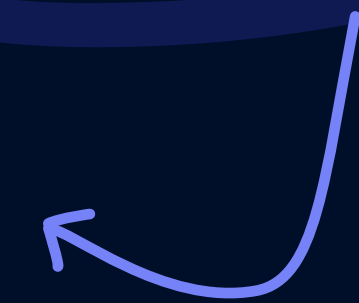




POVs & Experience Prototypes



Meet Our Team



Allen Naliath

'25
Boston, MA



Charlotte Zhu

'25
Suzhou, China



Francis Santiago

'23/'24
Miami, FL



Yishu Chen

'23/'24
Hong Kong

Narrowing Down Domain

01

Reflection

Reflected on personal needs and experiences to kickoff project

02

Exploration

Explored both lost and found and media entertainment realms during interviews

03

Decision

Decided there is more interest and need surrounding entertainment/media

04

Focus

Observed that entertainment media revolved around video content



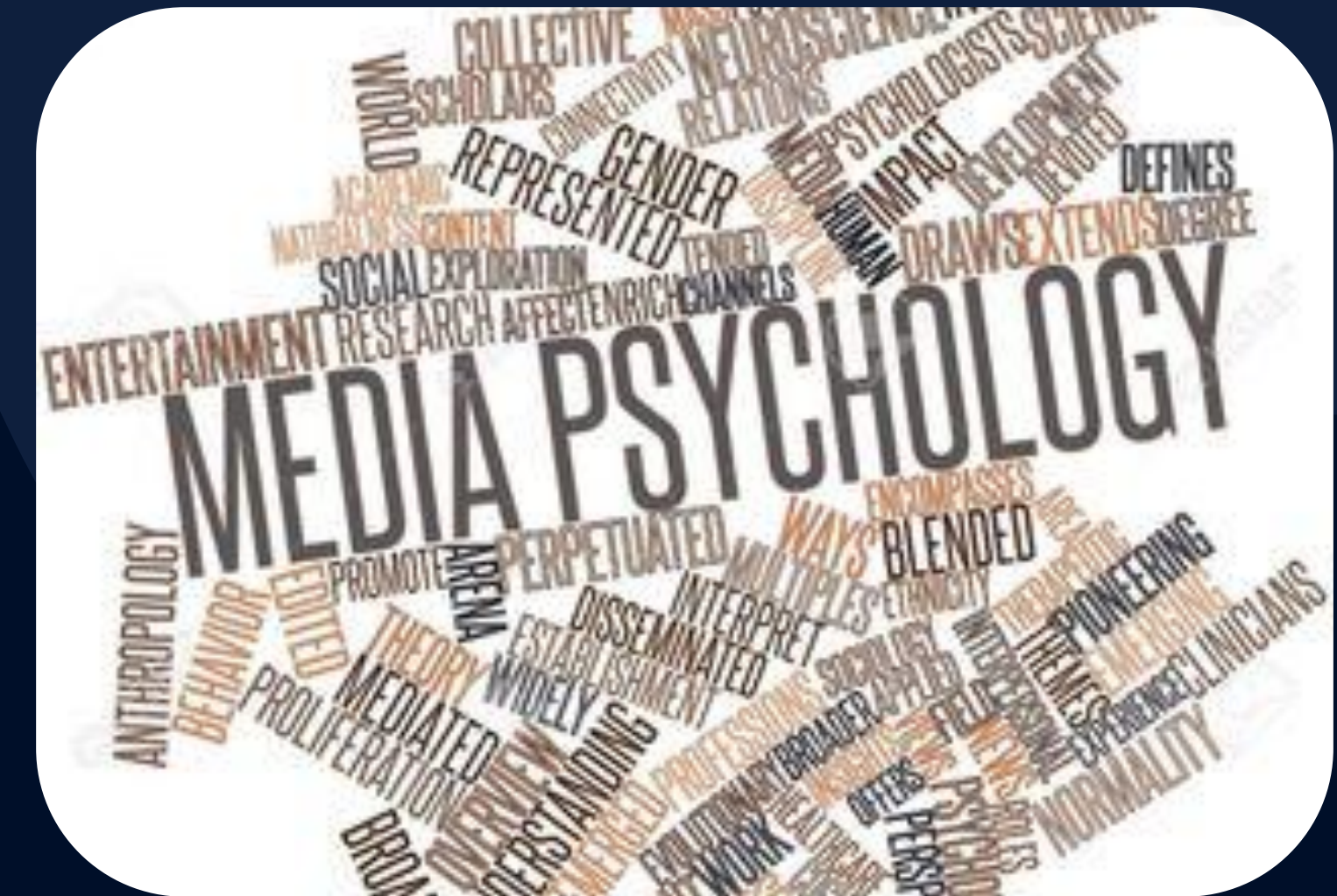
More Interviews

Finding MORE Participants



Young Extreme User

Expand Users' Age Range



Expert

Acquire Professional Views

Last time we interviewed...



David

52

commercials at a
solar panel
company
Palo Alto



Zirui

32

chemical
instrument
company
Mountain View



Collin

35

college
admissions
consultant



DJ

32

residential
director
@ Stanford

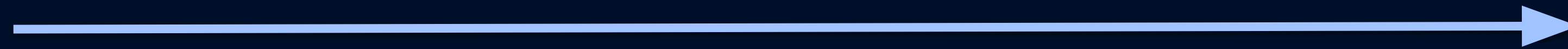


Abby



Julian

Non-User
Almost Never Use



Extreme User
Always Use

This time we interviewed...



