



JOAQUIN PHOENIX

JOKER

OCTOBER 4

ENGAGE

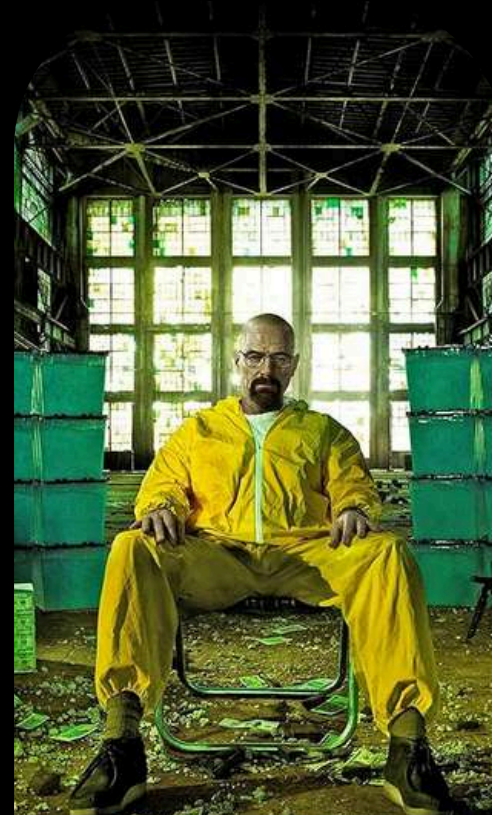
INFLUENCE



ASK THE TRU

BATMAN

MARCH 4



Breaking
Bad

CONNECT

BINGE. BUDDY

DET-501

USER EXPERIENCE & INTERFACE DESIGN

Topic: Entertainment

Submitted by:

Vikas Thakur

Udhay Kiraan K H

Karthikeyan.B

Aditya T Rathod

24810005 (MBA)

24569012) (M.tech Geotechnical)

24510013 (M.Arch)

24810005 (MBA)

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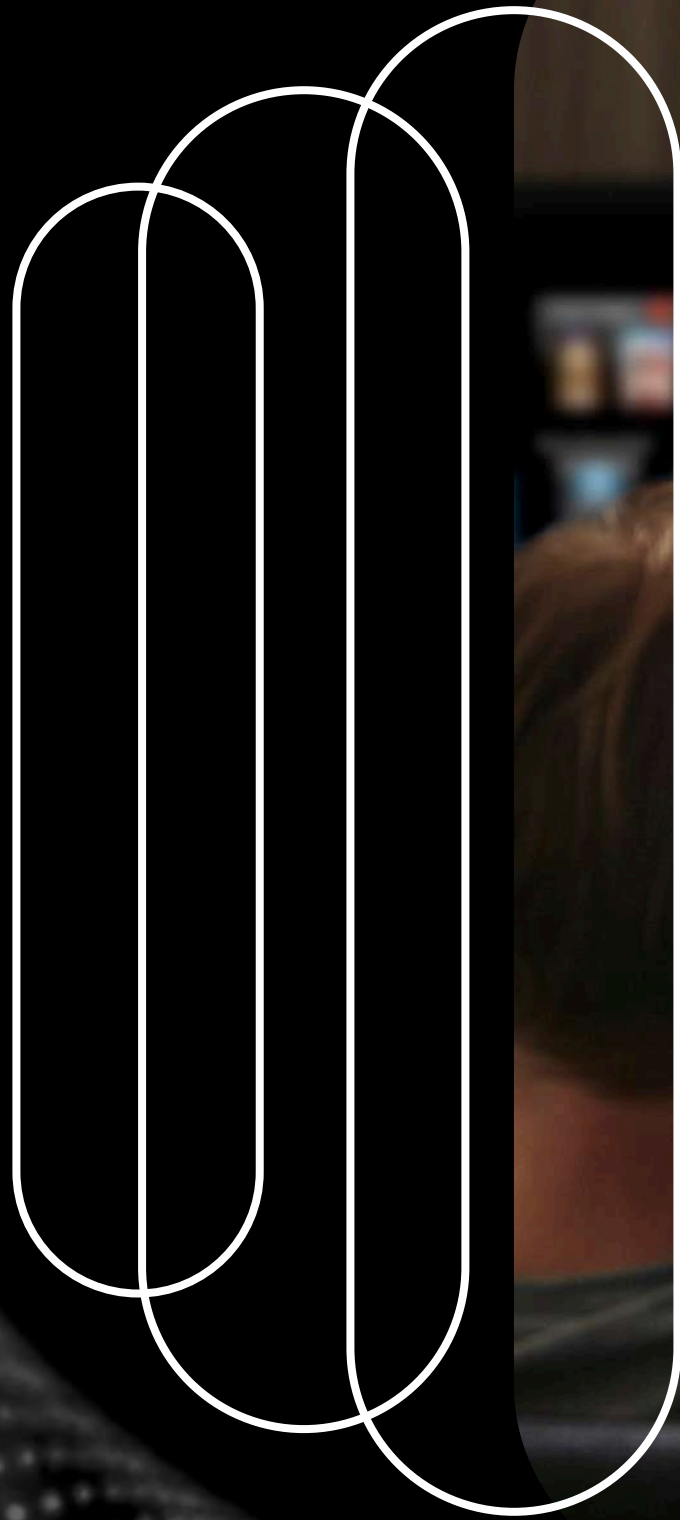
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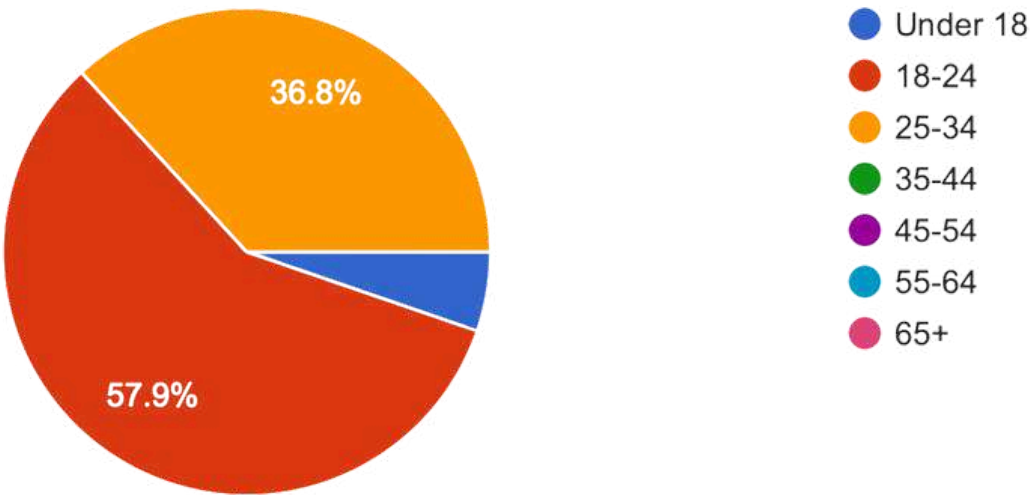


