

1. Problem Background

- As more streaming services come out it can be harder to find something interesting to watch. Usually, customers are subscribed to multiple streaming services, so going back and forth between them to find something interesting can be both tedious and time consuming.

2. Target

The goal of this project is to create a platform that allows users to connect all their streaming services. This in turn will provide users with a unified content library that contains all the services they are subscribed to, all displayed in an easy to view and digest manner. This will eliminate the necessity of having to switch between streaming service looking for something to watch.

3. Causes

Problem: There are too many streaming services, so it gets hard to find something to watch.



Finding something new to watch requires you to travel back and forth between streaming services.



This back and forth is not only tedious but also time consuming.

4. Countermeasures

- Provide users with a unified media library from their subscribed services.
- Provide users with separate grouping options, example: All movies from Netflix can be shown in one tab, while all movies from Hulu could be shown in another tab. This way people aren't locked to only the unified library.
- Allow users to only have one application for all streaming services.

5. Check/Evaluate

- The platform's success will be evaluated based on the number of daily users. An increase in users will indicate a growth, while a decrease in users will determine that the platform is failing.
- To check if the problem has been resolved we could ask for the users' opinion in order to determine whether the platform has made a positive impact.

6. Act/Standardize

- To continue the platform's success, the platform will continuously be updated and improved in order to improve the user experience.
- During the application's improvement process, the collected user feedback will be used to further tailor the application to user needs.