Rene

late 30s

NPD @ Stanford,
Star Wars and
wrestling media
enthusiast from
Mexico



Danielle

early 30s

RD @ Stanford,
avid football
watcher from
Colorado



Sera

19

Complit
Student &
manga lover
from China



Aaron

22

Aspiring doctor
& sitcom lover
from Indiana



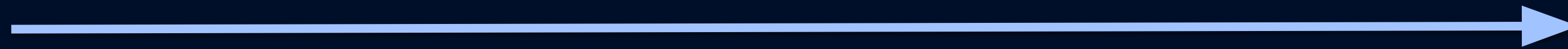
Deba

22

Humbio TA &
reality TV lover
from Texas

Non-User

Almost Never Use



Extreme User

Always Use



More Insights

"these manga and anime [that I like], I come back to them. I think about them. pretty often. "

"It's often good to be present in situations but sometimes not having to think about your existence"

"[the floating comment function is] a vicarious way to experience a kind of bonding"

"if I can't find things, then obviously I'm not going to use that platform"

media such as manga provides material to think about important themes

media consumption is an out-of-body experience (escapism)

reading a novel is definitely more of an intellectual experience [than watching anime or reading manga]

it's important that platforms create a sense of bonding between users and easily navigable

the kinds of media a person consume can tell her a lot about that person's personality

"it's a personal coincidence that makes [my favorite manga] very special to me"

"if you are watching the right thing, I wouldn't say [watching anime or film] is different from [reading "good" books]"

"the ones that tend to last with me are the ones that make me feel a lot of different ways"

"[the quality of media]'s definitely vertical, not horizontal"

whether or not media is harmful depends on what kind

some animes are hyped up by the anime community but are actually bad

everybody should be allowed to have "guilty pleasure"

"my friend lied to me saying that everything will be better. But I still hated the main character and the show all the way to the end"

"the higher expectations that I have, the more likely that I won't enjoy the show as much as I could."

"I feel like I just wasted my time on a piece of art that is overhyped."

within every media genre there are works that are really good or really bad

even the high-media (opera, classics in literature) was once considered too much entertainment and bad

watching relatively low quality of media is really important for relaxing

Say Think



Do Feel

watch anime 4 hour a day during holiday

discover new media through recs by platforms

intentionally click on the ones look interesting to ensure good recs from platforms

really fun to watch media with friends, especially when they have the same idea towards a certain scene

enjoys bilibili manga's floating comments function

it's a waste to time to watch things that you don't truly enjoy

goes into hyped up work with high expectations and sometimes get very disappointed

often pressured by friends into watching something

post her art on instagram but does not communicate with other artists a lot

discomfort if watching something she enjoys with a wrong crowd (or in movie theatre)

loves literary fiction

affinity towards people who like a lot of the same media as her

turns her brain off and just watch trash shows sometimes

search online by genres to find new media to watch

does not share much online because "the other person can't get it unless they have read/watched it"

rewatch the media she likes and stays in the fandom for a long time

dislike platform that is not easily navigable

a lot of connection to personal experience towards the media she enjoys the most

peer pressured by friends to watch certain shows

very disappointed to watch some bad animes that are said to be good

"these manga and anime [that I like], I come back to them. I think about them. pretty often."

"It's often good to be present in situations but sometimes not."

"[the floating comment function is] a vicarious way"

"if I can't find things, then obviously I'm not going to use that platform"

media such as manga provides material to think about important themes

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reading a novel is definitely more of an intellectual

it's important that platforms create a sense of bonding

the kinds of media a person consume can tell her a lot about that person's personality

"it's a personal coincidence that makes [my favorite manga] very special to me"

Contradiction: pressured by friends to watch certain hyped shows BUT sometimes get very disappointed

the quality of media]'s definitely vertical, not horizontal"

Contradiction: enjoys feeling a sense of bond when seeing the "floating comments" when reading manga BUT do not talk about her feelings about work on Internet

everybody should be allowed to have "guilty pleasure"

"my friend lied to me saying that everything will be better. But I still hated the main character and the show all the way to the end"

much as I could."

overhyped."



good or really bad

and bad

watching relatively low quality of media is really important for relaxing

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goes into hyped up work with high expectations and sometimes get very disappointed

often pressured by friends to watch

post her art on instagram but communicate with other artists

- People wish to have a **sense of bonding or community** when consuming media. The **quality** of that community matters a lot.

discomfort if watching with a wrong crowd

loves literary fiction

affinity towards people who like a lot of the same media as her

turns her brain off and just watch trash shows sometimes

selects media to watch by genres to

does not share much online unless they have read/watched it"

- People wish to have a **less stressful way to share** about their personal experience and interact with people who share their passion.

media she likes in the fandom for a long time

dislike platform that is not easily navigable

a lot of connection to personal the media she enjoys the most

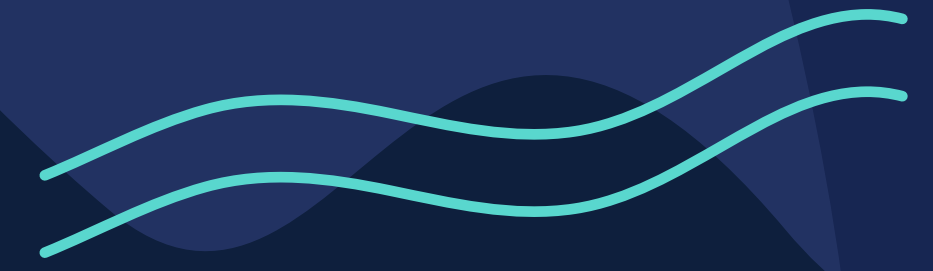
pressured by friends to watch certain shows

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POVs



POV ~ David





POV ~ David

WE MET David, an outdoorsy skateboarding enthusiast who claims to be “social media anti-social” and didn’t carry any electronics with him.



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WE WONDER IF THIS MEANS even those who show little interest in media entertainment in general still love consuming content for hobbies they are truly passionate about.



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WE WONDER IF THIS MEANS even those who show little interest in media entertainment in general still love consuming content for hobbies they are truly passionate about.

IT WOULD BE GAME-CHANGING IF there is a way for him to access only content that he is interested in.

HMMW #1

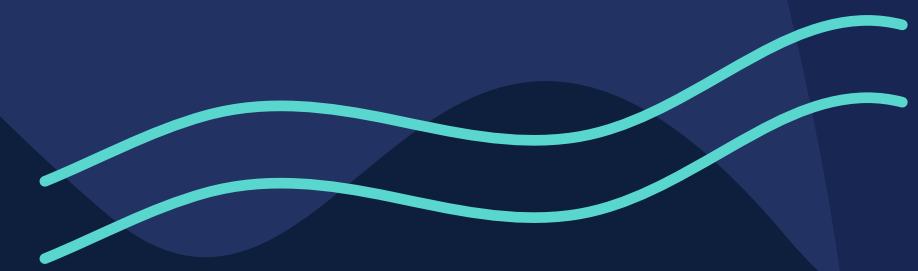


How Might We...