NEED STATEMENT

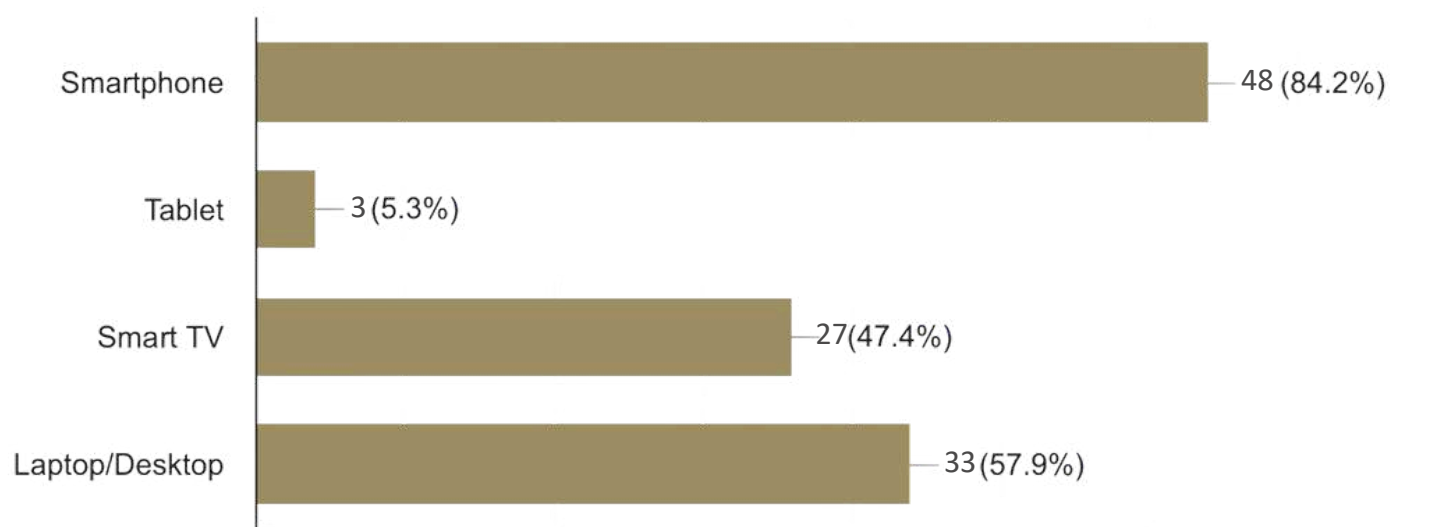
Digital entertainment consumers need a way to host and join seamless watch parties with built-in real-time interactions like voting, commenting, and influencer participation because existing platforms focus solely on content delivery, not on shared experiences and community engagement, leaving a gap in co-viewing and social participation across shows and platforms.

DATA COLLECTION

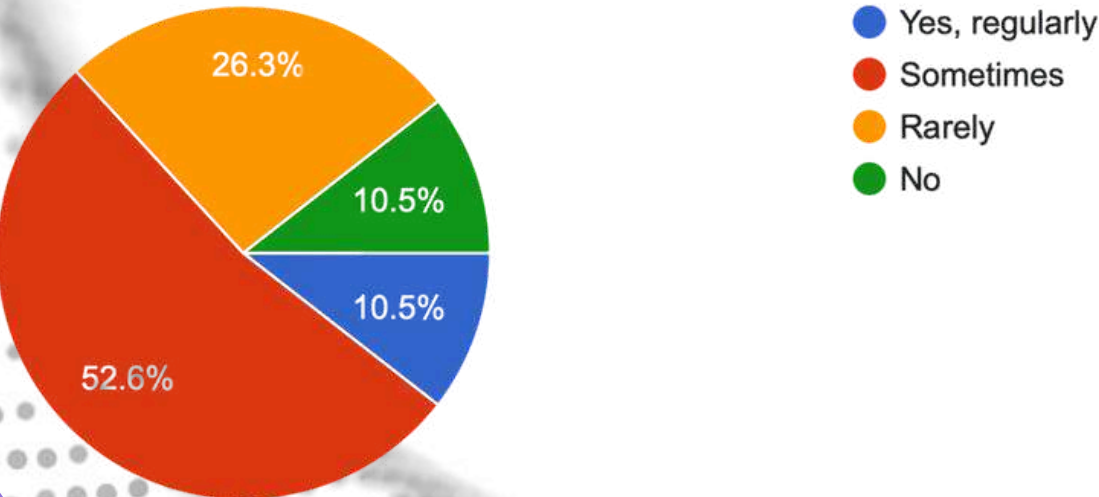
Age Group
57 responses



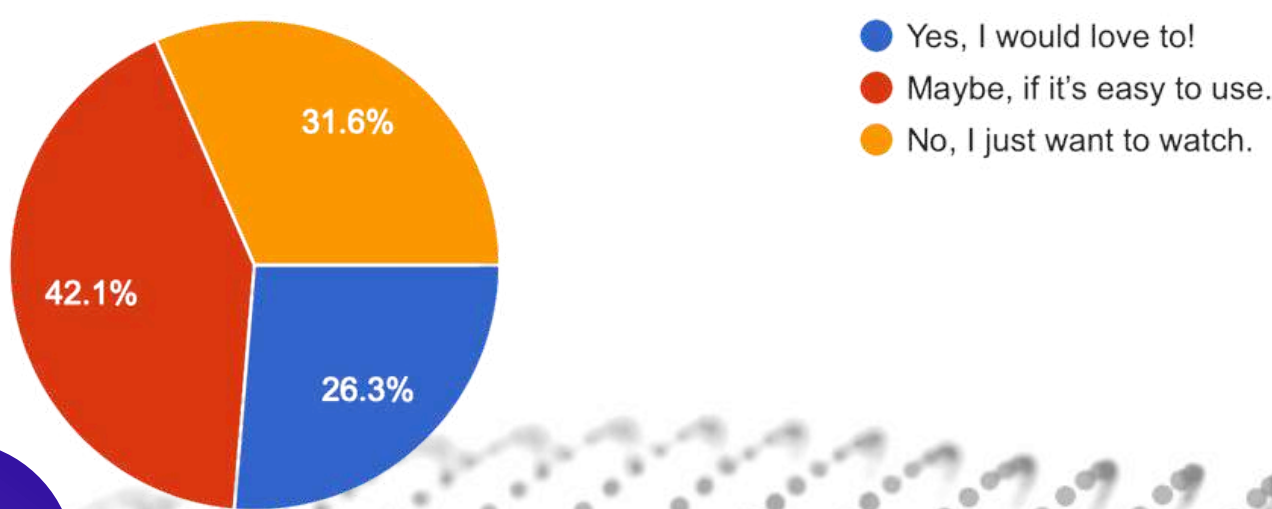
Which devices do you primarily use to stream? (Select all that apply)
57 responses



Do you watch Reality Shows?
57 responses

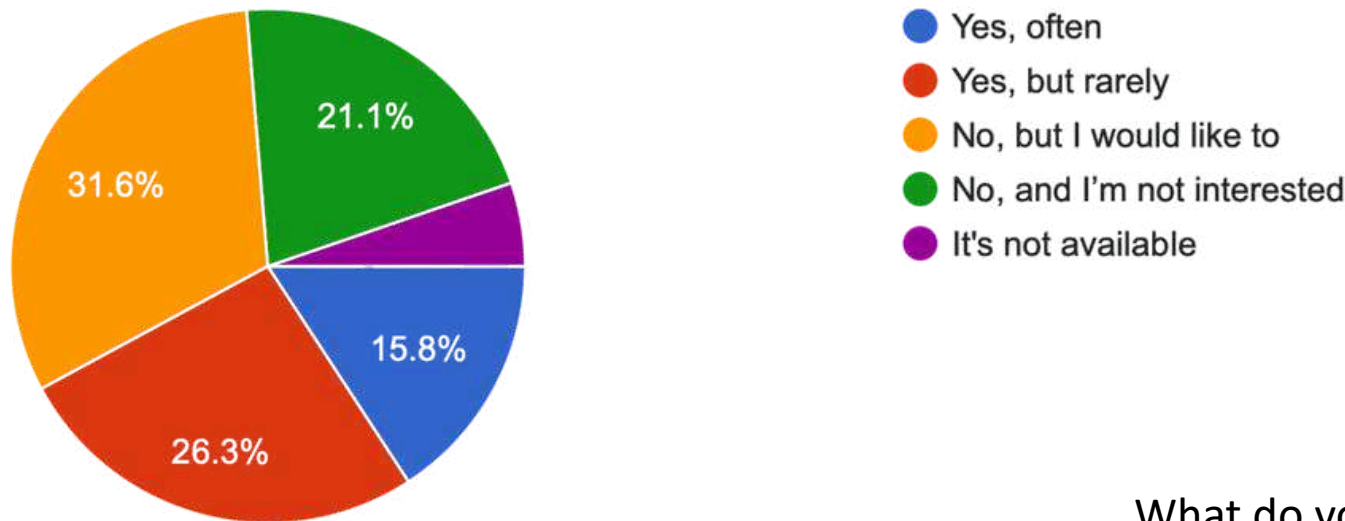


How interested are you in participating in live reality shows where the audience can influence outcomes?
57 responses



