

hiva
Making casting social



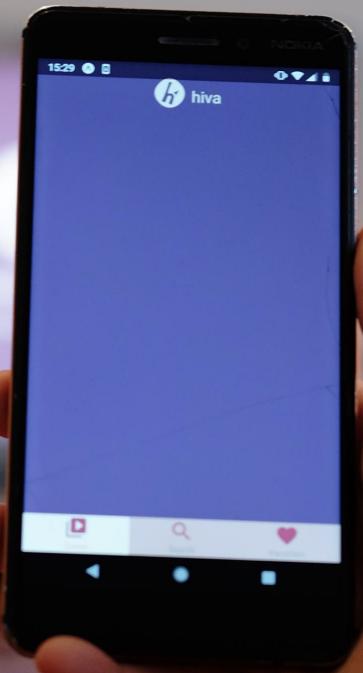
hiva

[hi:va]

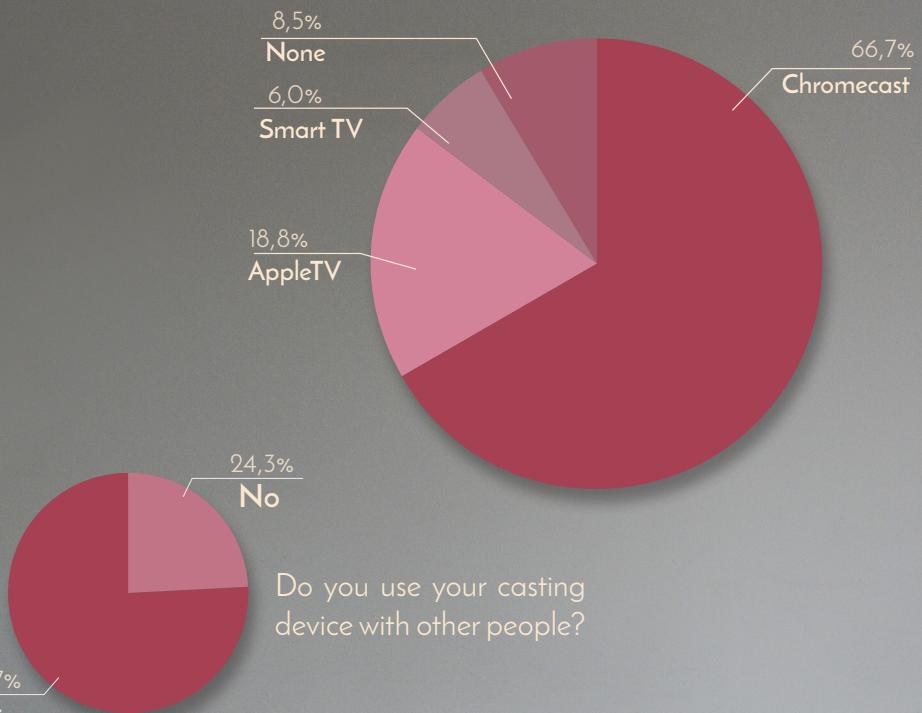
Definition of *hiva* (noun):

- 1 a: an effort to pull or raise something
 b: an act or instance of casting an object

- 2 a: a simpler way of sharing media with others
 b: gathering and queueing from multiple media sources



What casting devices do you use in your home?



Do you use your casting device with other people?

As Chromecast seems to be the most common casting device and people often use it in social situations, there seems to be a demand for some form of complement.

That's where hiva comes in!

From our field studies we discovered two major focus groups for our project, families and friends. These two groups were personified in Teddy and Freddy:

Teddy

Teddy is 27, she often has friends over for dinner or just to hang out. Since Teddy has a chromecast for her TV she likes to use it with her friends when they are over. She mostly uses it to play background music but also to watch movies and play games together with her friends.

Goals:

- A smoother viewing experience
- A better overview of the queue
- To be able to edit the queue easily
- To involve her friends more
- To be able to search for media in a better way

Pain points

- The UI is limited and inconvenient when viewing with multiple people.
- Hard to queue different kinds of media from different providers.
- Having to use multiple apps to find the content to stream.