Encourage people to
**break out of their
typical bubbles** of
entertainment media
consumption?



POV ~ Collin





POV ~ Collin

WE MET Collin, a married middle-aged college consultant who almost exclusively consumes video content alone or with his wife.



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POV ~ Collin

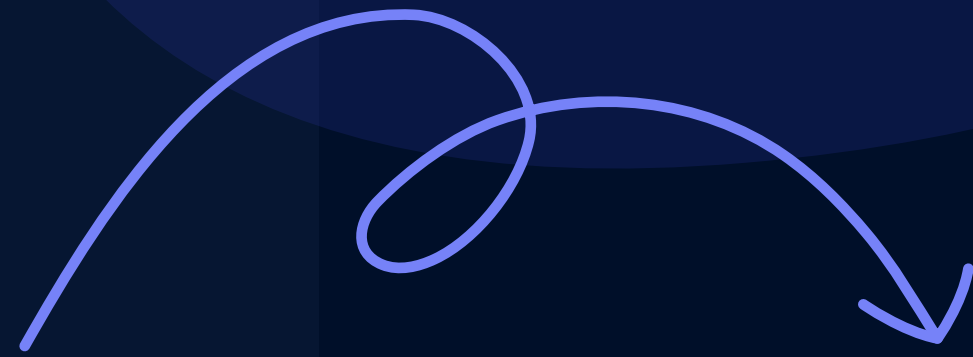
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WE WONDER IF THIS MEANS certain types of media are more enjoyable when consumed socially compared to other types of digital video content.

IT WOULD BE GAME-CHANGING IF social experiences could be facilitated for all types of digital video content.

HMW #2

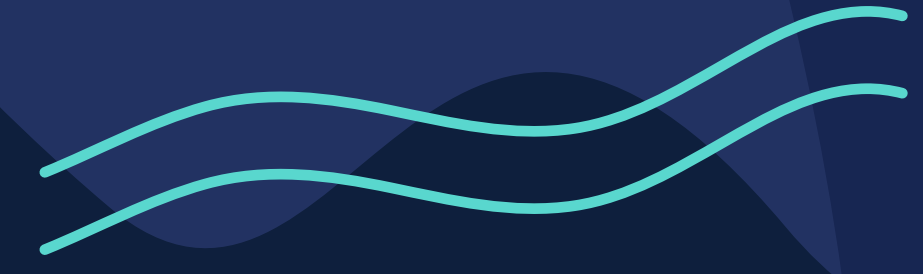


How Might We...

Make all entertainment media consumption as **group-oriented** as sports media?



POV ~ DJ





POV ~ DJ

WE MET DJ, a father in his early thirties with Disney tattoo sleeves and media-related posters and action figure toys lining his office.



POV ~ DJ

WE MET DJ, a father in his early thirties with Disney tattoo sleeves and media-related posters and action figure toys lining his office.

WE WERE SURPRISED TO FIND that he didn't actively share his media passions (Marvel, Star Wars, Disney), despite being passionate enough to line his body and office with media-related content.



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WE WONDER IF THIS MEANS DJ feels as though others aren't as passionate as he is about his interests, and therefore he feels they wouldn't want to hear about them.



POV ~ DJ

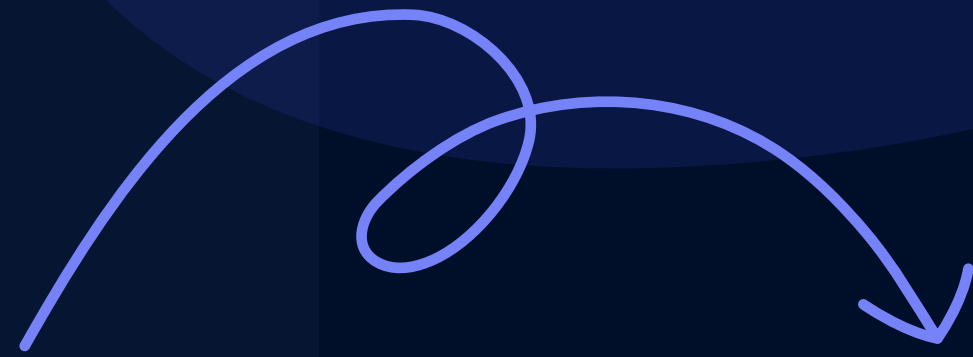
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WE WONDER IF THIS MEANS DJ feels as though others aren't as passionate as he is about his interests, and therefore he feels they wouldn't want to hear about them.

IT WOULD BE GAME-CHANGING IF DJ and other like him had a way to connect with others who wanted to hear about their passions and felt safe to do so without fear of judgment

HMW #3



How Might We...

Create a **safe space** where people can be **proud** of their preferences in entertainment media?





Solutions

Watching roulette app where when you don't know what to watch, they have a roulette option that throws you into a random, well-rated show

Solution Brainstorming

**An AI VR dog that
watches movies with you**

**An app with live chat
rooms/comment features for
when new episodes of shows air**

**An app that suggests
movies/shows to watch
based on moods**



**Movie map app where users can
get info and snippets of that
content to pique new interest**

**A roulette game app where
when you can't decide on what
to watch, they have a roulette
option that throws you into a
random, well-rated show**

**Dating/friend app based
exclusively on what you
like to watch**

Key Learning Areas

Key Learning Areas

Gamification

Games, teams, stakes & rewards for enjoyment and excitement



Key Learning Areas

Gamification

Games, teams, stakes & rewards for enjoyment and excitement



Connection

Creating a network of consumers and building new connections



Key Learning Areas

Gamification

Games, teams, stakes & rewards for enjoyment and excitement



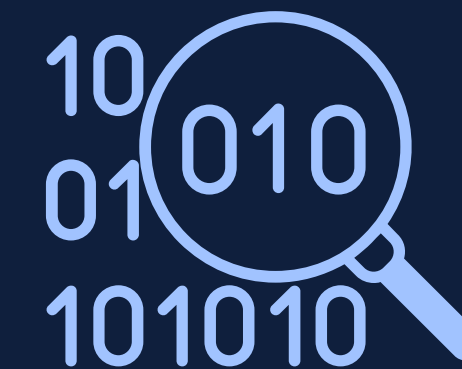
Connection

Creating a network of consumers and building new connections



Recommendations

Exposure to content old and new, inside and outside of one's interest bubble





Experience Prototypes

How Might We...

make all entertainment media consumption as group-oriented as sports media?