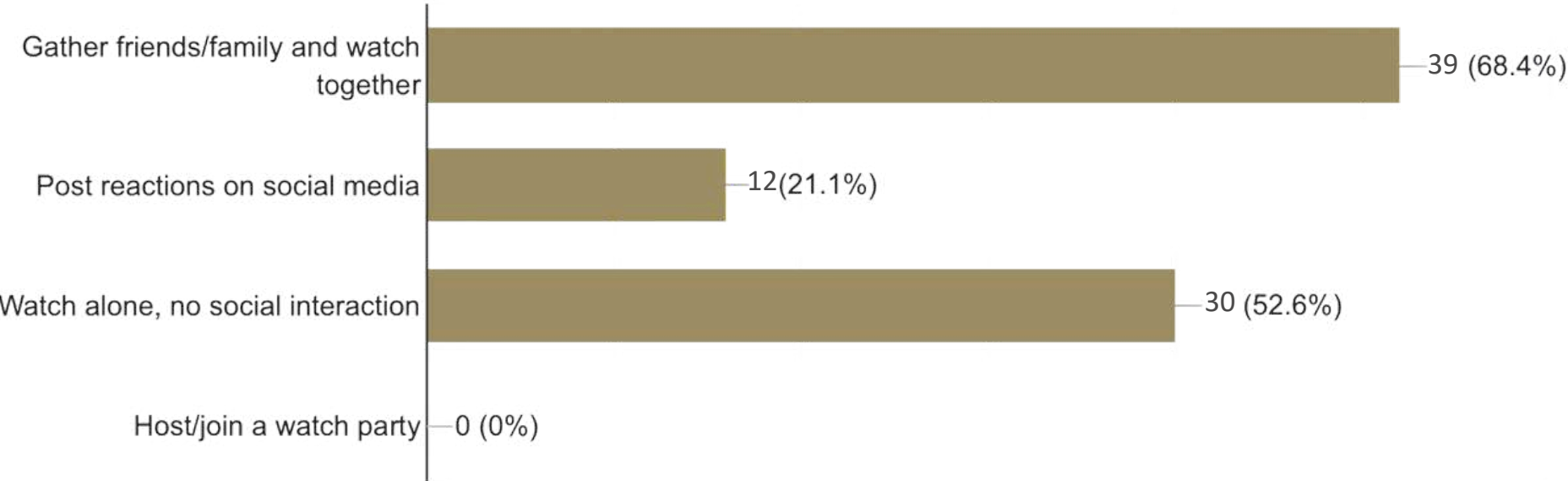
Do you currently use any watch party feature on OTT platforms?

57 responses



What do you usually do while watching OTT content? (Select all that apply)

57 responses



USER PERSONAS



Rahul Saxena

Rahul Mehta



Prem Kapoor

Daniel
Fernandes



Jai Singhania

Aisha Kapoor



Shanaya Chopra

Priya Sharma



RAHUL SAXENA

Age: 29 years old
Marital Status: Single
Location: Bengaluru, India

About:

Rahul is a software engineer working hybrid hours. Due to his unpredictable schedule, he often misses new episodes of his favorite reality contests. He wants to catch up “live” with his work teammates, both for camaraderie and as a stress-buster.

Pain Points / Frustrations

- Hard to find slots when everyone's free
- Feels left out if he watches solo
- Can't influence live votes once show's own poll closes
- Lacks a simple leaderboard for prediction games
- Notifications get buried in his dozens of work apps

User Goals / Needs

- Integrations with calendar to auto-schedule watch parties
- Persistent “upcoming watch” reminders
- Private team rooms with secure links
- Extended voting windows (pre, during, post-show)
- Gamified streaks & leaderboards for predictions

EMPATHY MAPPING

RAHUL SAXENA

Thinks

- “My work schedule keeps changing—I miss live episodes often.”
- “It’d be great to reconnect with teammates over a fun show.”
- “I wish I could still vote or predict even if I’m a bit late.”

Says

- “Can we watch this during lunch or after 9 pm?”
- “Let’s do a Friday-night binge to chill.”
- “Wait, I missed the poll—again.”



- Overlapping calendars and reminders.
- OTT apps that don’t support extended engagement.
- Missed polls with no second chance to vote.

Sees

- Left out if he can’t join on time.
- Stressed trying to schedule with friends.
- Relaxed when watching with peers.

Feels

A portrait of Prem Kapoor, a man with dark hair, wearing yellow sunglasses and a dark jacket over a teal shirt. He is smiling and looking towards the camera. The background shows a stone wall and some greenery.

PREM KAPOOR

Age: 27 years old
Marital Status: Unmarried
Location: New York, USA

About:

Prem is a digital influencer and podcaster who hosts weekly watch parties for his followers. He wants to monetize his sessions, boost engagement through exclusive polls, and integrate shout-outs from sponsors.

Pain Points / Frustrations

- Platform limits number of simultaneous viewers
- No built-in monetization (tips, pay-per-view, sponsorship polls)
- Chat gets spammed without moderation tools
- Can't brand the watch-party room with his imagery
- Lacks analytics on audience engagement

User Goals / Needs

- Tiered access: free followers vs. premium subscribers
- In-app tipping, sponsored-poll integration
- Moderator roles and word-filters for chat
- Customizable room themes (logos, intros)
- Dashboard with real-time engagement metrics

EMPATHY MAPPING

PREM KAPOOR

Thinks

- “How do I keep followers engaged during watch parties?”
- “This could be a great revenue channel.”
- “I need better tools to moderate and measure engagement.”

Says

- “Join my exclusive watch party tonight!”
- “Vote now in the sponsor poll!”
- “Thanks to everyone who tipped!”



- Followers flooding chat during streams.
- No clear way to monetize sessions.
- Lack of analytics on engagement spikes.

Sees

- Energized while hosting.
- Frustrated by spam or tech limitations.
- Motivated to grow his brand.

Feels

JAI SINGHANIA

Age: 21 years old
Marital Status: Unmarried
Location: Mumbai, India

About:

Jai is an undergraduate student studying media communications. He's an avid binge-watcher of reality shows and dramas with his out-of-state friends. He's always on the lookout for a fun, low-effort way to hang out virtually while juggling assignments and part-time work.

Pain Points / Frustrations

- Coordinating watch times across different time zones
- Juggling multiple chat apps while streaming
- Feeling disconnected when viewers can't react in sync
- No easy way to poll or vote on episode cliffhangers
- Misses out on collective "live" reactions

User Goals / Needs

- One-tap "create/join" watch-party scheduling
- In-app live chat with GIFs, emojis, and threaded replies
- Real-time polling/voting on show outcomes
- Synchronized playback (pause/resume together)
- Notifications when friends go live



EMPATHY MAPPING

JAI SINGHANIA

Thinks

- “I don’t have time to plan hangouts, but I miss watching shows with friends.”
- “Why can’t I chat in the same app while watching?”
- “I wish I could react to cliffhangers together, not after they’ve seen it.”

Says

- “Let’s sync up for this episode tonight!”
- “Text me when you’re free, we’ll start together.”
- “Wait, don’t spoil it—I’m behind!”



- Multiple chat apps open while watching.
- Friends posting reactions on Instagram after the episode drops.
- OTT platforms that lack integrated watch party features.

Sees

Feels

- Frustrated coordinating across time zones.
- Disconnected when watching alone.
- Excited when everyone is reacting together in real-time.



SHANAYA CHOPRA

Age: 38 years old
Marital Status: Married
Location: Delhi, India

About:

Shanaya is a working mom who wants weekend “movie nights” with her spouse and teen kids—even when her siblings and cousins can’t join in person. She cares about family bonding, easy setup, and age-appropriate controls.

Pain Points / Frustrations

- Tech-setup is too fiddly for non-tech-savvy parents
- Kids lose interest if they can’t interact
- Hard to moderate chat when extended family joins
- No way to pause for dinner and resume sync
- Limited profile controls for different age groups

User Goals / Needs

- Simple “host + guest” flow with one-click invite links
- Kid/adult chat modes and content filters
- Family-friendly reaction stickers & polls
- “Pause for break” feature that holds sync state
- Ability to record highlight reactions for replay

EMPATHY MAPPING

SHANAYA CHOPRA

Thinks

- “I want a fun, safe weekend bonding time with family.”
- “I shouldn’t need tech support to start a movie.”
- “The kids get bored if they can’t do anything interactive.”

