend to watch whatever these video streaming giants advertise on their sites, the majority of which is produced by themselves. The customer, in the end, is left with nothing but confusion and products that are not of his choice, forcefully advertised to them.

USA 2018	Population
People with Smartphones	237.6 mil
Active users on <b>Netflix</b>	56.7 mil
Active users on <b>Amazon prime</b> video	26 mil
Active user on <b>HULU</b>	20 mil