

Ideation Phase

Define the Problem Statements

Date	20 March 2025
Team ID	SWTID1743612504
Project Name	Streamify : Your Ultimate OTT Platform
Maximum Marks	2 Marks

Customer Problem Statement Template:

Many streaming users today feel overwhelmed by cluttered content libraries and irrelevant recommendations that don't match their personal preferences. Despite having access to various OTT platforms, they often struggle to find content that truly resonates with their interests, leading to frustration and decision fatigue. Additionally, inconsistent video quality, buffering issues, and lack of seamless viewing across devices create a poor user experience. Families, in particular, face challenges managing multiple user profiles and ensuring safe content for children due to limited parental control features. Customers also find subscription plans confusing and wish for more affordable, flexible options that cater to both mainstream and regional content needs. These pain points leave users feeling disconnected from the platform, craving a smarter, more personalized, and user-friendly streaming experience that adapts to their lifestyle and preferences. Streamify aims to solve these problems by delivering a content-first, intuitive OTT solution that customers will love and trust.

I am	A tech-savvy entertainment lover who values convenience, personalization, and high-quality content. I often watch content on the go, across multiple devices, and enjoy discovering new shows and movies.
I'm trying to	Enjoy seamless and personalized streaming without spending time searching through irrelevant or repetitive recommendations. I want quick access to content that matches my taste, mood, and language.
but	The platform often overwhelms me with too many choices, poorly categorized content, and generic suggestions. Streaming sometimes lags, and user profiles don't adapt to my preferences.
because	The recommendation system lacks personalization, the UI isn't intuitive, and the content is not well-organized. There's also a lack of features like profile-level curation and efficient browsing.
which makes me feel	Frustrated, disconnected, and sometimes hesitant to renew my subscription. I feel like the platform doesn't understand or value my unique entertainment preferences.