Says

- “Let’s have movie night after dinner.”
- “Can someone help me start this thing?”
- “Pause it—I need to check on dinner.”



- Confusing interfaces with too many options.
- Kids zoning out during shows.
- No safe chat or filtering options.

Sees

- Overwhelmed by setup.
- Delighted when the family is engaged.
- Frustrated with tech that doesn’t pause together.

Feels

AFFINITY MAPPING

Synchronization & Scheduling

NEEDS:

Auto-schedule watch parties based on availability (Rahul)
One-click join/start session (Jai, Shanaya)
“Pause & resume for all” feature (Shanaya)

FRUSTRATIONS:

Difficult to coordinate time zones (Jai)
Hard to find common slots (Rahul)
Sessions get interrupted by life events (Shanaya)

INSIGHT: Synchronized playback with flexible scheduling is a baseline feature. Add "pause for everyone" and calendar integration.

Social & Emotional Engagement

NEEDS:

In-app chat with emojis, GIFs, and reactions (Jai)
Family-friendly interactions and filters (Shanaya)
Branded, themed watch rooms (Prem)

FRUSTRATIONS:

Lack of real-time reactions (Jai)
Kids lose interest without interaction (Shanaya)
Chat spam and no moderation (Prem)

INSIGHT: Rich emotional interaction tools and chat moderation are crucial. Consider custom reactions, chat modes, and visual themes.

Gamification & Polling

NEEDS:

Real-time polls during shows (Jai)
Extended voting windows and predictions (Rahul)
Sponsored polls with analytics (Prem)

FRUSTRATIONS:

Can't participate once official show polls close (Rahul)
Limited or no leaderboards for predictions (Rahul)
No monetization of polls (Prem)

INSIGHT: Add polls, prediction games, and streak-based gamification. Offer public vs. private voting formats and allow creator branding.

Simplicity & Accessibility

NEEDS:

Easy UI for less tech-savvy users (Shanaya)
One-tap setup (Jai)
Reminder/notification system that's not cluttered (Rahul)

FRUSTRATIONS:

Setup complexity ruins family use (Shanaya)
Overlap with too many notifications (Rahul)
Juggling multiple apps while streaming (Jai)

INSIGHT: UX must be frictionless. Build for cross-device sync, minimal steps, and tailored notification settings.

STAKEHOLDERS

Primary Stakeholders (Direct Users)



CASUAL VIEWERS

(like Jai)

students, friends watching together



WORKING PROFESSIONALS

(like Rahul)

stress-relief, team bonding



FAMILIES

(like Shanaya)

co-watching with kids/relatives

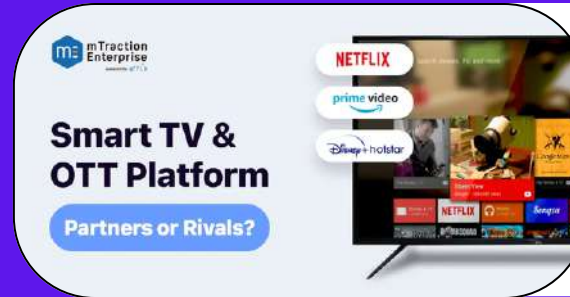


CONTENT CREATORS/INFLUENCER

(like Prem)

hosting interactive sessions

Secondary Stakeholders (Indirect Users or Supporters)



Smart TV & OTT Platform

Partners or Rivals?

OTT PLATFORM PARTNERS

providing content APIs or integration



ADVERTISERS/SPONSORS

placing ads, promoting shows, engaging via polls



DEVELOPERS & UX DESIGNERS

building and maintaining the app



CONTENT MODERATORS

ensuring safe interaction in live chats

Tertiary Stakeholders (External Entities with Broader Influence)



INVESTORS/VCS

funding the app, guiding growth strategy



REGULATORY BODIES

ensuring data privacy, copyright compliance



MEDIA & PRESS

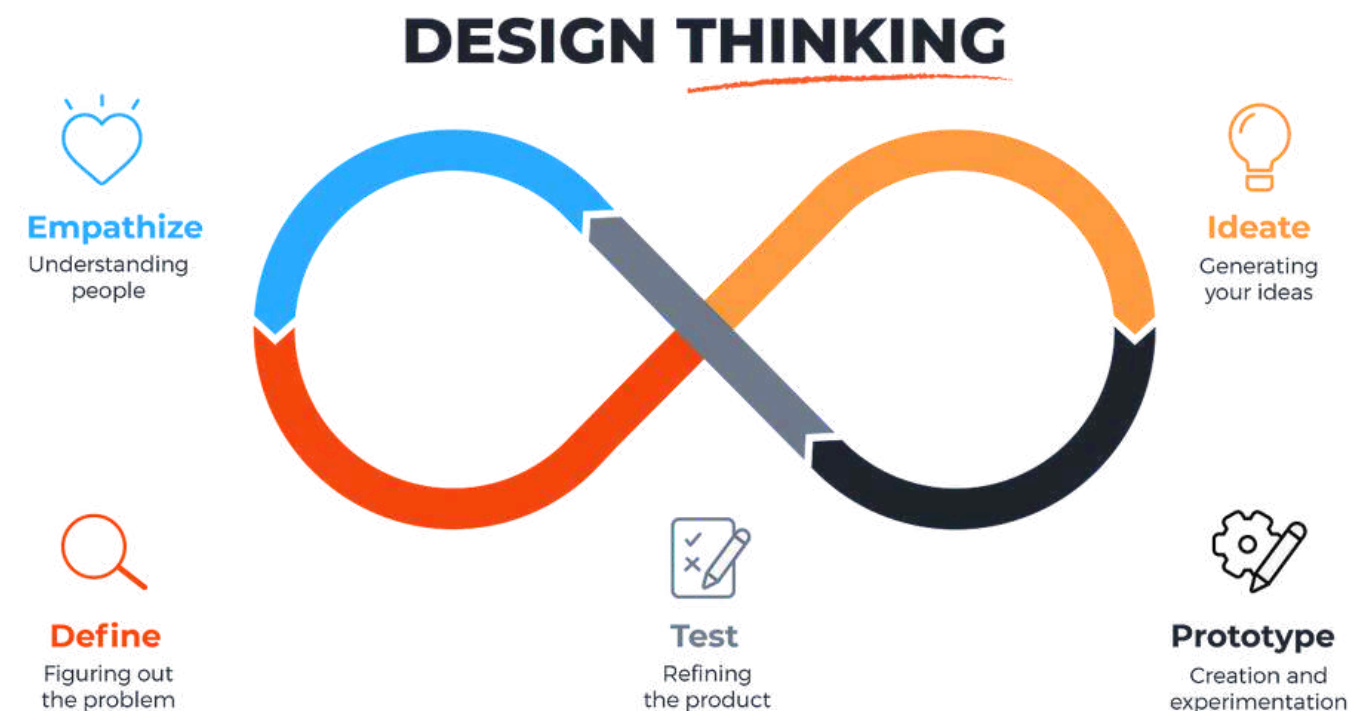
shaping public perception through reviews and coverage



ANALYTICS PROVIDERS

offering insights for engagement and monetization

DESIGN METHODOLOGY



Empathize – Understand Users & Context

Conducted user interviews with OTT viewers (18–35 age group)
Identified needs for social viewing, real-time interaction, and creator-led engagement
Analyzed gaps in tools like Teleparty, Scener, and OTT comment sections

Define – Problem Statement

"Viewers lack an integrated platform to watch content together and interact live, making the OTT experience isolated and passive."

