

Design Planning & Strategy

DCP+ Streaming Apps for Web, Mobile & TV [↗](#)

- [UX & Interaction Patterns for TV](#)
 - [Competitor Analysis](#)
 - [Feature Roadmap](#)
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Product & Context [↗](#)

Objective: [↗](#)

Build a streaming app (DCP+) to access films distributed by Decentralized Pictures. The initial MVP will host licensed content from individual licensors (User Licensor) and studios (Studio Licensor). The platform must cater to both crypto-savvy and non-crypto-savvy viewers (viewers who are only comfortable with fiat transactions).

Key Constraints: [↗](#)

- Community members & viewers aren't necessarily users of both DCP and DCP+ platforms
 - Blockchain-backed identity (TALNT Net)
 - Crypto-based transactions
 - User onboarding friction from complex registration
 - Android TV OS restrictions (no in-app fiat purchases)
 - Optimizations for smart TVs, web, and mobile devices.
 - Smart TVs are the most constrained of the three. Limited user input capabilities (such as TV remotes) and Smart TVs generally have less processing power.
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User Journey Ideation [↗](#)

Anonymous User (Unauthenticated) [↗](#)

User launches the DCP+ App.

Flow:

- **Home Screen:**
 - Displays collections (Context)
Feature Films, TV Series, TV Seasons, Episode TV Shows, Standalone TV Shows
 - Studio Catalog Collections
 - Spotlight
 - Top Rated
 - Genre
 - Promotion
 - Curated
 - Indie Catalog
 - Films
 - Shorts (Quickplay portrait-oriented Teasers, Trailers, Fan made promotional content)
- **Browsing:**

- User navigates through curated collections or uses the search function.
- Users can view AVOD content, continue where they left off, specify preferred genres
- **Film Details:**
 - Upon selecting a feature, details such as synopsis, promotional content (teasers, trailers, images, videos), and related features are presented.
 - Cast and Crew info is displayed and the guest viewer has the ability to view other features that the cast or crew has worked on
- **Bookmark Prompt:**
 - Users are able to bookmark content so they can return to it at a later point.

Viewer (Authenticated User) [↗](#)

