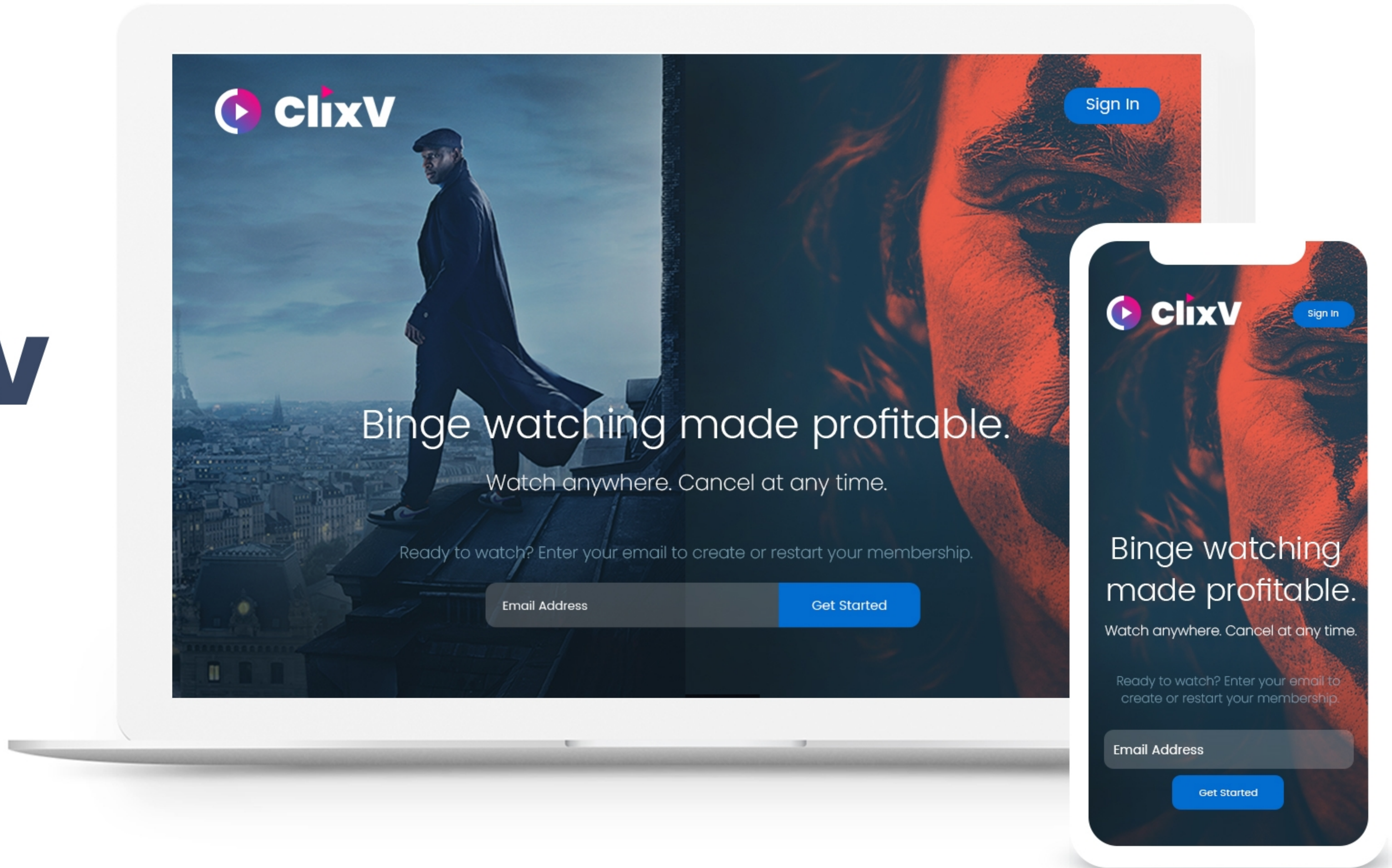


CASE STUDY



Supriya Yadav

Date: 26/07/2021



BACKGROUND



ClixV is a video streaming service which performs like a centre or collection of all streaming videos. It is designed to provide a better experience and accessibility.

