



StreamHub

A SOLUTION TO OTT PLATFORM

“ —

Design is not just what it looks like or feels like.
Design is how it works.

- Steve Jobs

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RUCHI KUMARI,
ANIKET PANCHAL,
ANJANEYA SHARMA,
KUMAR TEJAS,
ISHAN SAINI,
NISHI NINAWAT,



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Problem Defintion

With people preferring more OTT platforms for entertainment than traditional ways, it's getting harder to have all the customizable and necessary features in one OTT platform.

As there are so much contents available which might be not appropriate for users and other issues like quality selection, customized playlist and many more features that are often ignored in many OTT platforms.

So as to deal with such and similar issues and to improve user experience and enrich it, we are building an OTT platform that is more customizable and provides better experiences for users.

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Background

Nowadays, people are shifting from the conventional ‘Television’ to the new OTT platforms wherein one can watch live channels and watch movies, TV

series, Sports, etc., in their comfort. But there are some issues associated with that. Also, many people buy multiple subscriptions and spend money, not having proper control over the quality of videos, and spending too much time on these platforms.

For instance, we all have once in a while regretted watching too many shows online and ended up wasting time or wanting to have a customized playlist where we can save one variety of videos in one place.

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Stakeholders and their roles

There are many possibilities if we see the stakeholders as part of the application. Since we have created an application related to the entertainment industry and binge-watching, anyone who loves to watch anything they'd like to can fit into the stakeholders' part. We can take some examples of this. We can start with toddlers. Parents can play the kid's section for their kids, and the application will automatically begin to play relevant content for the kids. Teenagers and college students can watch movies or shows which they would like to according to their wish. Similarly, older adults can search for anything they wish for and start watching what they want to.

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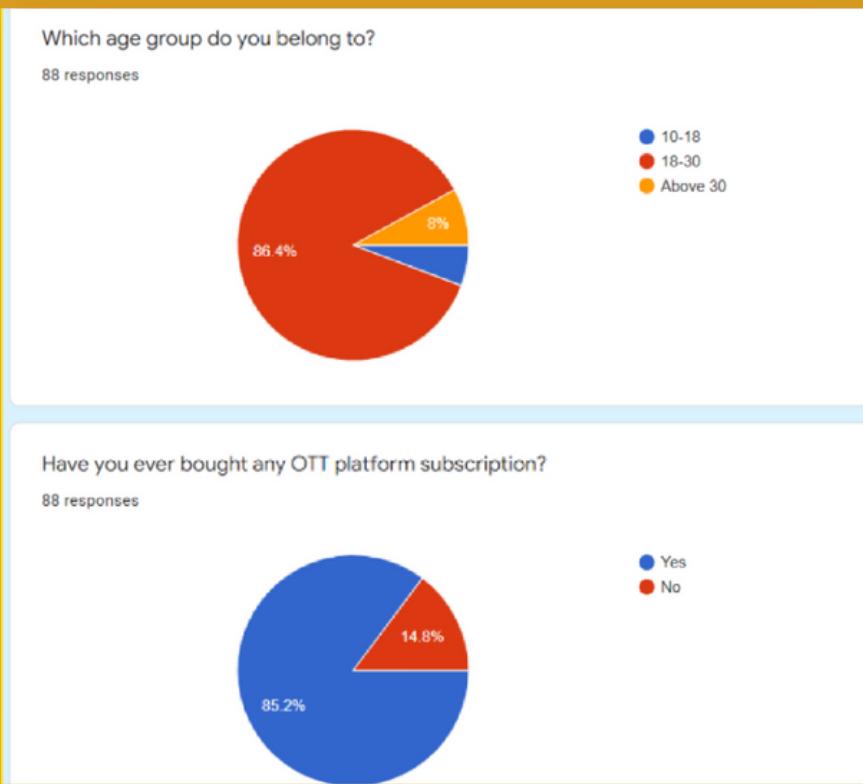
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How our idea is novel?

Well, there are a lot of limitations in the current competitors. These were the most interesting reasons which made us to think about an application that would be free of every problematic limitation. We can start with the most annoying things we could ever think of while binge-watching, ads and a rigid user interface that doesn't allow users to act and take actions of their will. Now, there's a solution for it, StreamHub. The users can watch content without ads now and can customize their suggestions, profile, application, personalized playlists, etc. Secondly, our application is free of cost. The users need not to pay for any subscriptions anymore. Moreover, there are a lot of features which such as reviews, playlists, parental control, screentime stats, HD quality, and many more which may lack in the current competitors.

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Incorporating user feedback



We took the consent of user while taking surveys and interviews

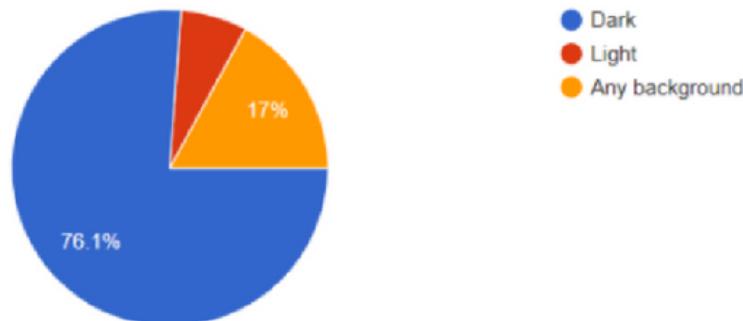
Around 85.2% people buys OTT subscription which proves that a lot of people are using OTT platforms





What type of background do you prefer?