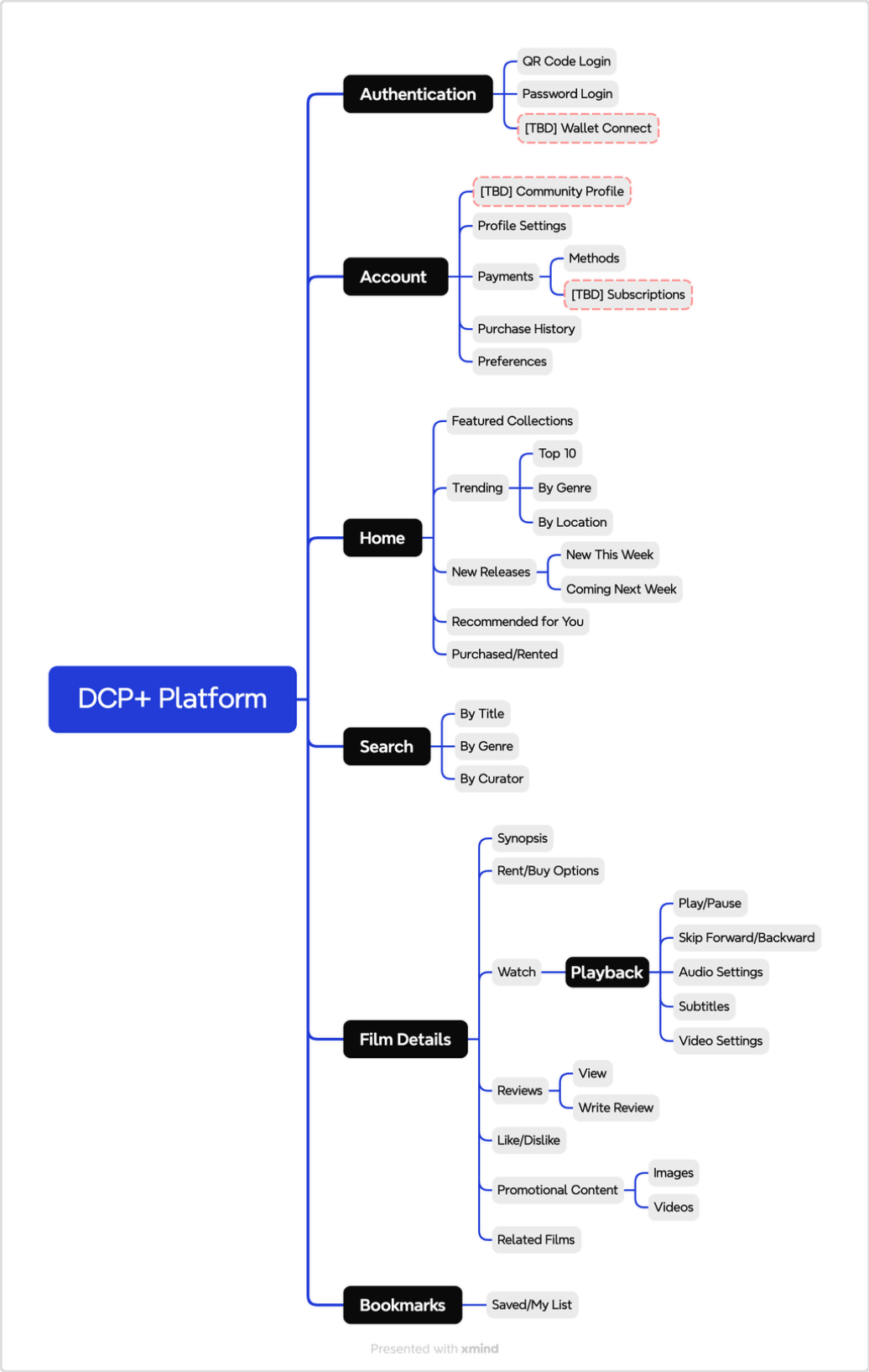
Viewer launches the DCP+ App and is recognized via stored credentials.

Flow:

- **Authentication Options:**
 - Viewers can scan a QR code to authenticate via Web3Auth or opt for password-based login.
- **Personalized Home Screen:**
 - At the start, it displays a list of Viewer Profiles to choose from.
 - The home screen then shows content within the context of a particular Viewer Profile.
 - Viewers will have a default Viewer Profile associated with their account to provide the viewing context.
 - The home screen displays "Continue Watching", "Bookmarked", and "Recommended for You" sections in addition to everything else from the above Collections sections.
- **Browsing & Discovery:**
 - Viewers explore new collections or search for specific titles.
- **Film Interaction:**
 - **Free Films:** Immediate playback.
 - **Paid Films:** Option to rent or buy using TALNT (Context)
- **Playback:**
 - Viewer watches content with options to pause, resume, and skip forward/backward.
 - Viewers won't be able to skip forward through ads, but are allowed to skip back.
- **Post-Viewing:**
 - Viewers can "Like" the film, influencing recommendations and top-rated collections.
 - Viewers can leave a review to earn tokens from a reward pool. (TBD)
- **Account Management:**
 - Access to settings, purchase history, viewing history, and preferences.

Core Features [↗](#)

- **Authentication:** QR code scanning and social login options
 - **Content Browsing:** AVOD, FVOD, SVOD, and TVOD Content – Features, Collections, Search
 - **Playback:** Streaming with controls for the Player UI
 - **User Engagement:** Bookmarking, liking, and personalized recommendations
 - **Transactions:** Cryptocurrency-based rentals and purchases using TALNT or USD via credit card
 - In the BE, all transactions will be recorded as USDC
 - **Account Management:** User Profiles, Settings, Payments, and Preferences
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Functional Requirements [🔗](#)

IDEATION

This section outlines the core functional requirements of the DCP+ Platform, articulated as user stories. The stories are organized by priority and mapped to specific workflows within the product, such as onboarding, content discovery, playback, and account management.