Ideate – Generate Solutions

Brainstormed features: watch rooms, polls, emoji reactions, influencer-led parties.
Sketched user stories: host a party, vote live, chat during episodes

Prototype – Build Concepts

Created wireframes for party creation, interaction overlays, and influencer dashboards
Mapped flow: Onboard → Browse → Join/Host Party → Watch & Engage

Test – Validate the Experience

Ran usability tests on prototype
Collected feedback on distraction-free interaction and voting clarity
Iterated based on user confusion and drop-offs

BRAINSTORMING

Sync play

**Group
Stream**

**Who's
Online**

Invite link

**Reactions
on screen**

**Pause and
discuss**

**Voting
buttons**

**Trivia
during
breaks**

**Reward
Leaderboard**

**Poll as you
watch**

**Emoji
Storms**

**Time-limited
questions**

**Scheduled
Movie
Nights**

**Trivia
Battles**

**Voice
rooms**

**Profile
Badges**

**Watch
History
sharing**

**Streak
Rewards**

**Host a
watchalong**

**Livestream
commentary**

**Creator
reaction
screen**

**Comment
Spotlight**

**One app
any show**

**Creator
monetization**

COMPETITOR ANALYSIS

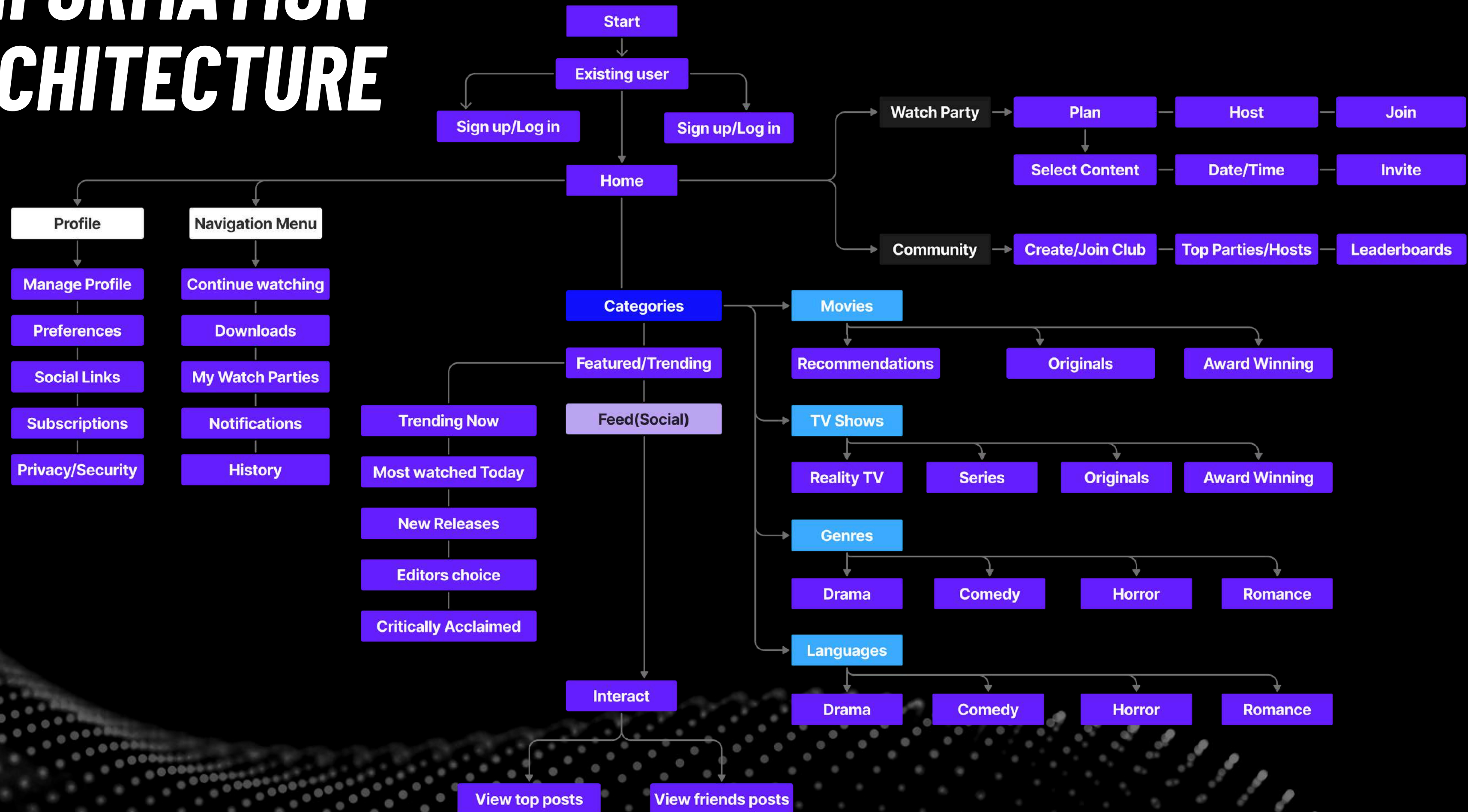


JioCinema

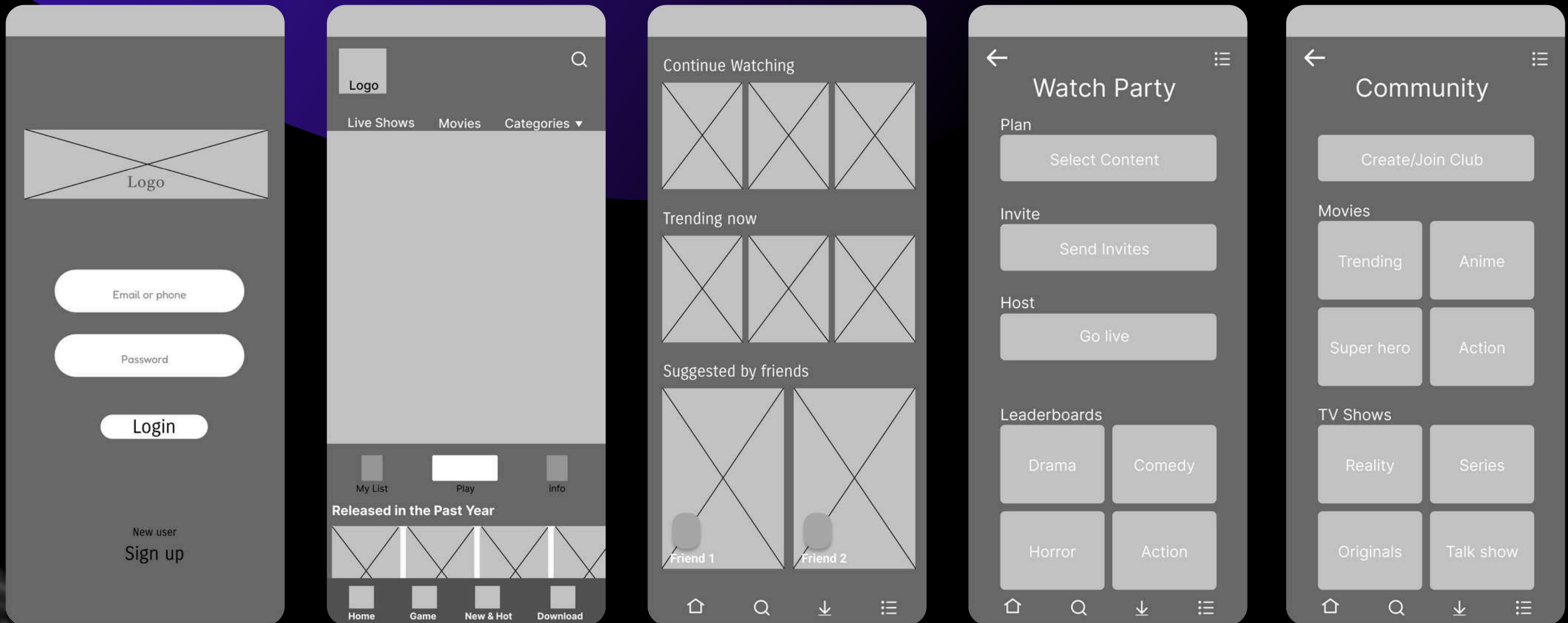


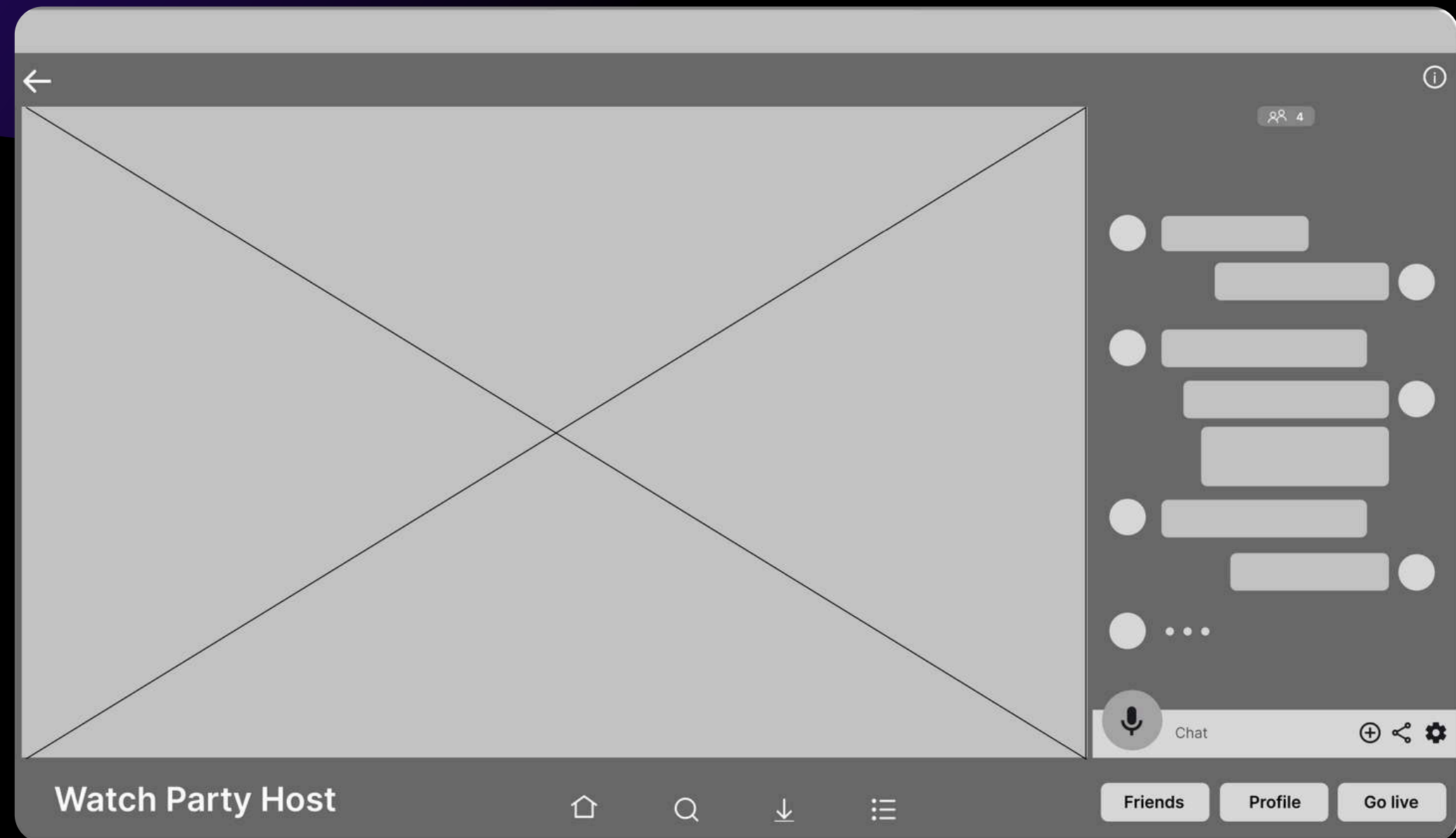
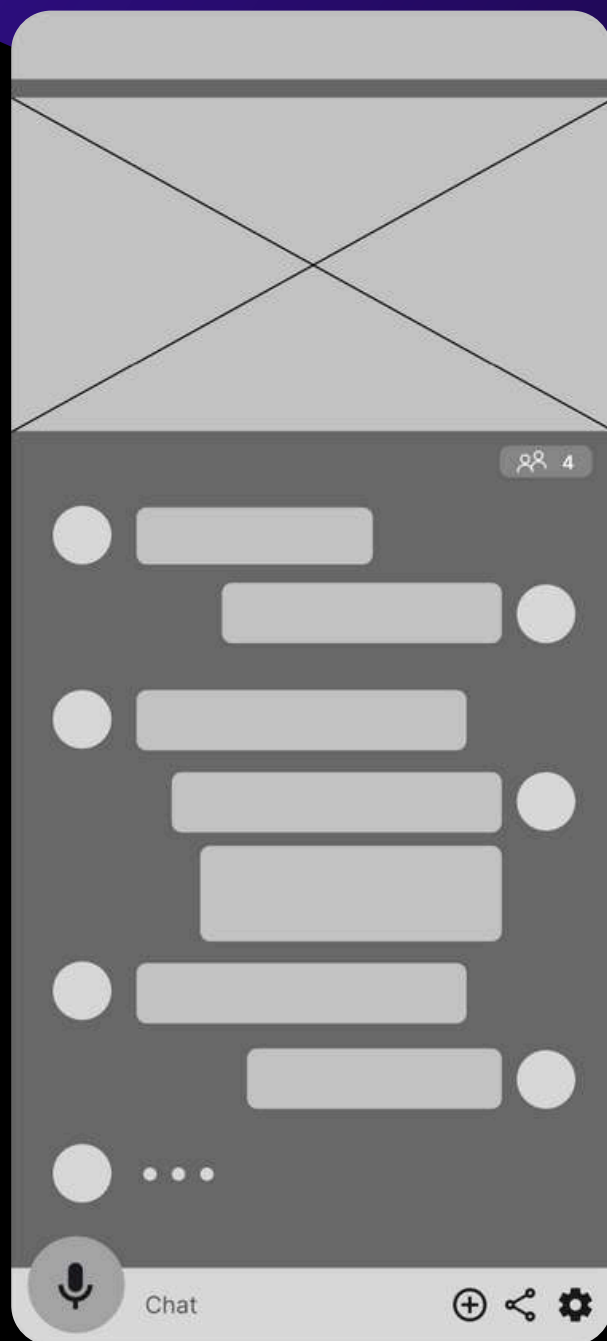
Content Type	Movies, Series, Documentaries	Movies, Series, Sports	Movies, Series, Animated Shows	Movies, Series, Sports	Movies, Series, Regional Content
Live Streaming	✗ No	✗ No	✓ Yes (Sports, Events)	✓ Yes (Sports, Events)	✓ Yes (Live TV Channels)
Reality Show Interaction	✗ No	✗ No	✗ No	✗ No	✗ No
Watch Party Feature	✗ No	✗ No	✗ No	✗ No	✗ No
Social Features (Chat, Polls, Forums)	✗ No	✗ No	✗ No	✗ No	✗ No
Gamification & Rewards	✗ No	✗ No	✗ No	✗ No	✓ Yes (Loyalty Points)
Subscription Model	Paid (Ad-Free)	Paid (Ad & Ad-Free)	Paid (Ad & Ad-Free)	Free (Ad-Supported) + Paid	Free (Ad-Supported) + Paid
Regional Content Support	✓ Yes (Limited)	✓ Yes	✓ Yes	✓ Strong (Indian Regional Content)	✓ Strong (Indian Regional Content)
Community & Creator Engagement	✗ No	✗ No	✗ No	✗ No	✗ No
Platform Availability	Web, Mobile, TV	Web, Mobile, TV	Web, Mobile, TV	Web, Mobile, TV	Web, Mobile, TV