Solution #1

How Might We...

make all entertainment media consumption as group-oriented as sports media?



An entertainment media sharing platform where users can effortlessly share and view what others are watching by **adding and ranking the shows** they're currently enjoying.



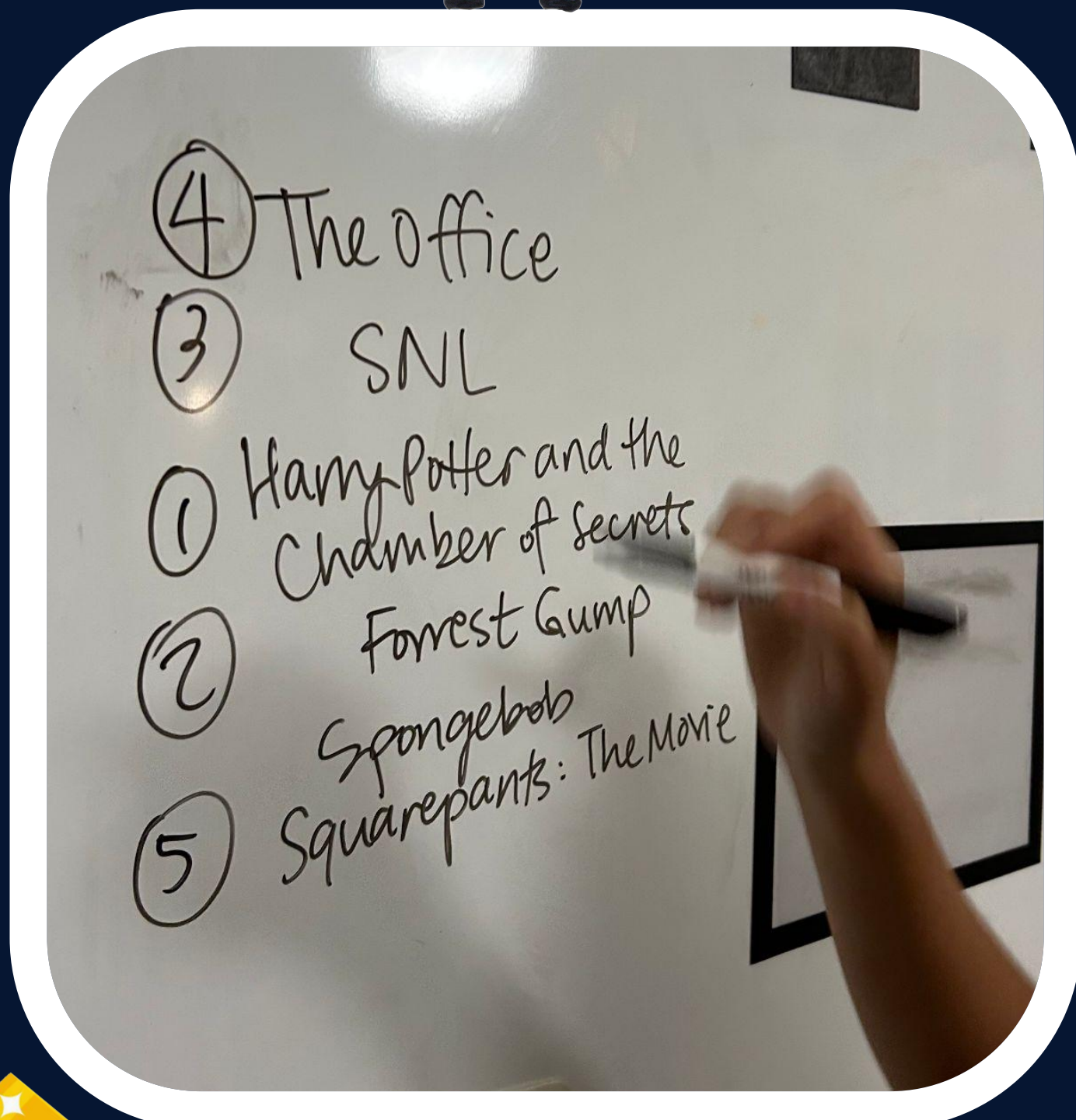
Prototype #1:
Reel Ranker

1st?



Reel Ranker

3rd?



2nd?

4th?

5th?

Key Assumption

Ranking shows is enjoyable

Methodology

Ask participant to...

- List 5 shows/movies
- Rank them (by preference)
- Rate
 - fun
 - difficulty
 - interest in others' rankings



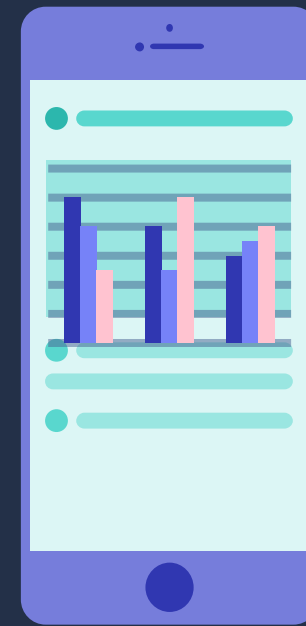
VS



Results



Results



What worked

- ✓ Interest in viewing friend's rankings
- ✓ High willingness to complete this task

Results



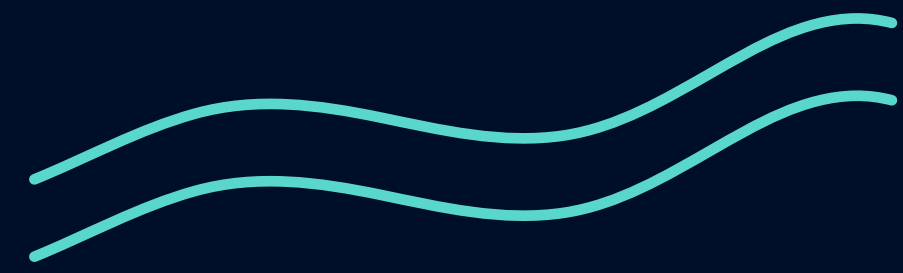
What worked

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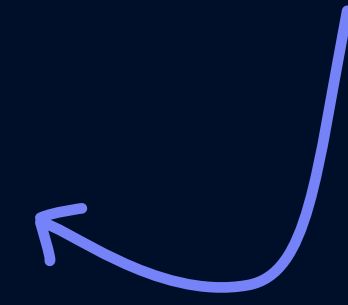