88 responses

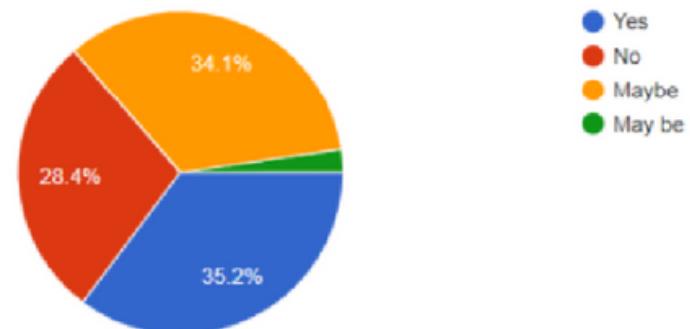


around 76.1% preferred dark background that's why we tried keeping the background dark only.

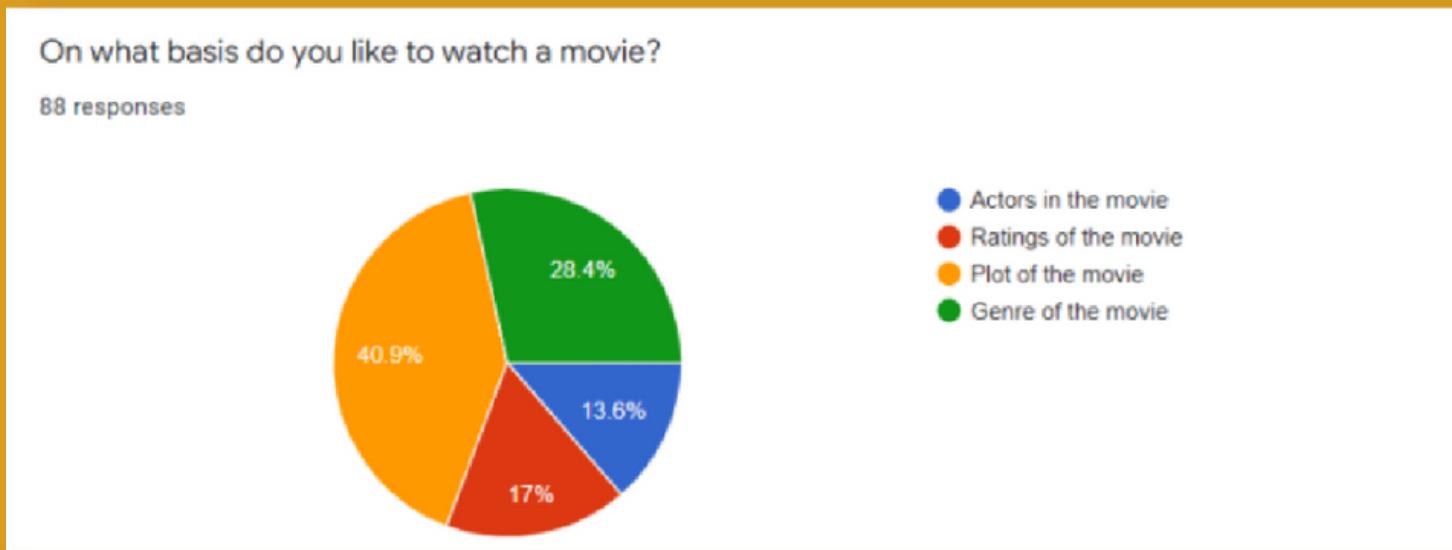
around 72.6% people preferred having screen time limit and we add the feature keeping in mind that users can alter it as per their needs

Would you like to have an option that limits your screen time on the platform?

88 responses



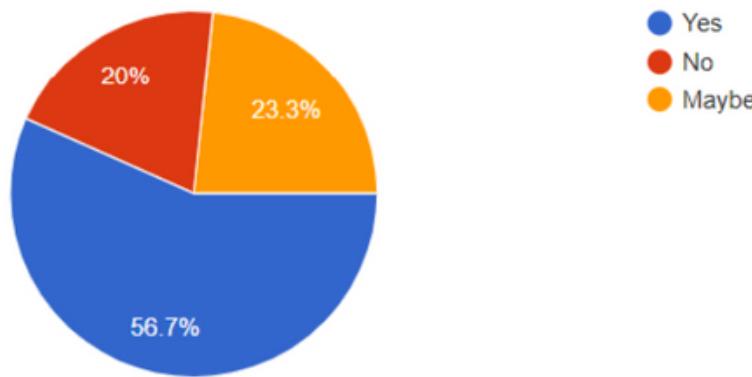
the given stats showed that there are variety of criteria according to which users selects the content to watch so incorporated multiple search features



around 58.7% people preferred not going with ratings so, we gave it the least priority in design.