It is the most popular form of indoor entertainment these days. This has been seen a surge in new customers, bringing more business than usual.

Because of the work from home/stay home, video streaming apps are on the rise. They have become a part of our culture, and services like Netflix, Prime, LinkedIn learning created a culture of their own.

Terms like Binge-watching, soaking in and chill are some examples of that.

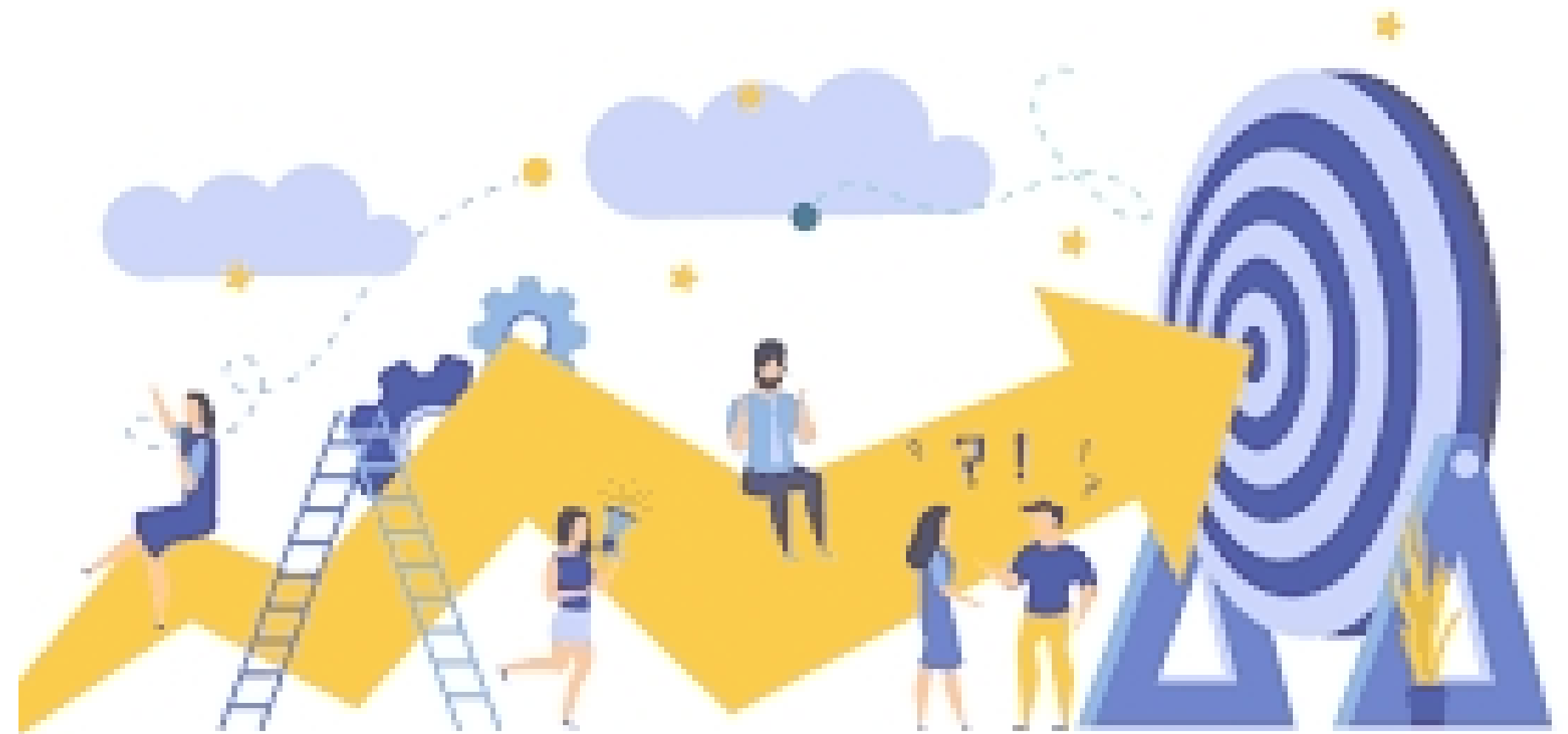
PROBLEM STATEMENT

Challenge

Online web streaming is one of the most popular Internet activities.

