

Software Requirements Specification (SRS)

Project: Apple Core Haptics OTT Simulation

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1. Introduction

1.1 Purpose

This document defines the software requirements for integrating Apple's Core Haptics technology into Apple TV+ content targeted toward Indian Gen Z users. The goal is to increase engagement through tactile feedback during intense scenes in horror, thriller, and action media.

1.2 Intended Audience

This document is intended for:

- Product Managers
- UI/UX Designers
- iOS Developers (hypothetical)
- QA Testers (simulated role)
- Stakeholders in Apple OTT team simulation

1.3 Scope

The simulation proposes haptic feedback during select high-intensity movie scenes (e.g., jump scares, explosions, dramatic car crashes) using Apple's Core Haptics API. Target devices are iPhones (X and above) in India. The outcome is to boost OTT trial usage and increase average watch time.

2. Overall Description

2.1 Product Perspective

This is a feature simulation that assumes integration into Apple TV+. No actual development is done. The project follows Agile methodology in a solo-managed format.

2.2 Assumptions and Dependencies

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- User has an iPhone X or later.
- iPad and Mac devices are currently excluded.
- Haptic content may be applied manually to select media titles.
- Requires iOS devices to support Core Haptics API.

3. Functional Requirements

- FR1. Users can toggle haptics ON/OFF in Apple TV+ settings.
- FR2. Haptics are triggered during specific intense scenes in select movies.
- FR3. Users can select preferred haptic intensity: Low, Medium, High.
- FR4. Feedback is context-aware, e.g., sharp pulse for a jump scare.
- FR5. Compatibility limited to iPhone X and later models.

4. Non-Functional Requirements

- NFR1. Haptic feedback latency must be under 1 second.
- NFR2. Core Haptics must operate without interfering with video playback.
- NFR3. Should not vary by movie genre; standard impact strength per trigger.
- NFR4. Haptics should use minimal battery power.
- NFR5. No lag or bugs across different iPhone models (X and above, SE 2022).

5. System Features Summary

- Core Haptics trigger engine (simulation only).
- Toggle for feature enable/disable.
- Optional user personalization for feedback strength.
- Seamless playback integration assumed.

6. Future Scope (Optional)

- Expansion to iPads and Macs.

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- Real-time automatic haptic mapping using AI or metadata.
- Personalized vibration profiles based on viewing history.