


Juntos - PRD

Projects Specifics

Project Name	Juntos
Target Release	1.0
Document Status	Approved
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Google Doc	 Juntos - PRD

Background and Strategic fit

OTT apps are on the rise with top players like Netflix, Amazon Prime, Hulu having the greatest market share. Accessibility and search of desired content rank in the top 3 reasons for selecting an OTT platform. Intuitive interface and seamless navigation is the top factor for onboarding and retaining users on a new OTT platform. An upcoming feature attracting more users and becoming another parameter in selecting an OTT platform is co-viewing ability. Research shows that with the pandemic user behavior has not only shifted towards online socializing and virtual hangouts but it is here to stay and is becoming a part of our digital DNA. Building on this, many browser extensions have been launched for customers, enabling them to socialize while watching their favorite content. Disney+, Hulu, and Prime Video have launched their co-viewing features recently. A platform enabling users to watch youtube, Vimeo, and media content from other online media services together is in demand and will attract a huge mass of consumers to engage in it. The layer of real-time social interaction that co-viewing adds to any content is what elevates the viewing experience.

Supporting Research

- [Zemoga - OTT Trends and future predictions](#)
- [An analysis of customer preference towards OTT Platform during a pandemic: A special reference to Jamshedpur Market](#)
- [Loyalty and Satisfaction research on OTT media services](#)
- [The rise of co-viewing](#)
- [Connected viewing and co-viewing](#)

Features

- Signup Login page
- Video Content home page (Youtube)
- Create interaction room
- Share interaction room link
- Chatbox in interaction room
- Video conferencing section in interaction room
- Video playback controls
- Handover playback control

Functional Requirements

#	Function title	Function description	Priority	Notes
1	User signup and login	A user wants to signup and login via email.	Must have	<ul style="list-style-type: none">• Home page will display the username/email on top right
2	Video content home page	A user wants to view the video content available on the home page. Users can also search through the content. Users will see this section on the right side of the screen.	Must have	<ul style="list-style-type: none">• Lazy loading content• Fast initial render• Media content sections (youtube feed only)
3	Create interaction room section	A user should see a section on the right side where the user can create a new group. A new group has a join link with which other users can join the room.	Must have	<ul style="list-style-type: none">• Simple create group button which generates a room link.• Link to have a copy to the clipboard option.
4	Chatbox	A user should be able to chat with other users in the room.	Must have	<ul style="list-style-type: none">• A simple group chat, where all users can post comments• Scope of sharing smileys or other media content to be added in next release• A maximum of 8 users per group can be created
5	Audio Conferencing	A user should hear the other user's audio feed. A grid displaying the user avatars of all connected users. The current speaker will be highlighted amongst the group of avatars.	Nice to have	

6	Video Conferencing	A user should see the other user's video feed. A grid displaying an incoming feed of all connected users. Users can mute either the audio or video feeds of other users. Each video feed will have the name of the user.	Nice to have	<ul style="list-style-type: none"> The user actively speaking can be highlighted, but not a priority.
7	Media playback controls	A user should be able to play or pause the content being played.	Must have	<ul style="list-style-type: none"> Only play, pause button required.
8	Handover playback control	A user should be able to transfer video playback control to another user.	Good to have	<ul style="list-style-type: none"> The user which created the room initially will have the remote. Once the remote is transferred, the user having the remote currently will have the functionality to pass it on to some other user.

User Interaction and Design

Description	Login Screen	Home Screen	Host Party Streaming	Host Party Video playback
Wireframes Links	SignUp-SignIn	Home Screen	Host Party	video playback

Questions

Questions	Outcome
Login signup via third-party provider?	<ul style="list-style-type: none"> Not required for the initial version May be added later if it supports any technical advantage.
Are we supporting mobile devices?	<ul style="list-style-type: none"> Not at this stage
What type of media content are we supporting?	<ul style="list-style-type: none"> Youtube free content only
Will a google account be required to sync the media playback?	<ul style="list-style-type: none"> No

Assumptions

- Youtube policy allows the video syncing use case.
- Users will be willing to pay enough to cover infrastructure costs.

What we're not doing

- No third-party logins.
- No chat emojis for chat communication.