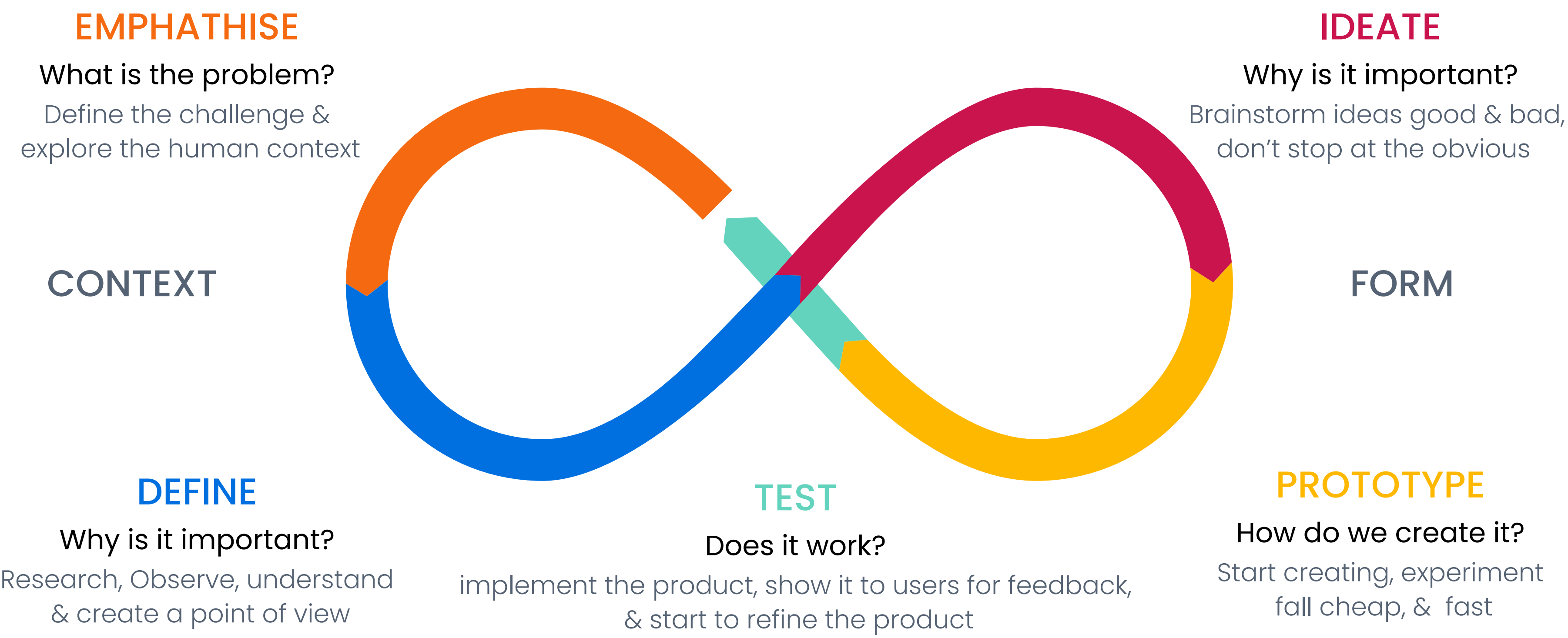
Whether you want to watch video from across the world, news recaps, TV shows, tutorials, or funny videos, you're guaranteed to find something you like in many video streaming websites.