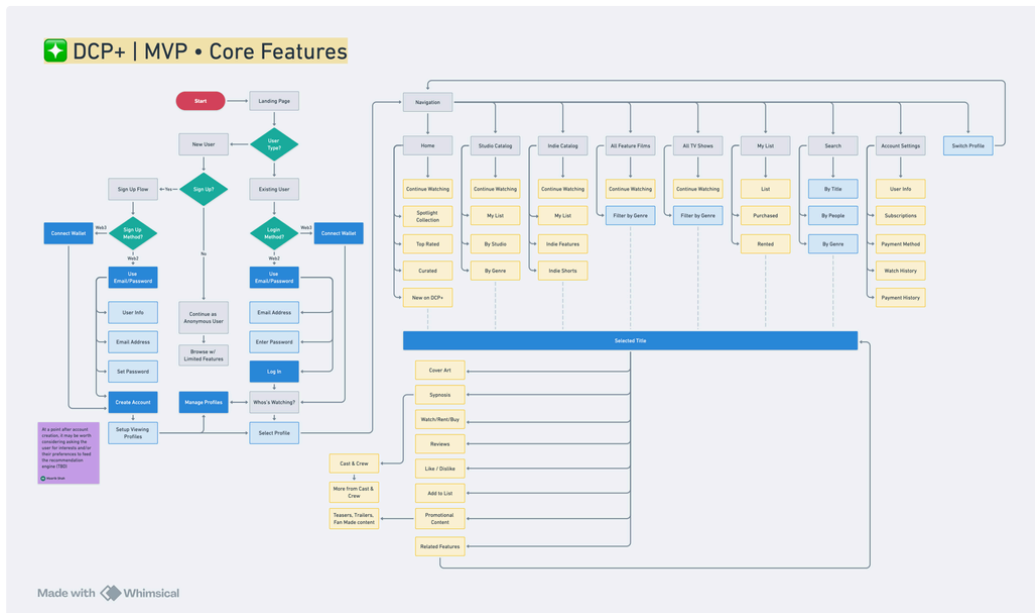
Priority	Workflow	Description	Intended Outcome
P0	Authentication	As a user, I want to log in via QR code or password so I can access my account safely.	Secure and convenient access to personal and account features.
P0	Home	As a user, I want to browse featured collections, trending, and new releases.	Easy discovery of curated and popular content.
P0	Film Details	As a user, I want to view film synopses, promotional content and other details about it.	Immediate understanding of the film and the ability to consume content.
P0	Playback	As a user, I want playback controls (pause/resume, skip, audio/subtitles).	Control over the viewing experience.
P0	Search	As a user, I want to search by title, genre, or actors.	Find specific content quickly and easily.
P1	Authentication	As a user, I want to connect my Web3 wallet (TBD Wallet Connect).	Blockchain-based identity or payment options (future-proofing).
P1	Bookmarks	As a user, I want to save content to my list.	Quick access to content I'm interested in watching later.
P1	Film Details	As a user, I want to like/dislike films.	Influence recommendations and the feedback loop.
P1	Film Details	As a user, I want to view and write reviews.	Understand audience sentiment, and share my opinion while earning reward tokens from a pool.
P1	Film Details	As a user, I want to see related films.	Discover similar content based on what I liked.
P2	Account	As a user, I want to manage profile settings, preferences, and payment methods.	Tailored experience and updated billing info.
P2	Home	As a user, I want to see "Recommended for You" and "Purchased/Rented" sections.	Personalized viewing experience and access to owned content.
P2	Playback	As a user, I want to adjust video settings.	Enhanced viewing quality based on preferences or

			device capabilities.
P2	Account	As a user, I want to view my purchase history.	Track and manage past rentals or purchases.
P3	Account	As a user, I want to access community profile features (TBD).	Future social or contributor interaction layer.
P3	Account	As a user, I want to manage subscriptions (TBD).	Optional ongoing content access or community services via subscription. (Can include different channels associated with external productions)