Freddy

Freddy is 37 years old and lives with his partner and their two kids, 8 yrs and 11 yrs. Freddy has a chromecast and everyone in the family uses it to cast different media. Freddy finds it problematic that the kids often takes over the chromecast from time to time and he would want more control over the device.

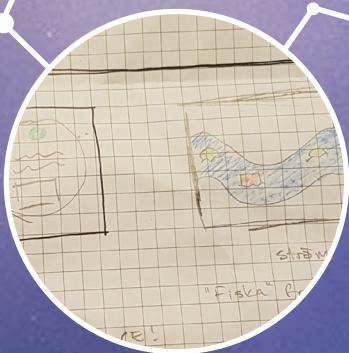
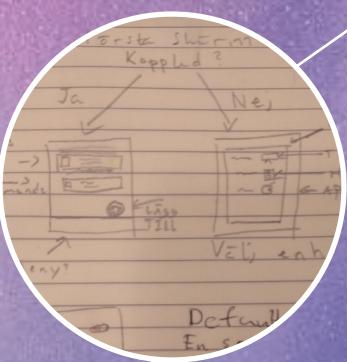
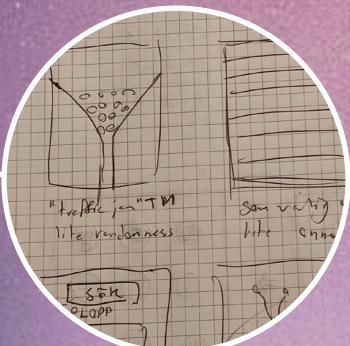
Goals:

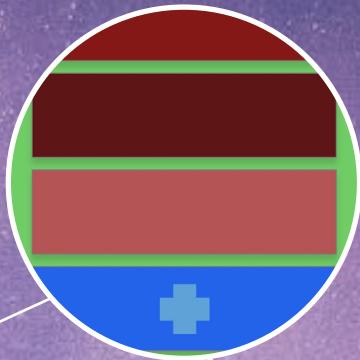
- Wants to know what the kids are watching
- Wants to easily access the kids' favourite shows
- Wants a simple UI so that everyone can use it

Pain points

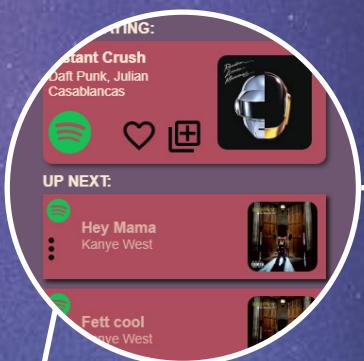
- The kids fight over whose turn it is to decide what to watch
- Afraid that the kids might find harmful content

We started hiva's development by sketching on paper. We tried to visualize queues in different ways imagining dominoes falling, trees growing and traffic jams. We decided to go with the simplest implementation, a vertical stack of blocks.





We moved on to creating prototypes in various programs, such as: Adobe XD, ProtoPie and POP. We started by experimenting with two different screens, one for queueing and one for searching.

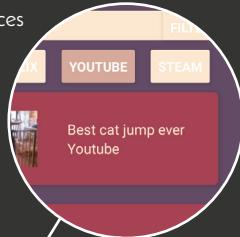


After we had the basic layout figured out, we started focusing more on design. We developed a graphic profile for hiva, deciding on a color scheme, font and minor graphic details.