INFORMATION ARCHITECTURE

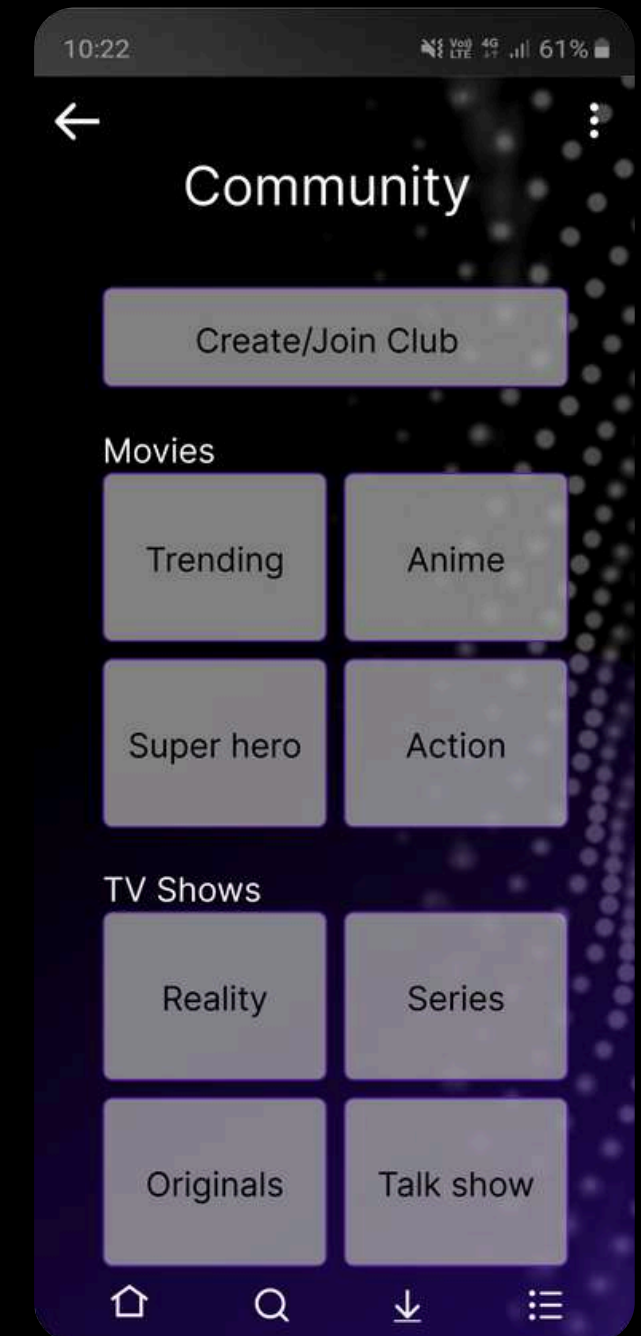
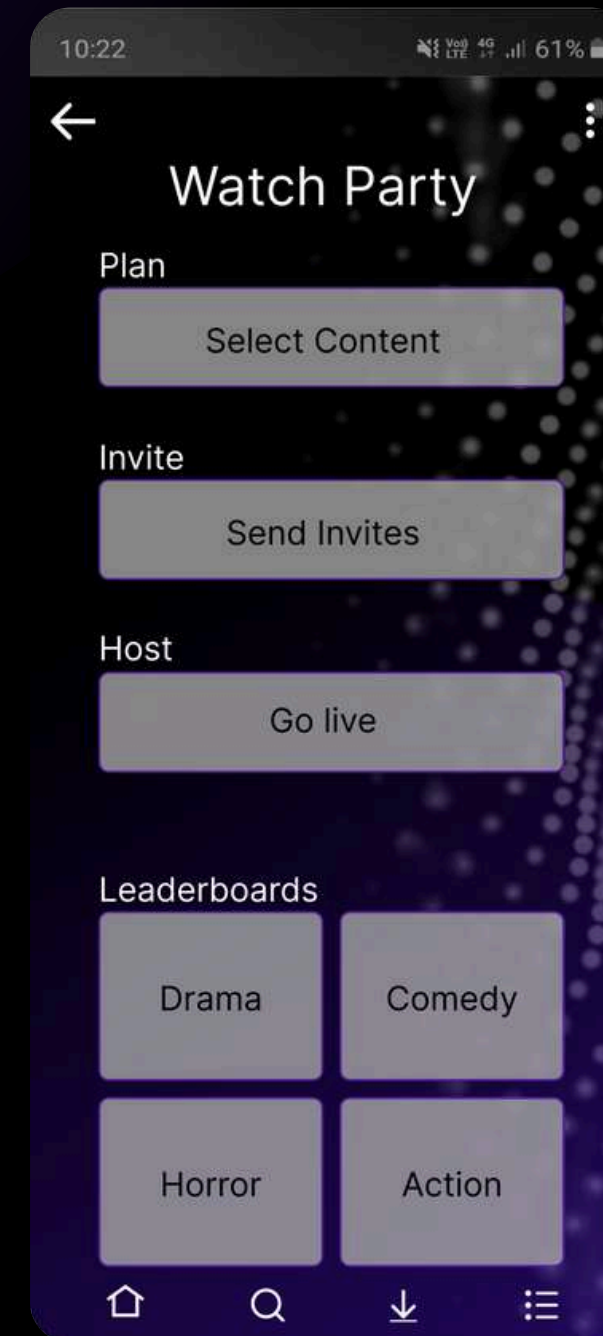
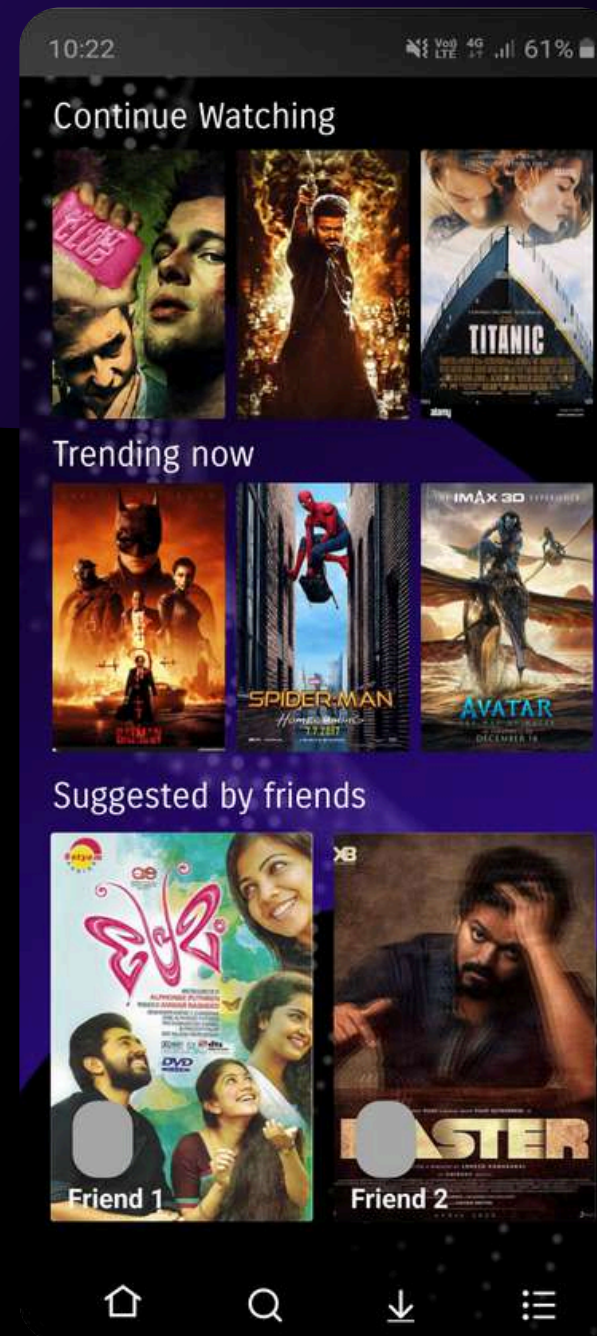
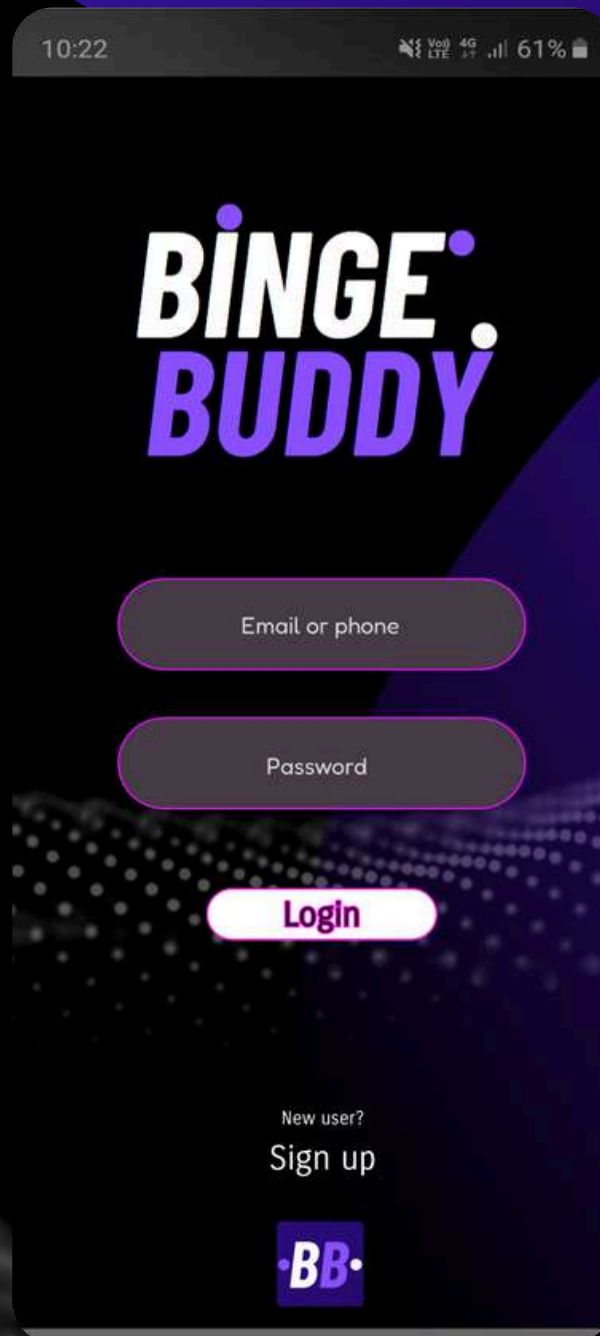