Do you ignore the ratings of a movie due to so many fake ratings. If yes, then would you like to read the reviews of verified users about the movies/tv series on forums on the platforms only.

90 responses



What other products exists

...





Some of the problem that we analysed after conducting surveys and evaluations were

Time
consumption

Not
affordable

Not
personalised

Not much
customisation
is possible

Less control
over type of
content



••• IDEATION AND LOW FI PROTOTYPING

After then we tried evaluating what can be possible solutions and what possible features should we include in order to solve the issues, we came up with these features

Screen time
limit

customised
playlist

multiple
profiles
access

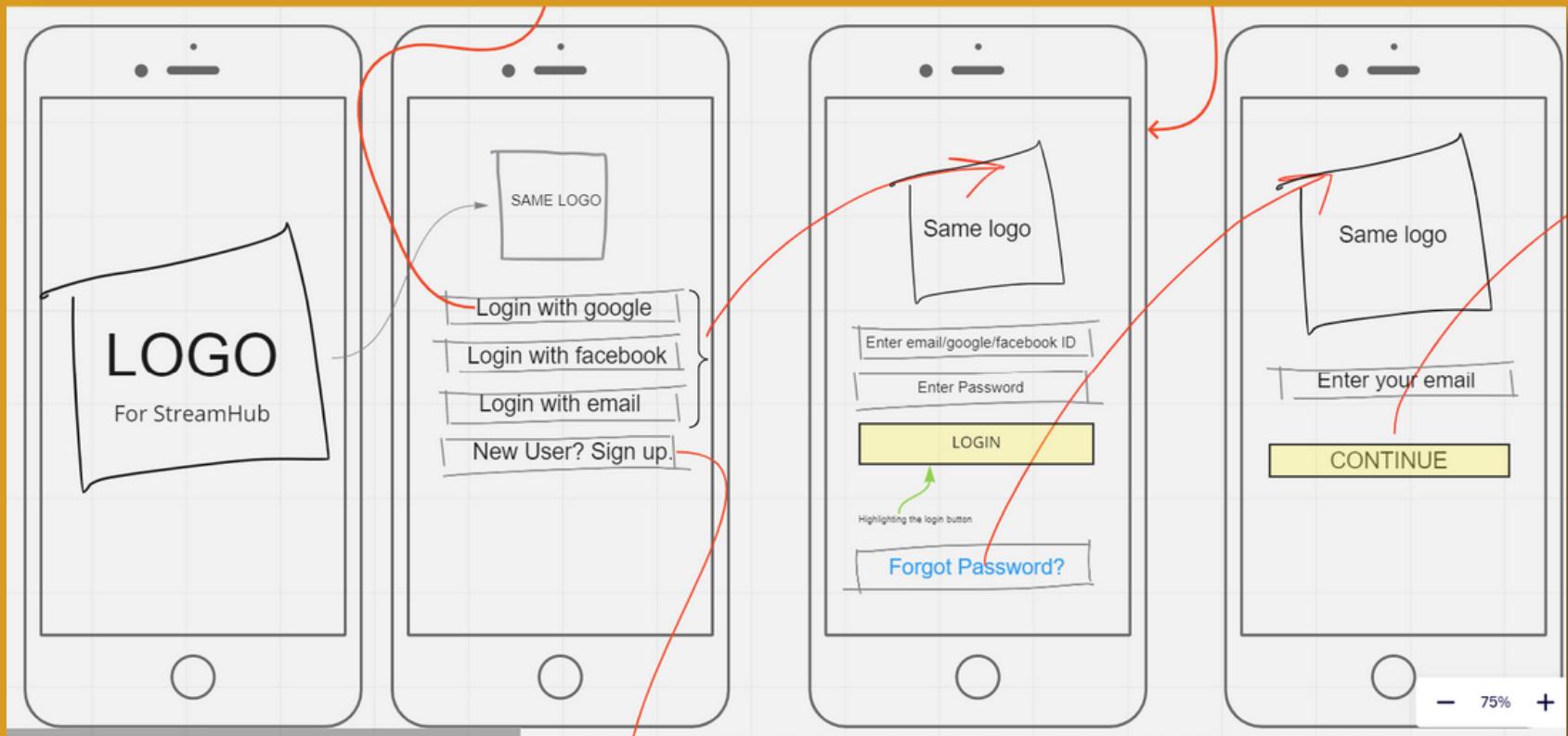
parental
control

download
and save
options

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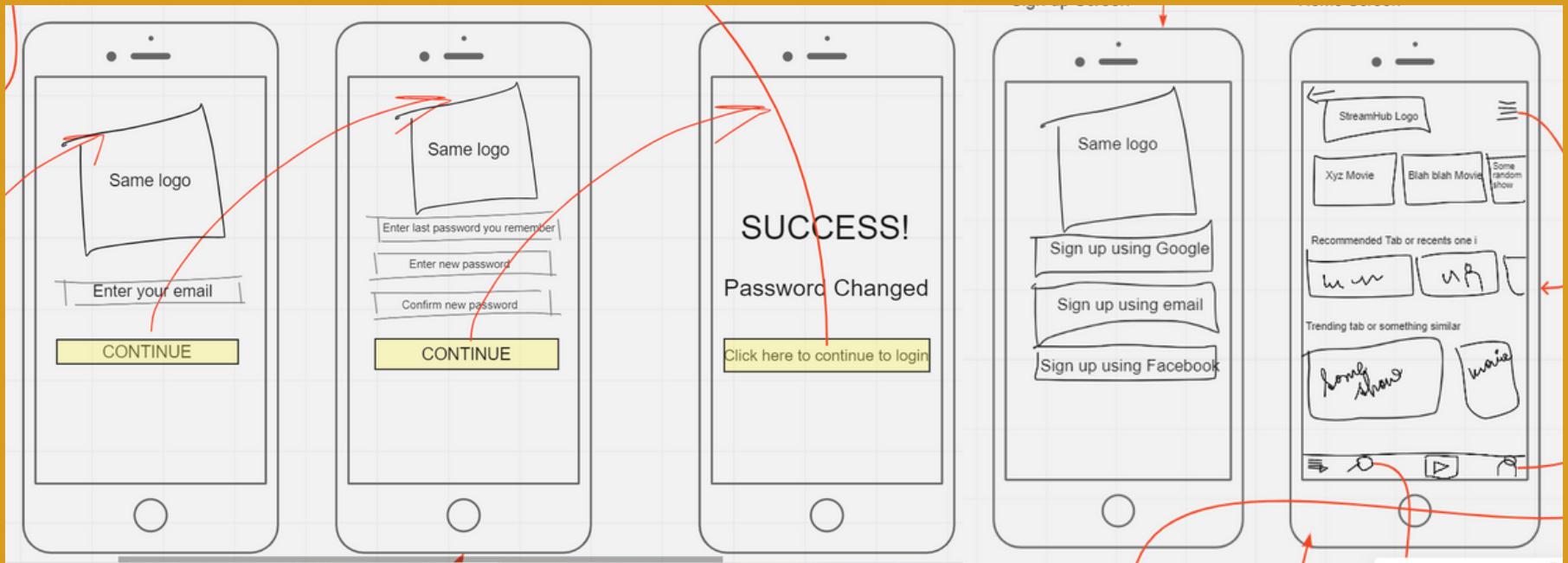
Low-Fi