What didn't work

- ✗ Participants felt neutral about the activity
- ✗ Listing 5 shows took more thought/ effort than ranking



Results



Results

Surprises

- ▶ People found it easier to pick **least** favorite **first**
- ▶ People mentioned using **friend's** rankings to **avoid bad content**
- ▶ People took into account **political correctness/ethics** when ranking

Results

Surprises

- ▲ People found it easier to pick **least** favorite **first**
- ▲ People mentioned using **friend's** rankings to **avoid bad content**
- ▲ People took into account **political correctness/ethics** when ranking

New Learnings

- ▲ People are most interested in **friends'** ranking of **shared** shows/movies
- ▲ Thinking of 5 shows/movies at once could be **overwhelming**

Results

Surprises

- ▲ People found it easier to pick **least** favorite **first**
- ▲ People mentioned using **friend's** rankings to **avoid bad content**
- ▲ People took into account **political correctness/ethics** when ranking

New Learnings

- ▲ People are most interested in **friends'** ranking of **shared** shows/movies
- ▲ Thinking of 5 shows/movies at once could be **overwhelming**

Validity ✖

Revised Assumption:

Ranking shows could be enjoyable if shared with friends.

How Might We...

encourage people to break out of their typical bubbles of entertainment media consumption?



Solution #2

How Might We...

encourage people to break out of their typical bubbles of entertainment media consumption?



A **media scavenger hunt** app where users watch **unfamiliar movie/TV** to progress through the levels and **win rewards & recognition** upon progressing through the hunt.



Prototype #2:
Risky Rewards

Prototype #2: Risky Rewards



Key Assumption

People will give unfamiliar shows/movies a chance if they receive rewards in return

Methodology

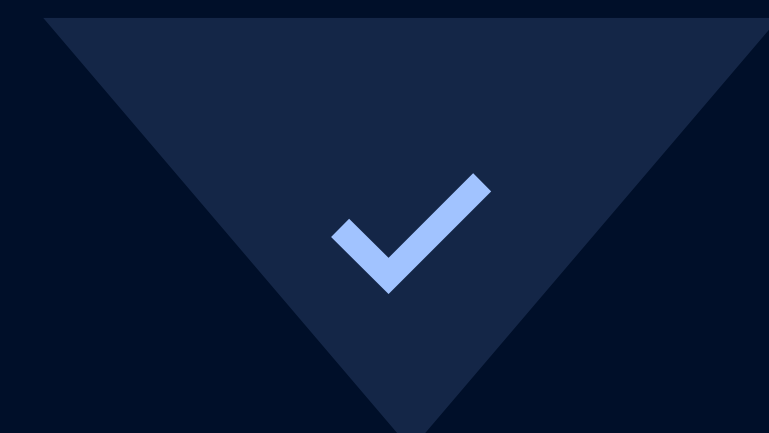
Ask participant to...

- Watch a snippet of video content outside of usual repertoire for a chance to win a gift card
- Rate:
 - Enjoyment
 - Curiosity
 - How likely to continue watching

Results



Results



What worked

- ✓ People were willing to watch new/unfamiliar content for \$
- ✓ Some reacted positively to the content

Results



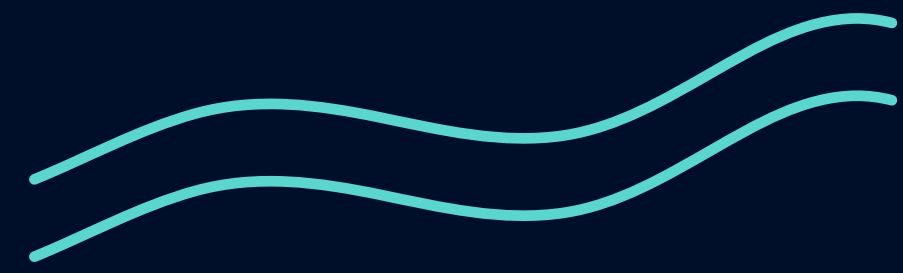
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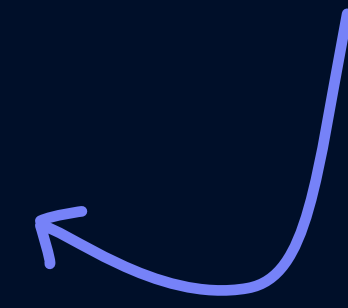


What didn't work

- Most said they would not continue to watch the content ✗
- Some types of content are inherently more intriguing ✗
- One could watch without actually watching ✗



Results



Results

Surprises

- Some revealed they would have done the task **without reward**
- Some mentioned they usually only have **time** for **short** clips

Results

Surprises

- Some revealed they would have done the task **without reward**
- Some mentioned they usually only have **time** for **short** clips

New Learnings

- Rewards facilitate **action** but not necessarily **interest**
- One could find the short clip **enjoyable** and **not** want further interactions due to **other priorities**

Results

Surprises

- Some revealed they would have done the task **without reward**
- Some mentioned they usually only have **time** for **short** clips

New Learnings

- Rewards facilitate **action** but not necessarily **interest**
- One could find the short clip **enjoyable** and **not** want further interactions due to **other priorities**

Validity 

Revised Assumption:

Reward is effective for short term motivation but not for building lasting passion and openness for new content

How Might We...

create a safe space where people can be proud of their preferences in entertainment media?



Solution #3

How Might We...

create a safe space where people can be proud of their preferences in entertainment media?



A media sharing app that **automatically shares** what users are watching and their location with friends on a map. It enables users to ping each other, **arrange virtual or in-person watch sessions**, and suggests content based on user and friend preferences.