Design a video streaming solution which also acts like a collector of various streaming solutions and supports in viewing and managing video content.



Creative Process

DESIGN THINKING



Competitive Analysis

NETFLIX



Application used for watching movies, series and Live TV News.



Application used for watching E-learning videos



Do you always find something to watch



When want something to watch, how long does it take to decide?



Do you use My list/My Favourites function?



Is Video Player Screen is easy to access?



GOAL

Design Strategy



1. Business Model

B2C

Aiming to design a platform where user can have all in one streaming application which suffices all his/her key needs.

2. General Task

Streaming Movies, live News, Educational Videos.

My Favourite feature keeps handy.

Grouping content, showing according to **Genre**.

3. Cross Channel

Web Platform.

Android, IOS Application.

Persona



“
I have the impression that it has everything except what I want to watch.
”

ABOUT

Olivia is a young Architect student (3rd year) who is intends to follow for modern, contemporary design style as a architect. Olivia has a busy life, diving her time between studying and doing internship at the family friend business. She lives with her parents and having young brother and in few free hours left over she loves to discover new stories with him on the streaming platform.

Age	24
Location	India
Income	12,000
Status	Single
Occupation	Intern Architect

STREAMING VIDEO EXPERIENCE

Few times a week

Shares with family

Mobile

GOALS

- Find movies and tv shows aligned to her tastes.
- Need a good filter option for quick selection and to save time.
- Want educational video streaming on the same platform.
- Can able to create multiple video playlist/ collection for detailed categories.

FRUSTRATIONS

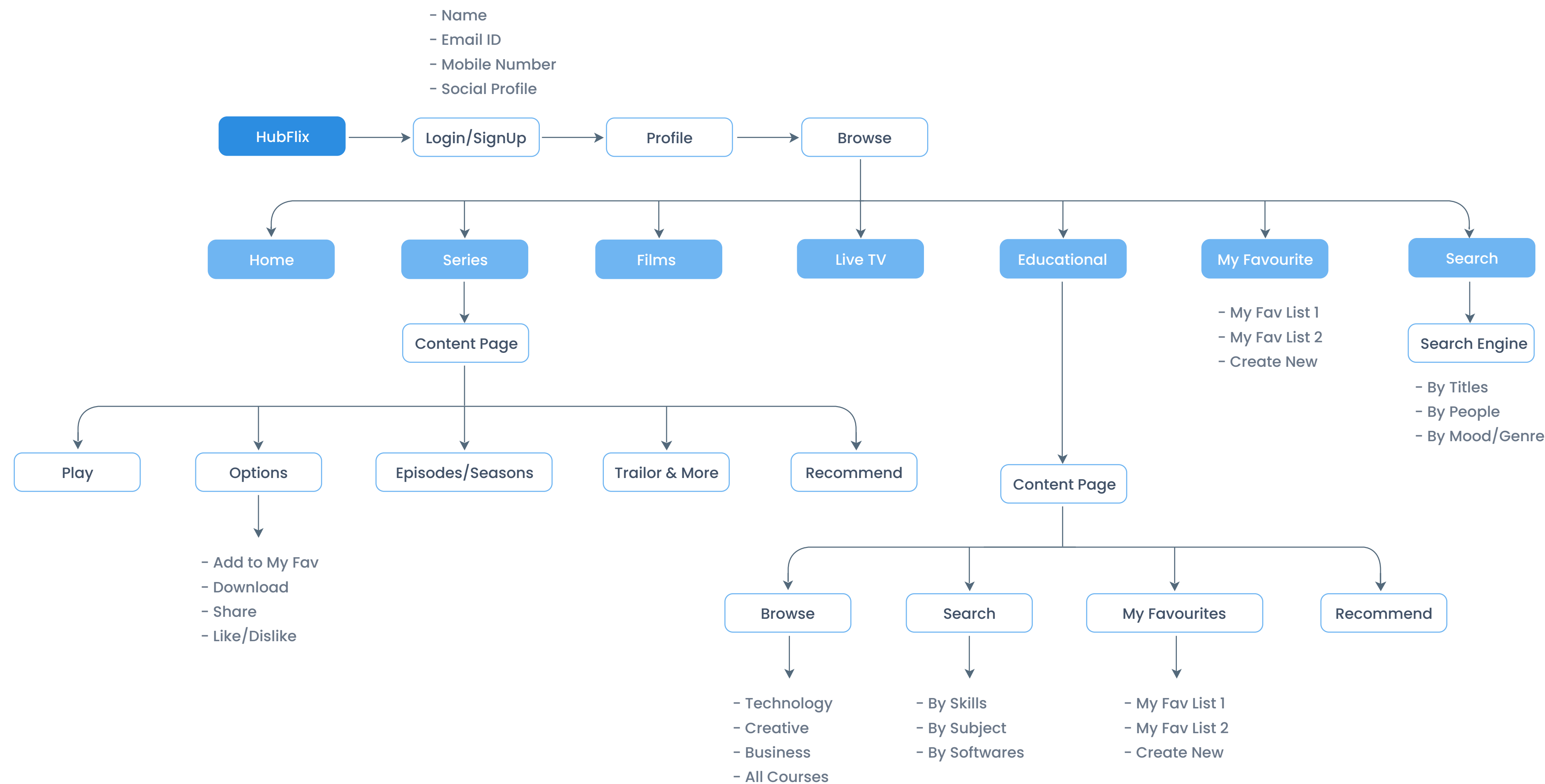
- Spent lot of time for what to watch.
- Recommendations are inaccurate as she shares the account with the family.
- Not enough customisation can create in My favourites.
- To watch educational/e-learning videos, have to access different application.