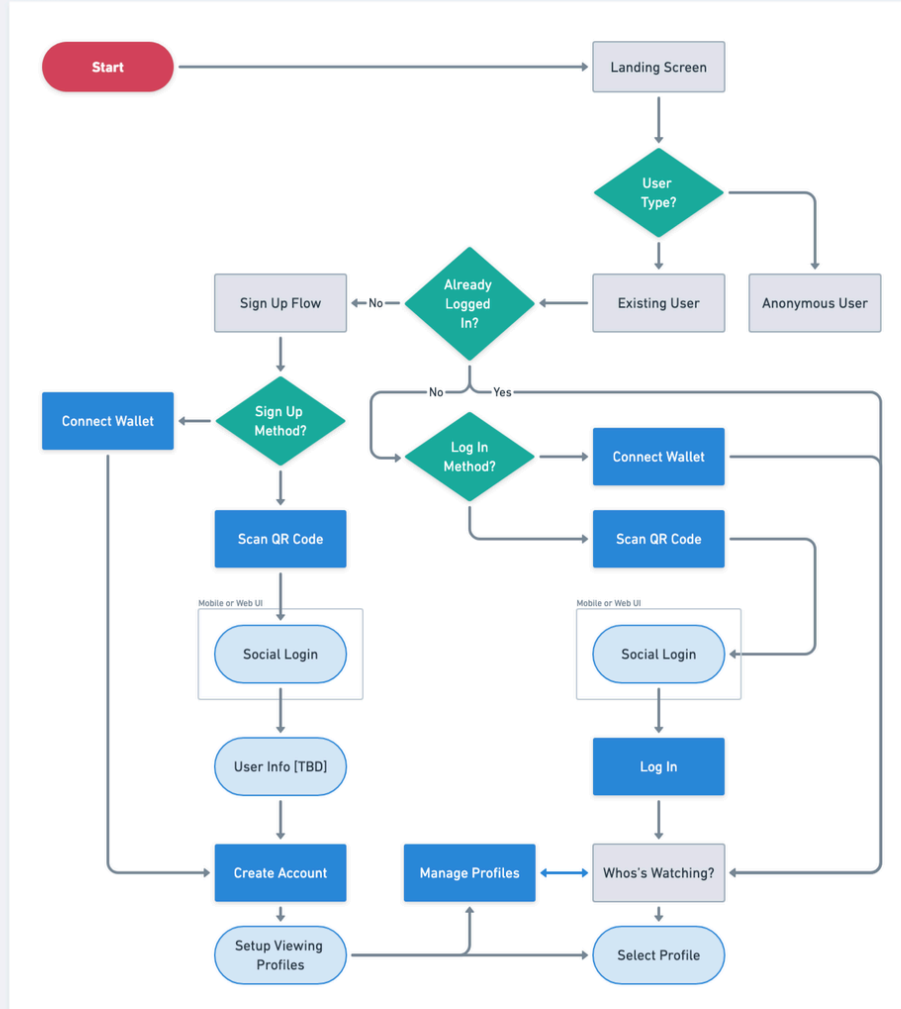
User Flows [🔗](#)

IDEATION

✓ v1.0 (Full Flows)

