**Amazon Prime Video (OTT)**

**Overview**

Amazon Prime Video is a streaming service that allows users to watch a vast library of movies, TV shows, and exclusive content. The platform aims to provide an easy-to-use, high-quality viewing experience with personalized recommendations and the ability to stream, download, and manage content across devices.

**Hero Scenario**

1. User can browse and search for movies, TV shows, and Amazon Originals.

2. User can play content, adjust playback settings, and switch devices seamlessly.

3. User can add content to a Watchlist for easy access.

4. Admin can manage content availability and monitor usage statistics.

**Personas**

1. User: Individual subscribers who watch and manage content on the platform.

2. Admin: Amazon staff responsible for content management, data analysis, and user support.

3. Super Admin: Amazon's higher-level management responsible for overseeing global content operations, user support policies, and expansion to new markets.

**Key User Stories**

1. As a User, I want to search and browse movies and TV shows by categories, genres, and recommendations.

2. As a User, I want to watch content in high definition (HD), ultra-high definition (UHD), and with subtitle options.

3. As a User, I want to download content for offline viewing.

4. As a User, I want to manage a personalized Watchlist and get recommendations based on my viewing history.

5. As a User, I want to view my recently watched items and resume playback across different devices.

6. As a User, I want parental controls to restrict certain content.

7. As an Admin, I want to view analytics on popular titles, user engagement, and view counts to optimize content strategies.

8. As a Super Admin, I want to manage large-scale content updates and market expansions.

**Metrics**

1. Number of Users
2. Content Views
3. Offline Downloads
4. User Feedback and Ratings
5. Parental Control Usage
6. Concurrent Streamers