Olivia Martin's Journey

In the middle of while watching criminal series, Olivia wants to watch the e-learning content video.

STAGES	NAVIGATION >	CHOISE >	SEARCH >	REPRODUCTION >
ACTIONS	Was watching the series on Netflix and now wants to watch e-learning video.	Closed the current app and opened LinkedIn Learning.	Go to the Search button and search for GOTHIC STYLE OF ARCHITECTURE.	Click to start the session of GOTHIC STYLE OF ARCHITECTURE.
GOALS	Continue watching the GOTHIC STYLE OF ARCHITECTURE where she left off.	Find the next session of GOTHIC STYLE OF ARCHITECTURE.	Find the GOTHIC STYLE OF ARCHITECTURE title in search results.	Watch next session of GOTHIC STYLE OF ARCHITECTURE.
THINKING	<i>Every time I have to change the app.</i>	<i>I love the Add to collection feature.</i>	<i>I have to type the entire title to find the correspondence videos.</i>	<i>The session is good but I will have to select the next session again?</i>
FEELINGS				
FRUSTRATIONS	Educational videos are not in same app.	Lack of platform memory.	The search option dose not find the incomplete terms.	The platform doesn't have auto play action.
FEEDBACKS	Like Series, Movies, TV Shows show educational video section	Improve the memory system. – Consumed Content. (Already seen X content in MY FAV. X I am seeing.)	Need to exit the app and open another app to watch e-learning videos.	Add Next episode button & list of episodes in the player.

Sitemap/ Information Architecture



Hi – Fidelity Wireframe

Here is some sneak peek of hi-fidelity wireframes.