After evaluating user review we came up with this low fi



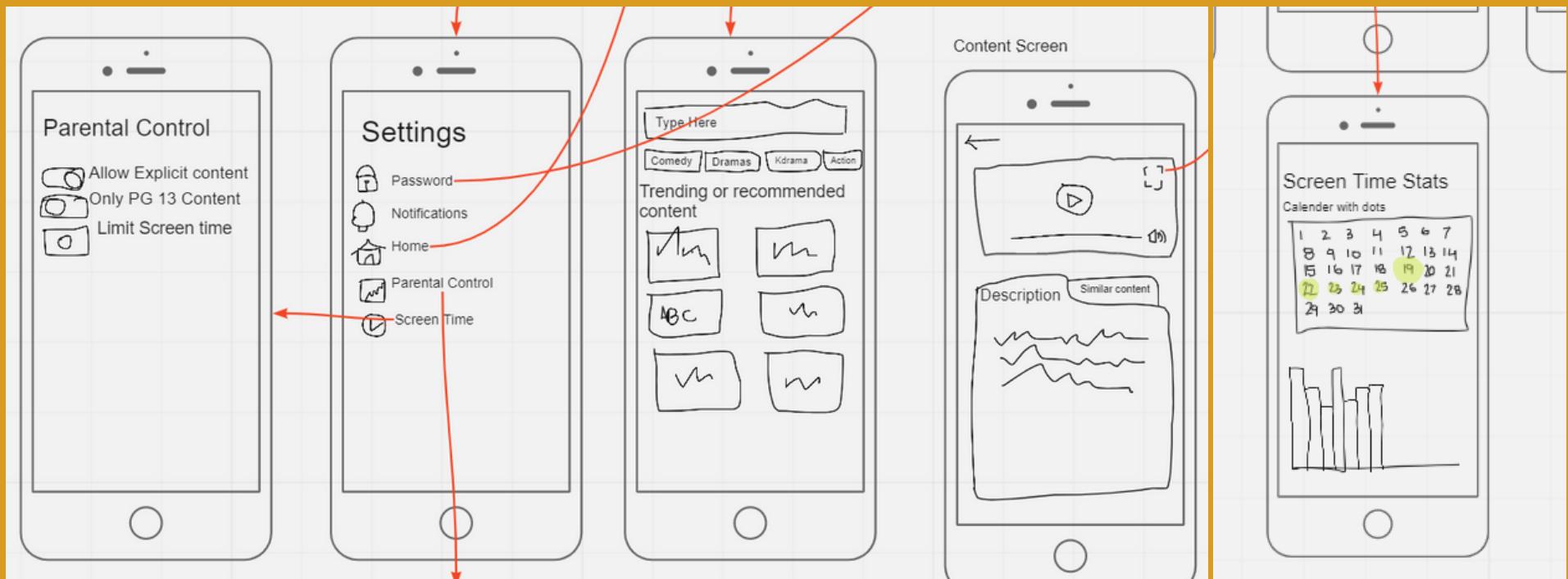
Low Fi

After evaluating user review we came up with this low fi

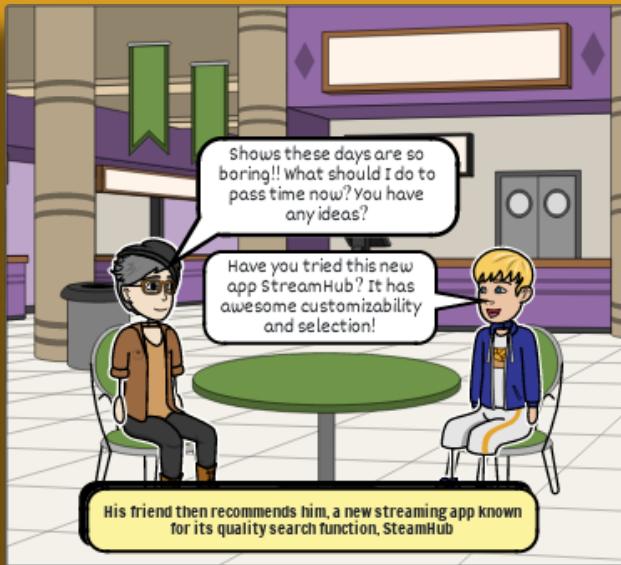


Low Fi

After evaluating user review we came up with this low fi

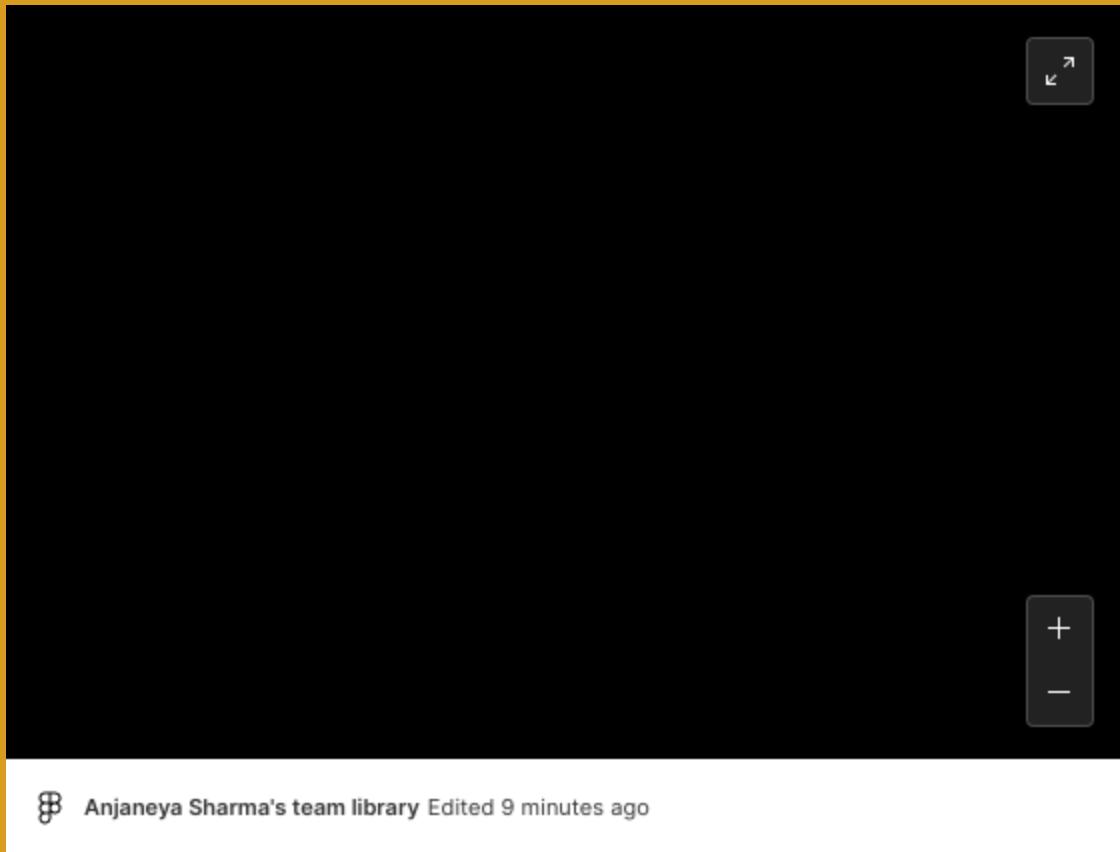


Storyboard



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Our Final Hi-fi



 Anjaneya Sharma's team library Edited 9 minutes ago

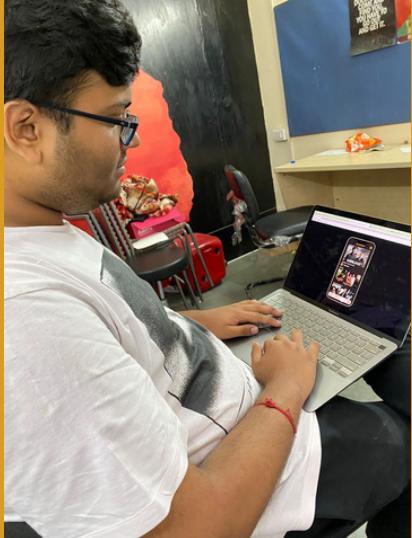


<https://www.figma.com/file/vq64zql8OkKk480vJ3pzht/Anjaneya-Sharma's-team-library?node-id=0%3A1>