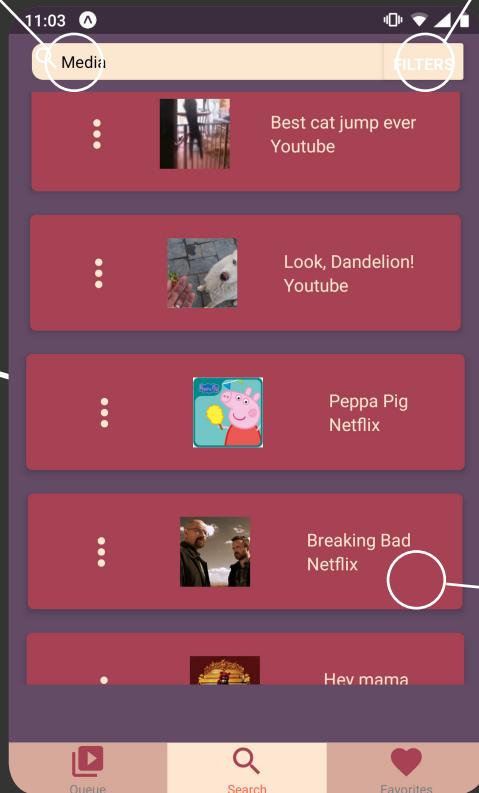


We had many working prototypes with a lot of functionality but to show the capabilities of hiva we felt that the prototype had to be able to communicate across platform to simulate the setting it would be used in. Therefore, we started working on a prototype that could sync a queue between two smartphones and a laptop.

hiva allows you to filter out certain types of media or media sources



With hiva you can search across multiple media sources from a single search bar.

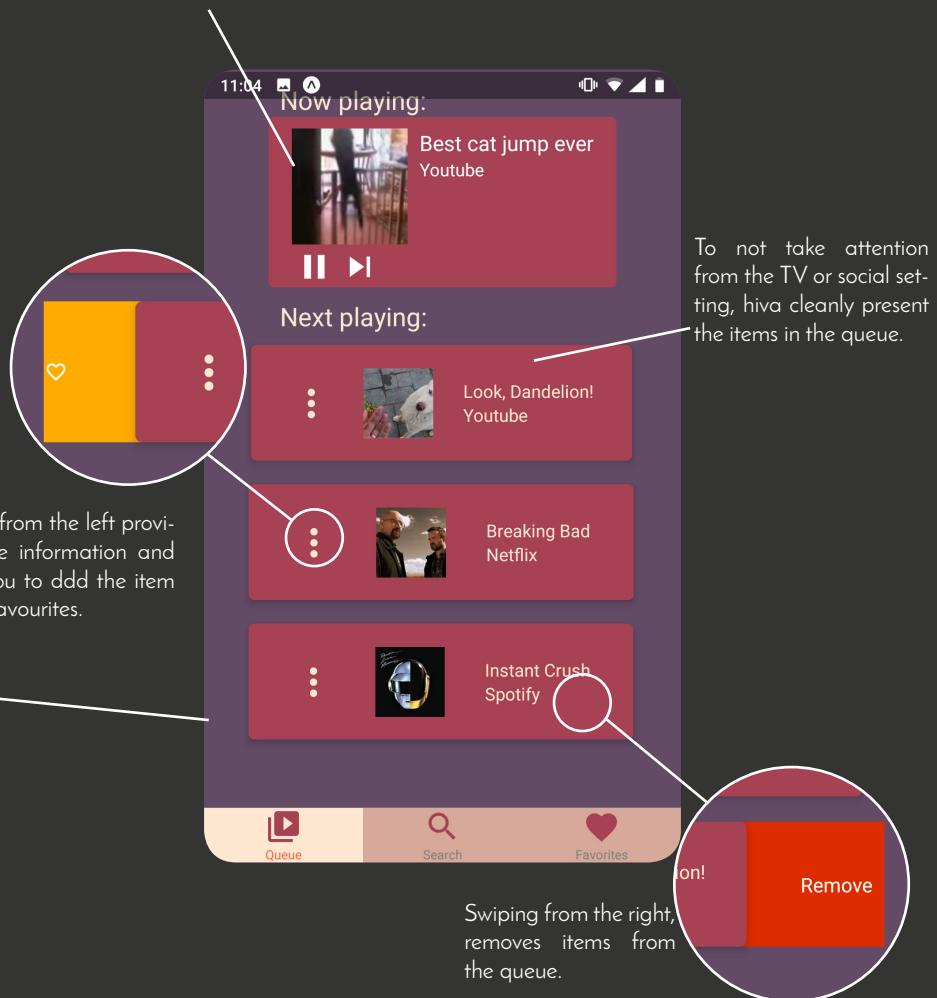


When you have found what you're looking for, simply tap the search result to add it to the hiva queue.

with hiva you can easily access your favourite shows, playlists, albums etc.

In the options, you can see who's connected and set restrictions for what is allowed to queue.

At the top, hiva tells you what is currently showing on the TV.





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