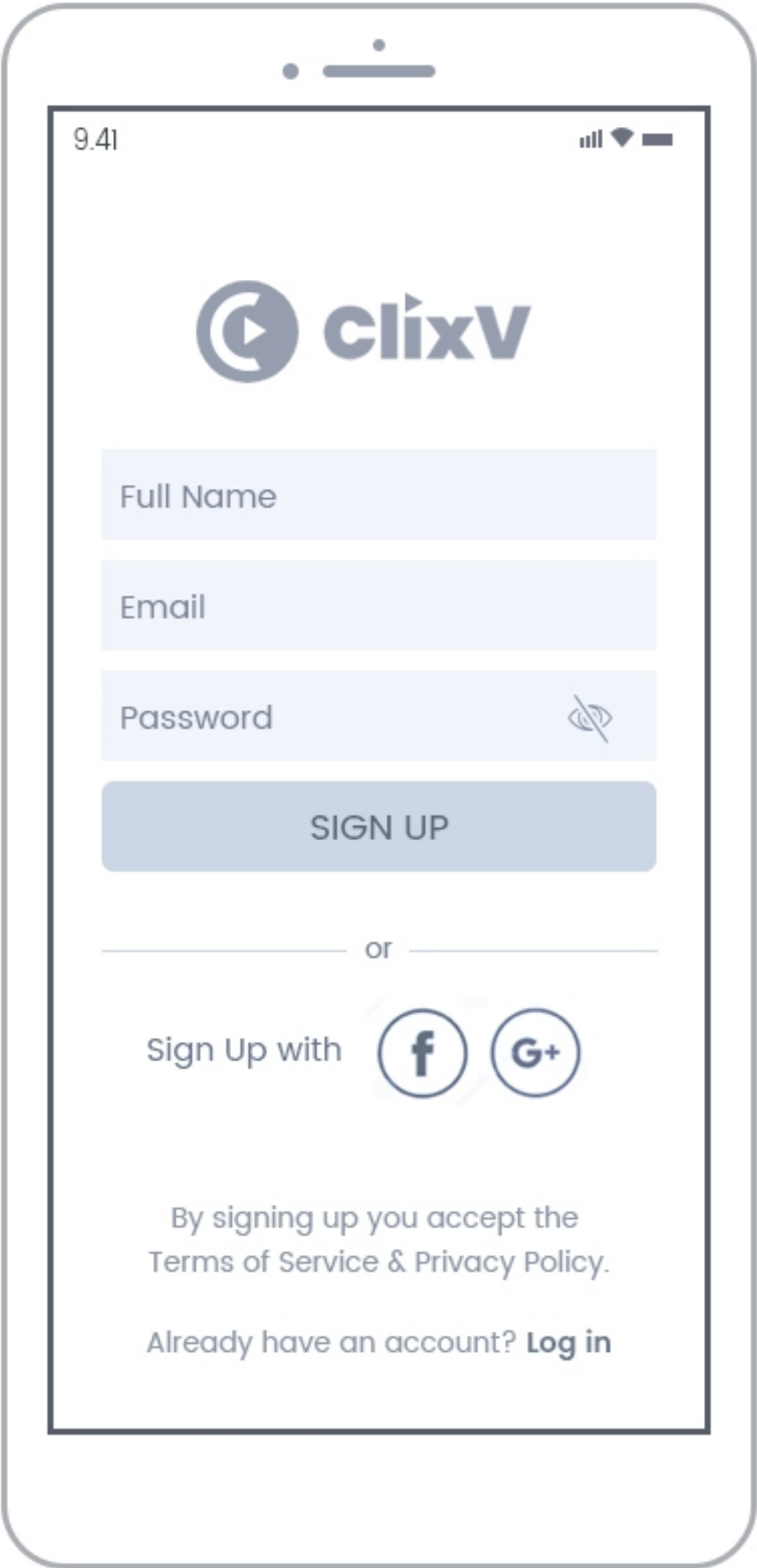


1) Onboarding

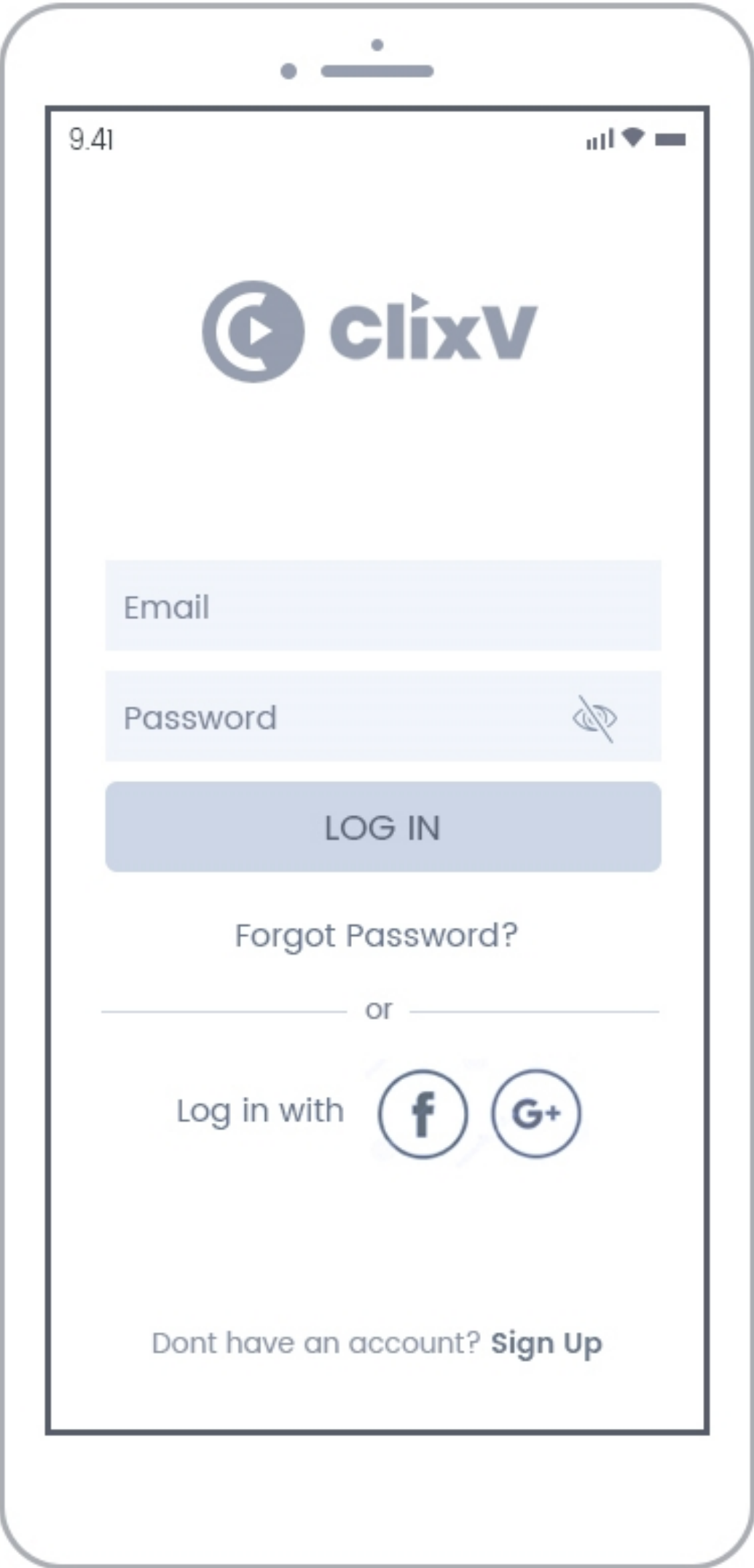
It's very easy to start using the application when you use the sign in through your Google, Facebook or Apple account. But if not, the proposed registration takes only 2 minutes.

2) Sign Up

Standard form of authorisation in the application. And easy to registered via your social network accounts.