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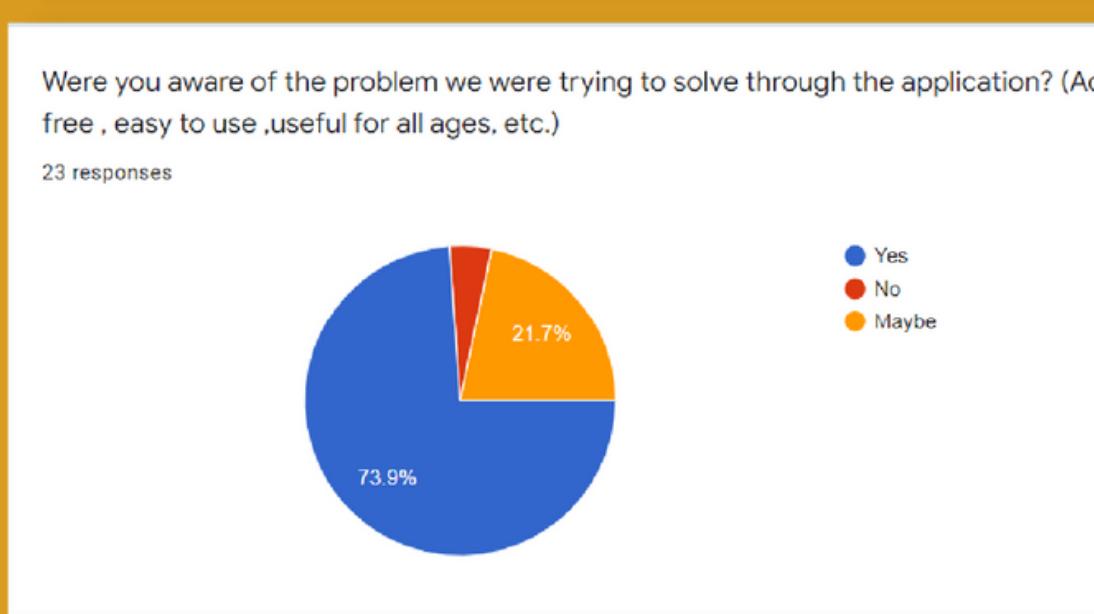
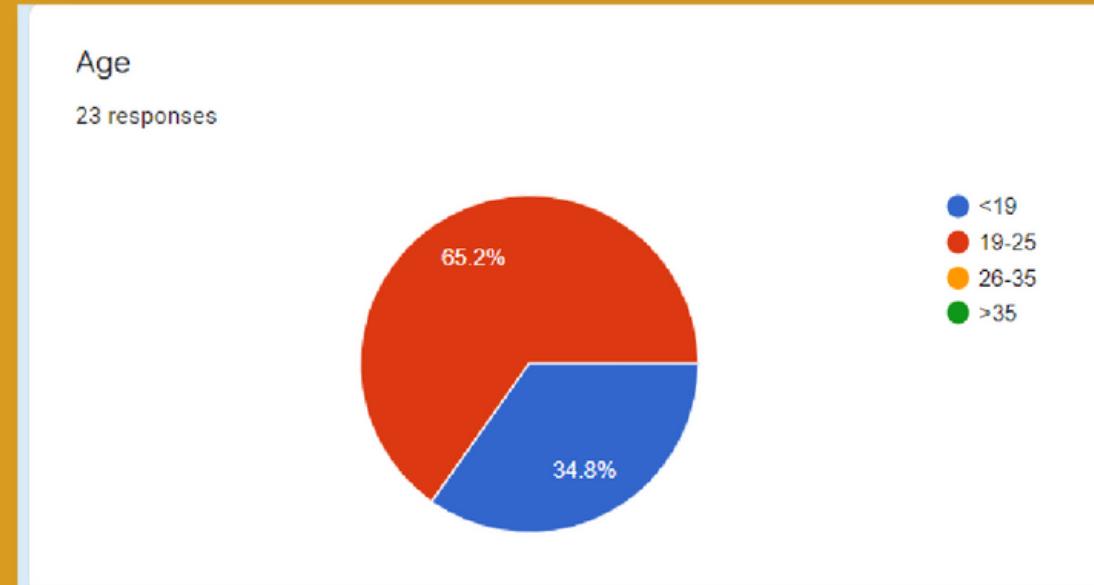
User Evaluation



After completion, we did some final evaluation and reviewed our app with the user quantitatively and qualitatively.