Prototype #3:
Message-a-muddy
(aka movie buddy)

Prototype #3: Message-a-muddy (movie buddy)



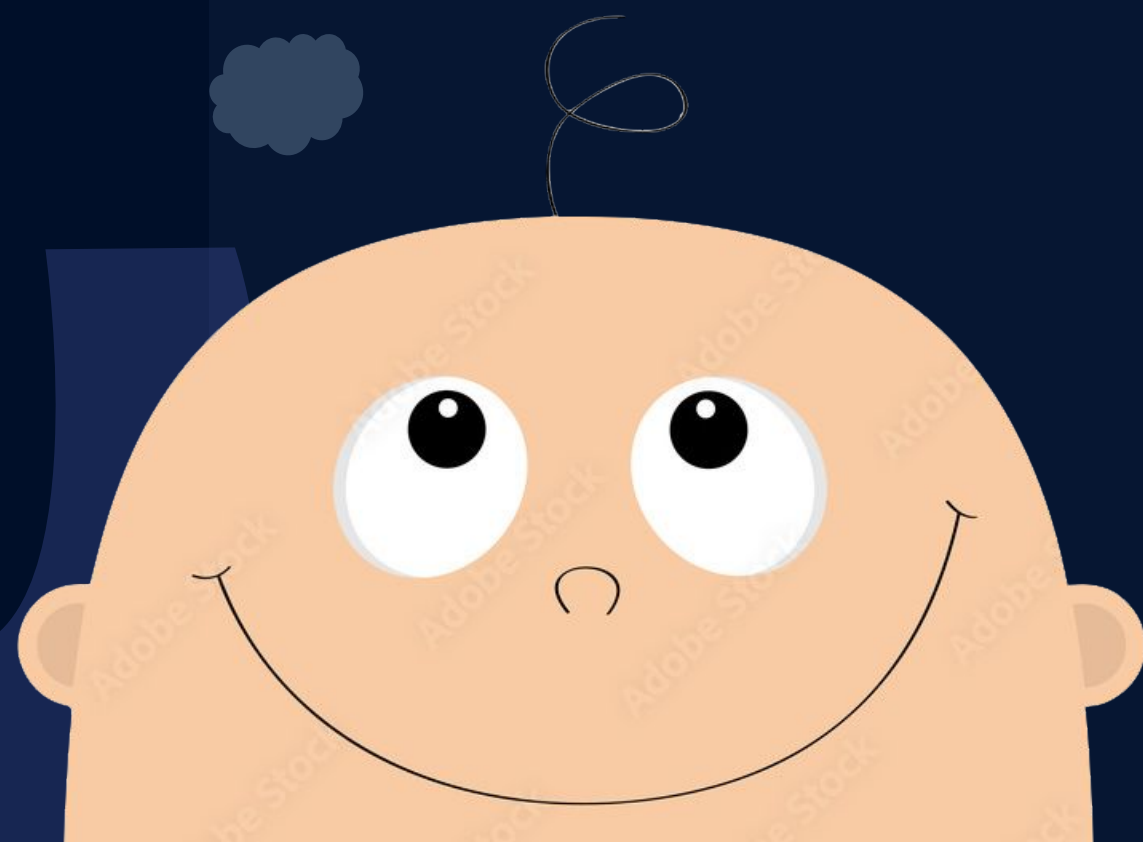
Key Assumption

People are comfortable reaching out to friends about watching shows together

Methodology

Ask participant to..

- Reach out to person/group to schedule a watching session
- Then, ask about:
 - Who? Why?
 - Comfort
 - Usual Frequency



Results



Results



What worked

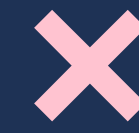
- ✓ Most felt comfortable reaching out to friends to schedule watch session
- ✓ Most do reach out to close friends in everyday life to watch shows to some extent

Results



What worked

- ✓ Most felt comfortable reaching out to friends to schedule watch session
- ✓ Most do reach out to close friends in everyday life to watch shows to some extent

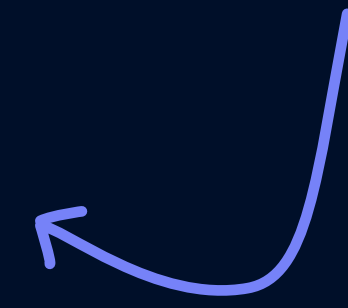


What didn't work

People only chose people they were most comfortable with even though they may have wanted to reach out to someone else



Results



Results

Surprises

- ▶ Many **already** had plans to watch shows with friends
- ▶ Those with **partners** have built in watch buddy but struggle more with finding shows
- ▶ Avg level of **comfort** is **higher** than frequency of reaching out

Results

Surprises

- ▶ Many **already** had plans to watch shows with friends
- ▶ Those with **partners** have built in watch buddy but struggle more with finding shows
- ▶ Avg level of **comfort** is **higher** than frequency of reaching out

New Learnings

- ▶ Alone or group depends heavily on **environment & situation**
- ▶ **Access** (to projector, streaming platform etc.) **matters**
- ▶ Scheduling watching is harder than say a meal because of **time-restraints & comfort level**

Results

Surprises

- ▶ Many **already** had plans to watch shows with friends
- ▶ Those with **partners** have built in watch buddy but struggle more with finding shows
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New Learnings

- ▶ Alone or group depends heavily on **environment & situation**
- ▶ **Access** (to projector, streaming platform etc.) **matters**
- ▶ Scheduling watching is harder than say a meal because of **time-restraints & comfort level**

Validity 

Revised Assumption:

People are comfortable reaching out to CLOSE friends about watching shows together

Watching roulette app where when you don't know what to watch, they have a roulette option that throws you into a random, well-rated show

Approaching a Solution

Watching roulette app where when you don't know what to watch, they have a roulette option that throws you into a random, well-rated show

Solution

Watching roulette app where when you don't know what to watch, they have a roulette option that throws you into a random, well-rated show

Solution

#1 Reel Ranker

- ✓ Curiosity about friends' preferences
- ✗ Fun Enough; Takes Effort

Solution

#1 Reel Ranker

- ✓ Curiosity about friends' preferences
- ✗ Fun Enough; Takes Effort

#2 Risky Reward

- ✓ \$ help people watch new things
- ✗ pique enough long-term interest

Solution

#1 Reel Ranker

- ✓ Curiosity about friends' preferences
- ✗ Fun Enough; Takes Effort

Combined Solution

#3 Movie Buddy + Mapping & Reward

- ✓ Simple Interactions
- ✓ Highly demanded between close friends

#2 Risky Reward

- ✓ \$ help people watch new things
- ✗ pique long-term interest

Solution

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Combined Solution

#3 Movie Buddy + Mapping & Reward

- ✓ Simple Interactions
- ✓ Highly demanded between close friends

#2 Risky Reward

- ✓ \$ help people watch new things
- ✗ pique long-term interest

Communities Left Out: People who do not use media entertainment platform at all, people who do not have friends to watch media with, people who cannot access devices

Key Learnings

Key Learnings

Community

Community and quality interactions enhance media consumption.