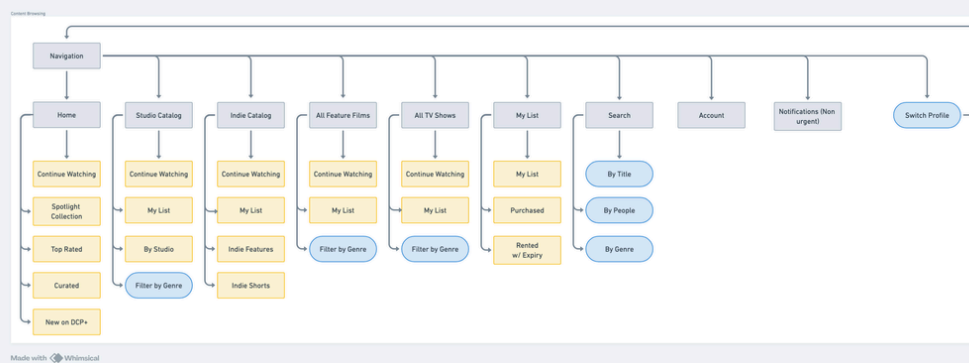


✓ v1.1 • On-Boarding & Sign Up



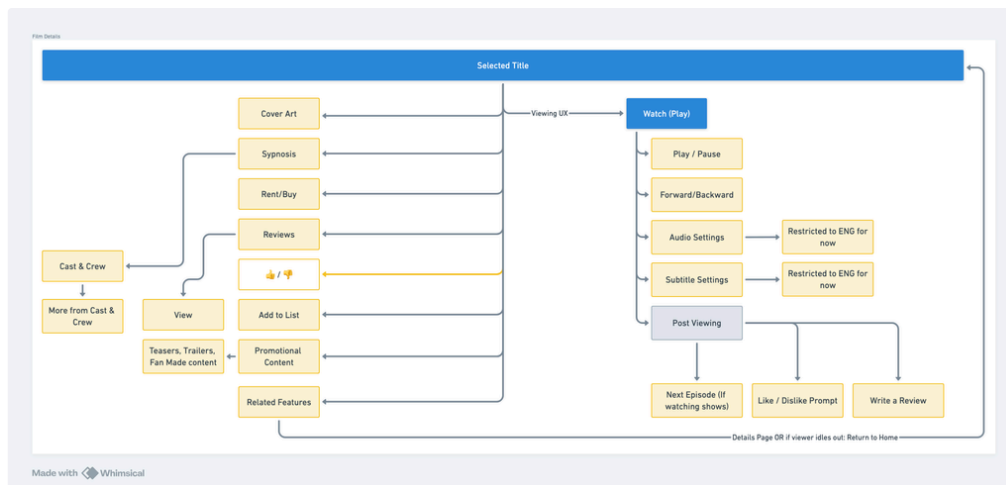
Made with Whimsical

✓ v1.1 • Content Browsing

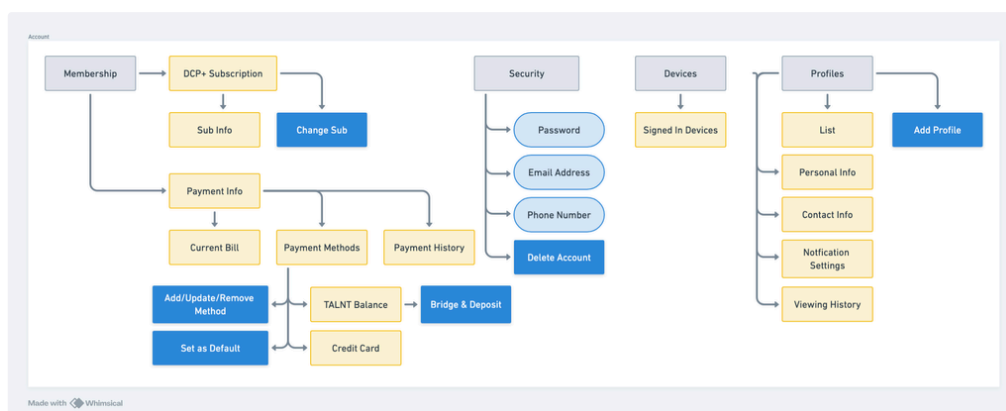


Made with Whimsical

✓ v1.1 • Film Details & Viewing



✓ v1.1 • Account Management



Notes

	Questions	Notes
1	Priority for Smart TV OS, Web and Mobile	<ul style="list-style-type: none"> [TBD] <ul style="list-style-type: none"> Web (DCP & ECAD) TV + Mobile (Lazer)
2	Do we have access to the content we wanna launch the app with? <ul style="list-style-type: none"> Images? Synopsis? Cast & Crew Info? Promotional Material 	<ul style="list-style-type: none"> No content info available yet Dummy data <ul style="list-style-type: none"> Movie posters Synopsis Talk about this in the kick-off

3	<p>Do we allow crypto-savvy users to create wallets too?</p> <ul style="list-style-type: none"> In case a user wants to use email/password for signing up, is there a unique wallet address associated with their account? 	<ul style="list-style-type: none"> For social logins (Google, X, Apple) <ul style="list-style-type: none"> Auto generates account address No issue for users signing up with wallet cos they already have a wallet address
4	<p>How does a secondary viewer log in on their own?</p>	<ul style="list-style-type: none"> Think about ways a secondary viewer can send a login request to the primary owner (maybe sends an email) Constraints: <ul style="list-style-type: none"> Would a child know the parent's email to send the request to? Probably not If they do, they send the request along with the device info that the primary account holder can view and then decide to take an action
5	<p>Do we want to show balances (USDC for wallet + TALNT for appchain) if a user connects wallets instead of relying on credit cards to automatically be charged when a payment is required?</p>	<ul style="list-style-type: none"> Never USDC All amounts for inventory will be USD Initially, only show linked CC as a payment method TALNT balance [TBD - Future usecase]
6	<p>Do we have any recommendation engines/algos built?</p>	<ul style="list-style-type: none"> No