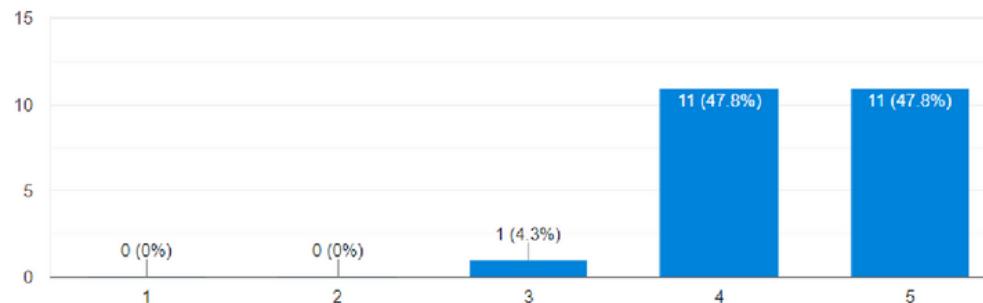
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How easy was it to navigate through our app?

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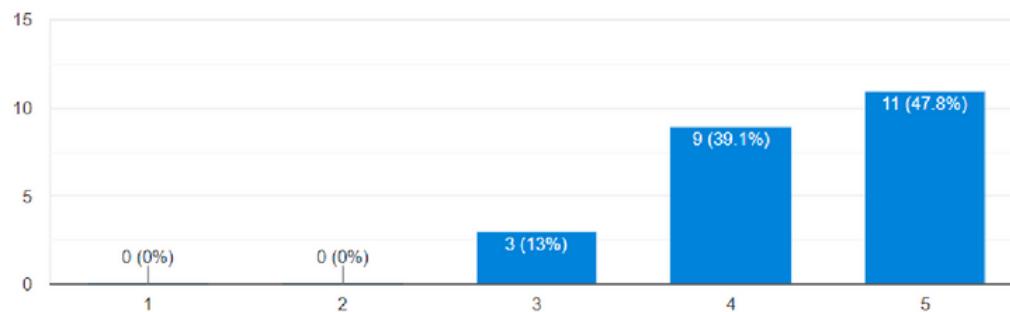
23 responses



How would you rate our app's User Interface and Theme?

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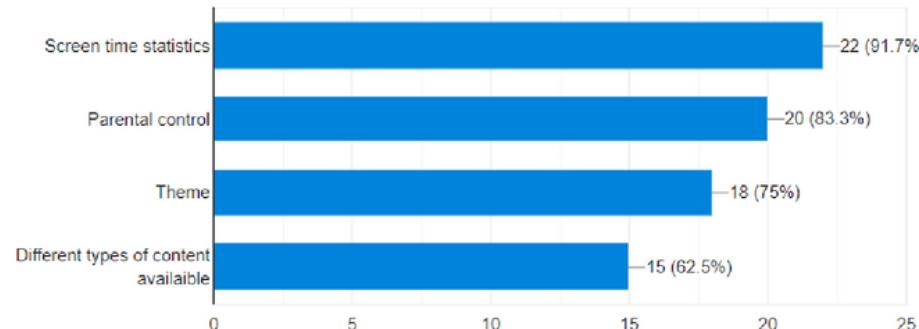
23 responses



Which features did you like in our app?

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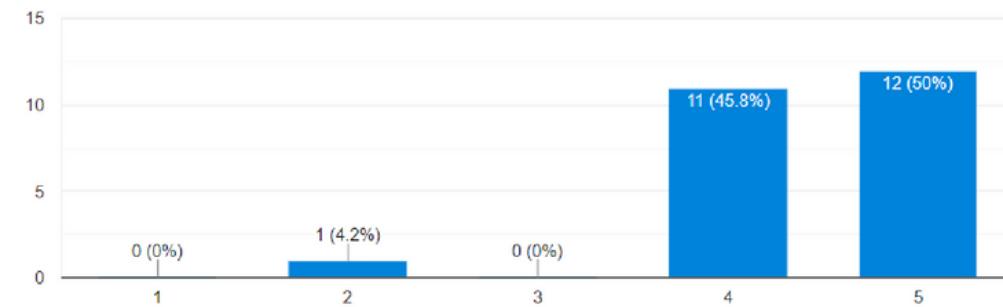
24 responses



How was your overall experience with our App

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24 responses



What problems did you face while using StreamHub?

7 responses

the icons are too big, causing too accidentally click them , back button not working at times

No problem but why/how is this app better than other ott platforms?

Didn't understand how is it useful for all ages on opening the homepage

Profile page is incomplete

The back button is not working for python for everyone page and we cannot go back to the home page. We get stuck once get on this page. Also the shows are not categorized based on their type. Also what is the icon between the home and the search button. I think it is a list of favorite shows but I am not sure.

A bit of a longer loading time

Ig the icons on the first screen can be a bit organised, but then it's great!

No problems

With respect to the problems, what improvements would you like to suggest?