Key Learnings

Community

Community and quality interactions enhance media consumption.



Connection

Stress-free sharing and close connections amplify enjoyment.



Key Learnings

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Community and quality interactions enhance media consumption.



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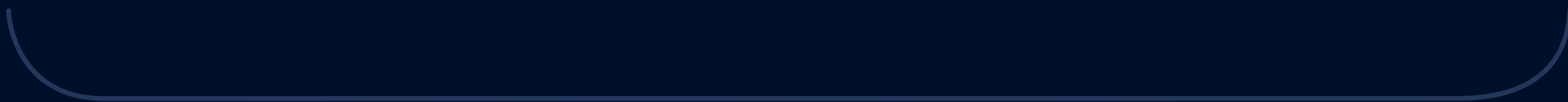
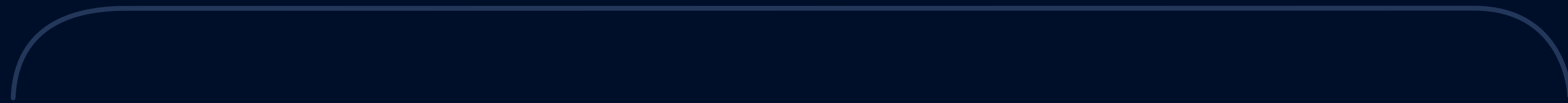


Consistency

Continuous and genuine engagement builds lasting passion beyond initial rewards.



Next Steps



Next Steps

01 Brainstorm Tasks

Work on combining
what worked to
achieve high-level
user goals

Next Steps

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Work on combing
what worked to
achieve high-level
user goals

02 Concept Video

Give a visual
introduction to
our solution

Next Steps

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Work on combing what worked to achieve high-level user goals

02 Concept Video

Give a visual introduction to our solution

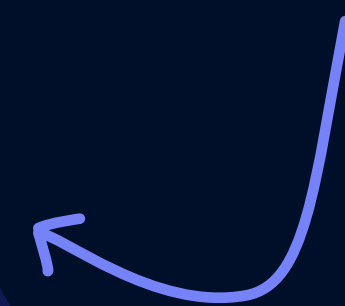
03 Exploration

Start building website and think about the look and feel of our app



Thank You!

Any Questions?



Appendix

HMW Brainstorm 1

WE MET David, an outdoorsy skateboarding enthusiast who claims to be “social media anti-social” and didn’t carry any electronics with him. WE WERE SURPRISED TO FIND he doesn’t find most mainstream media interesting but claims to have seen every skateboarding crash and burn video online. WE WONDER IF THIS MEANS even those who show little interest in media entertainment in general still love consuming content for hobbies they are truly passionate about. IT WOULD BE GAME-CHANGING IF there is a way for him to access only content that he is interested in.

FILTER CONTENT

HMW filter out irrelevant content?

HMW make sorting through content effortless?

HMW ensure users find their passion-related content amidst the digital noise?

LEARN MORE ABOUT CONTENT

HMW know what types of video people find interesting/uninteresting?

HMW learn more about content he is currently exposed to?

EXPOSURE TO NEW/OTHER CONTENT

HMW make David & others like him open to different kinds of content?

HMW make David & others like him passionate about other things?

GENERAL MEDIA

HMW make non-engagement with digital media undesirable?

HMW get rid of some of the stigma around consuming media (vs being outdoorsy)?

COMMUNITY

HMW give him another way to interact with content or individuals who share this passion?

MAKE MEDIA EXPERIENCE MORE POSITIVE/INTEGRATED INTO HIS LIFE

HMW make media consumption more enjoyable for outdoorsy people?

HMW reframe general media consumption as a good thing that is worth his time?

HMW ensure that the digital experience is enriching for everyone?

HMW have media consumption not interfere with outdoor time?

HMW Brainstorm 2

WE MET Collin, a married middle-aged college consultant who almost exclusively consumes video content alone or with his wife. WE WERE SURPRISED TO FIND that he enjoys watching sports with a larger group of friends. WE WONDER IF THIS MEANS certain types of media are more enjoyable when consumed socially compared to other types of digital video content. IT WOULD BE GAME-CHANGING IF social experiences could be facilitated for all types of digital video content.

Enhance the group watching experience

HMW make it more fun to consume media as a group?

HMW make group interactions revolve around media?

HMW make media interactions revolve around groups?

HMW make it easier to watch things with friends?

Find groups for people

HMW get people regular friend groups to watch things with?

HMW make Collin feel as group-oriented about other forms of media?

HMW allow people to enjoy different types of media with different groups?

HMW help him get to know more people who are also interested in watching sports together?

Find good group-watching media

HMW figure out which types of content is more enjoyable in a social context?

HMW sort between media that's better for group watching?

HMW make it easier for people to access media that they find most enjoyable?

HMW make all content, not just sports, sociable?

Enhance the watching experience even when alone

HMW make media consumption more enjoyable when a person's physically alone?

HMW make a sport-watching experience fun even when the person is alone?

HMW Brainstorm 3

WE MET DJ, a father in his early thirties with Disney tattoo sleeves and media-related posters and action figure toys lining his office. WE WERE SURPRISED TO FIND that he didn't actively share his media passions (Marvel, Star Wars, Disney), despite being passionate enough to line his body and office with media-related content. WE WONDER IF THIS MEANS DJ feels as though others aren't as passionate as he is about his interests, and therefore he feels they wouldn't want to hear about them. IT WOULD BE GAME-CHANGING IF DJ and other like him had a way to connect with others who wanted to hear about their passions and felt safe to do so without fear of judgment

CONNECTING THOSE WITH SHARED PASSIONS

HMW incentivize people to connect with those who share similar interests?

HMW connect people to others that are as passionate about something as they are?

HMW get DJ excited about finding others that share his content interests?