7	<p>How frequently will the catalog update (new releases, removals)?</p>	<ul style="list-style-type: none"> Unknown for now Catalogs are licensor driven so its totally up to them when they remove content or add new ones
8	<p>Are there any search algos in place? Do we autocomplete or just show a results page with best matched titles?</p>	<ul style="list-style-type: none"> Predictive search is a <code>should-have</code>
9	<p>How personalized do we want the user experience to be?</p> <ul style="list-style-type: none"> Ask for Interests? Lanuage, subtitle and display settings 	<ul style="list-style-type: none"> Ideally launch with two languages but for now we know for sure ENG will be there Preference settings would have: <ul style="list-style-type: none"> Genre, content ratings slider (MPA, Parental Guidelines, DCP Ratings (Icon ideation in future)) Lanugage and subtitle settings should persist based on the last selection made on a content
10	<p>Are viewers able to train the algorithm through preferences or behavior (likes/dislikes, watch history)?</p>	<ul style="list-style-type: none"> Not certain at the moment TBD
11	<p>Do we think community profiles should be included with MVP?</p>	<ul style="list-style-type: none"> No public profiles for now - Nice to have for now

		<ul style="list-style-type: none"> Only to the extent of showing in reviews
12	<p>How integrated is the community aspect to the platform?</p> <ul style="list-style-type: none"> Do we ask the viewers to create community profiles to engage with the DCP platform? Or is one created automatically for all viewers? 	<ul style="list-style-type: none"> Future case - Profile where you can have a bio, list of what you're watching, watchlist/lists, socials and maybe integrations with IMDB accounts Watch party - Chat with the watchers after the movie like a book club
13	<p>Are users able to comment, rate, or review films publicly? (Anonymous users)</p>	<ul style="list-style-type: none"> All this requires an account Read only access for anonymous - FOMO
14	<p>Any important use cases we want to support on Day 1?</p> <ul style="list-style-type: none"> What does success look like for the MVP? Will we be beta testing with real users? 	<ul style="list-style-type: none"> DCP community will likely be the beta testers
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