5 responses

increase padding between icons and decrease their size a little.

Add a see watch history option

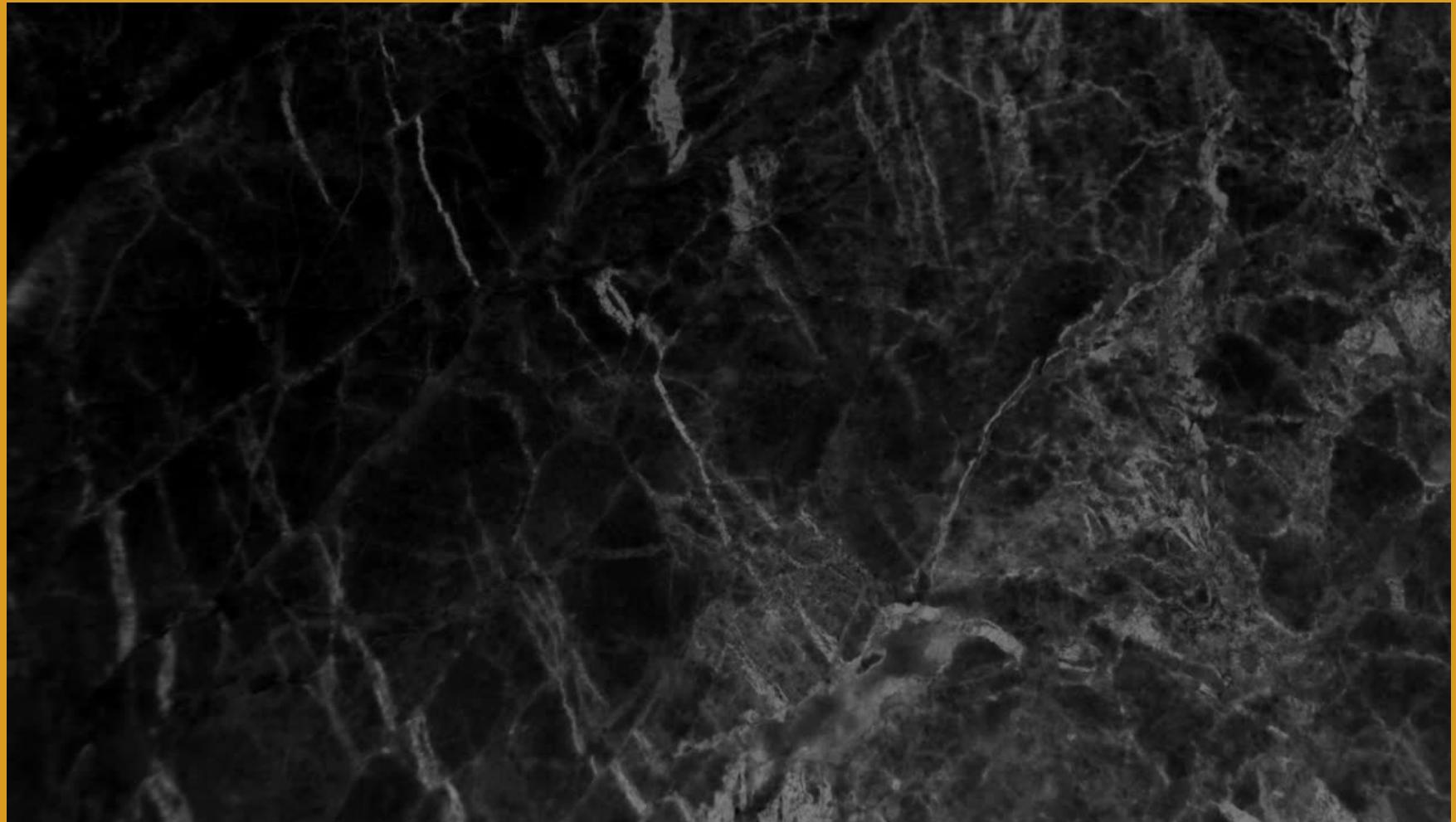
Show should be categorized. Also I don't see the use of the home option in the settings menu. The screentime stats are also usually preferred in the dashboard instead of settings.

NA





Video





RUCHI KUMARI

Ideation, survey , final report, presentation video also contributed along with other members in HI FI prototyping, user interviews and survey gathering

ANIKET PANCHAL

Participated in
1. Ideation and brainstorming in choosing topic
2. lo-fi prototyping
3. Hi-fi prototyping
4. Iteration in hi-fi prototyping

ANJANEYA SHARMA

Ideation, survey , and evaluation form (1st and 3rd) , presentation video also contributed along with other members in HI FI prototyping, Edited the video

KUMAR TEJAS

Made Analysis notes, Stakeholders notes, Limitations notes, Presentation Notes, Initiated Hi-Fi prototyping, Helped in Ideation in Miro, Initiated and did Evaluation Report.

ISHAN

Gathered Data, Brainstormed in Miro, Worked on Hi-Fi, Helped in getting survey done and collecting users input.

NISHI NINAWAT

lo fi, made 5-6 pages of hifi and suggested the topic