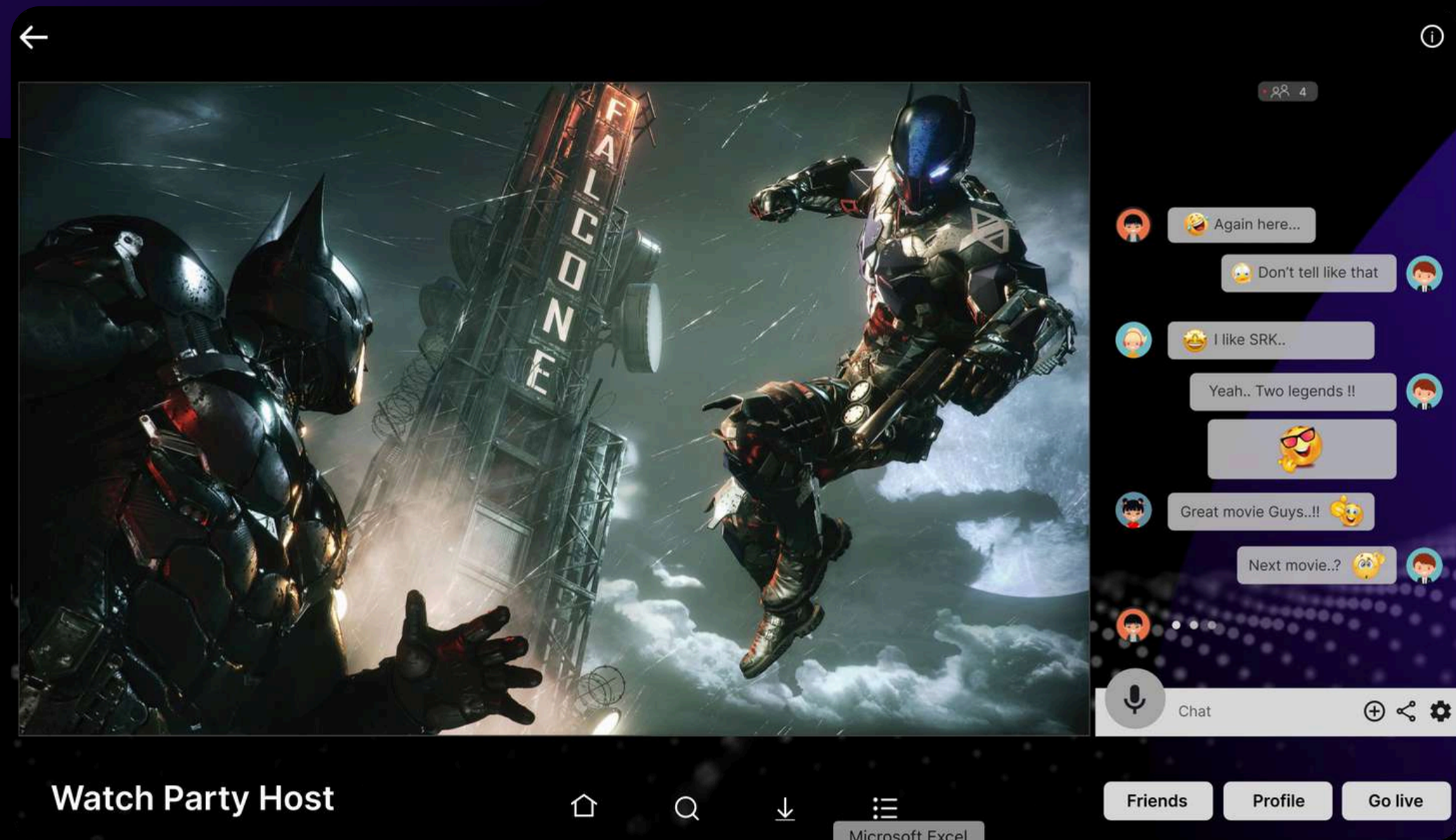
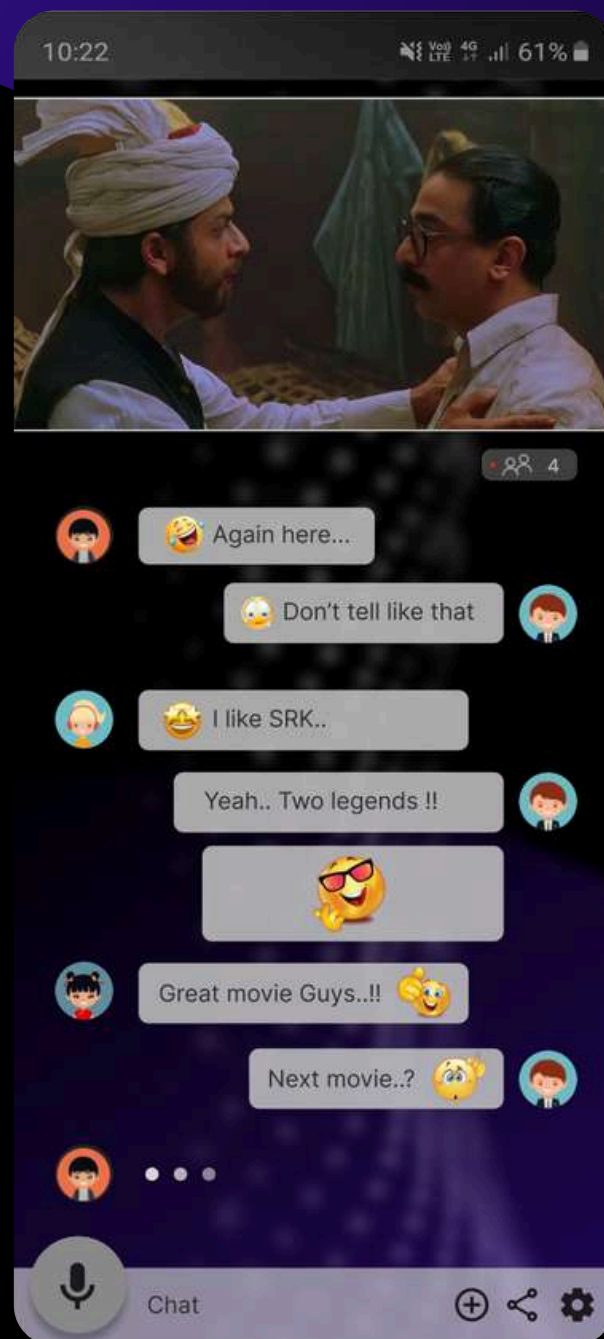
LOW FIDELITY WIREFRAMES





HIGH FIDELITY WIREFRAMES





The background features a dark, almost black, field with a subtle, glowing grid of small white dots. A prominent, solid purple wave-like shape curves across the upper right portion of the image. Centered horizontally and partially overlaid by the purple shape is the text "THANK YOU" in a bold, white, italicized sans-serif font.

THANK YOU