CONNECTING THOSE EVEN WITH DIFFERENT PASSIONS

HMW incentivize people to connect with one another even if they don't have the same interests?

INTERNAL POSITIVITY (EX BOOST CONFIDENCE)

HMW make DJ & those like him feel more confident in sharing his interests?

HMW help people to feel comfortable and confident in their interests/passions?

HMW get DJ to give people the benefit of the doubt?

MINIMIZE JUDGEMENT

HMW teach people to be less judgemental about what others enjoy?

HMW build a safe space for people to share their true passion?

HMW keep negative people away from DJ?

SWAY OPINIONS ABOUT INTERESTS

HMW get DJ's family interested in his interests?

HMW make people as passionate as DJ is about what they consume?

HMW get people to be interested in DJ's stuff?

REBRANDING OF NERDY

HMW rebrand typically nerdy things as cool?

HMW get everyone to be as nerdy as DJ?

TANGENTIAL TERRITORIES

HMW make what comes after the media consumption more exciting for casual viewers?

Solution Brainstorm 1: HMW make all entertainment media consumption as group-oriented as sports media?

Gamify movies

- A game app where you show snippets of movies that you've all watched, and have everyone try to guess what show/movie it was
- An app where we gamify the viewing experience where friends can do challenges together while watching (I'm thinking drinking games) (this is a sick pregame)

Find companions

- An app to schedule local gatherings for those who are particularly interested in specific shows/movies
- An app for solo movie goers to connect with one another
- An AI VR dog that watches movies with you

Movie social media, see what your friends are watching/join/comment

- An app for friend groups where you can see what your friends are watching/have watched so you can talk about it
- An app where you can see what friends are watching and join them or comment on their show easily. / rank shows and see others' rankings so you have an easy way of starting a conversation over same/different opinions.
- An app with live chat rooms/comment features for when new episodes of shows air (both live and on streaming platforms).

Movie suggestion methods/algorithms

- An app that suggests which movie to watch based on two people's preferences, solves the "What do we watch?" problem
- Suggests movies/shows to watch based on how you're feeling, or specific moods, like Spotify's recommendation algorithm/DJ
- An app where AI finds you people who have very similar watching taste as you so can connect and recommend each other shows
- An app where friends can schedule watching session together easily
- Dating/friend app based on what you like to watch
- Something that looks at what movies your friends have enjoyed, and suggests movies to watch based on that

Solution Brainstorm 2: HMW encourage people to break out of their typical bubbles of entertainment media?

Gamify movies

- A game app that tests your knowledge in shows, but has ad breaks, except the ads are just snippets of the most exciting parts of random shows.

Movie suggestion methods/algorithms

- Movie suggestion algorithm that finds movies that are in different genres, but are similar to something you've enjoyed
- An app that shows you little snippets of movies that you might find interesting, like what TikTok/Reels/Shorts does, and you can watch those movies if you want to
- Watching roulette app where when you don't know what to watch, they have a roulette option that throws you into a random, well-rated show, without you knowing what show it is.
- Shows by foreign cultures, perhaps in different languages, they may add subs/dubs to the movie and encourage you to watch it

Find new Movies/Genres in an interesting way

- A map of all movies, connected together in a graph, grouped by their similarity, and you can see exactly which "bubble" you're in, and potentially explore movies inside that bubble, you can see actors which have acted in those movies and others, etc., etc., check out <https://everynoise.com/> (similar thing but for music)

Reward Watching (Sponsored) Movies

- An app, sponsored by the movie (so that less known movies can promote themselves), that rewards the user every time they watch something that is different from their usual taste.
- You get a care package with a new movie series, new book series (Hello Fresh but with media), digital care package

Keep a pet, you take care of the pet by watching movies that they suggest, you earn items, etc

Explore Movies as part of a goal

- Scavenger hunt where you watch movies to progress through the hunt, can do it with friends/opponents
- Calendar that tells you which movies came out on that day (can be for prompt below)
- Movie map where every time you pass by somewhere something was filmed, you get a notification with info and snippets of that content to pique your interest
- Popeup exhibits to reach wide range of audience

Solution Brainstorm 3: HMW create a safe space where people can be proud of their preferences in entertainment media?

Social

- An app that connects people with niche interests together and allows individuals to easily find the groups that share their taste in entertainment media
- An app where people can easily post what they're watching to a friend group/chat (to get over the barrier/fear of sharing that part of them)
- Reddit, but for movies (people can create spaces/chats/forums where they can discuss movies they've watched, they can set their own moderators, etc)

Summary/Stats for Sense of accomplishment

- An app that can create positive feedback on people's taste in media entertainment. For example, sending people a short report on how they are special but also there are xxx% of the people who share this same interest. (Netflix Wrapped)
- An app that keeps track of all the shows you've watched so it's like collecting collectibles and people can feel proud about their collection.

Art

- Fan art sharing platform, positive stuff only
- User-Generated Content Challenges: Host challenges and competitions for users to create content related to their favorite entertainment. This could be anything from fanfiction contests to cosplay showcases, fostering creativity and a sense of community.

Reward

- Platform where marketing teams for shows can connect with fans who are willing to promote the show and have giveaways/exclusive content in return

Assumptions Brainstorm

Solution 1

- people have friends
- people care about what others are watching
- people would take the effort to share
- people would take the effort to add and rank shows they're watching
- it is so easy to use that people would like to schedule group watching sessions on this app rather than just texting and asking.
- The shared passion will lead people to share despite the awkwardness that they are strangers
- people will likely to share real time with each other about new episodes
- people will want to compare rankings of media
- people will have strong opinions about some of their friends' posts
- differing rankings will facilitate conversations
- **Ranking is a fun activity for people**

Solution 2

- movie producers have money/would want to spend money on promoting,
- watchers will actually watch the videos instead of letting them play
- rewards satisfy users' wants or needs/users are actually interested in getting these reward
- People are completionists at heart (activate the gotta catch em all reflex)
- People can keep track of what they've seen, and are more likely to if it's passive
- **People will give new things a try if there's something in it for them**

Solution 3

- people are willing to add all the entertainment content that they've watched
- people would appreciate the achievement and reports they receive
- People will be more willing to participate if they can hide their identity
- People will be more willing to participate if they can interact with others participating
- People like winning things
- **People are comfortable reaching out to friends about watching shows together**

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