Hi - Fidelity Wireframe



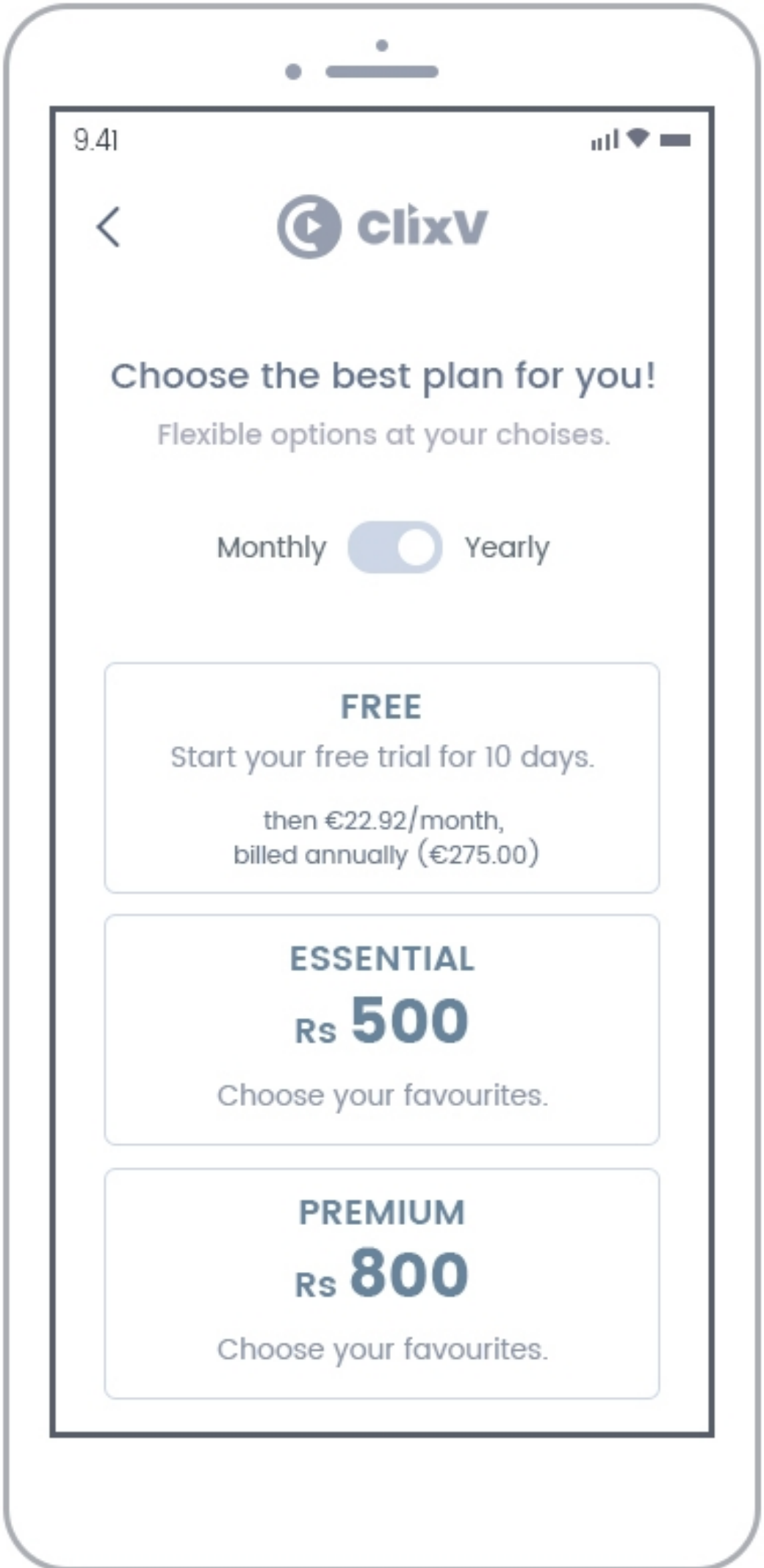
3) Sign In.

Sign In with your email address or social network account to be able to access the various features of the application.

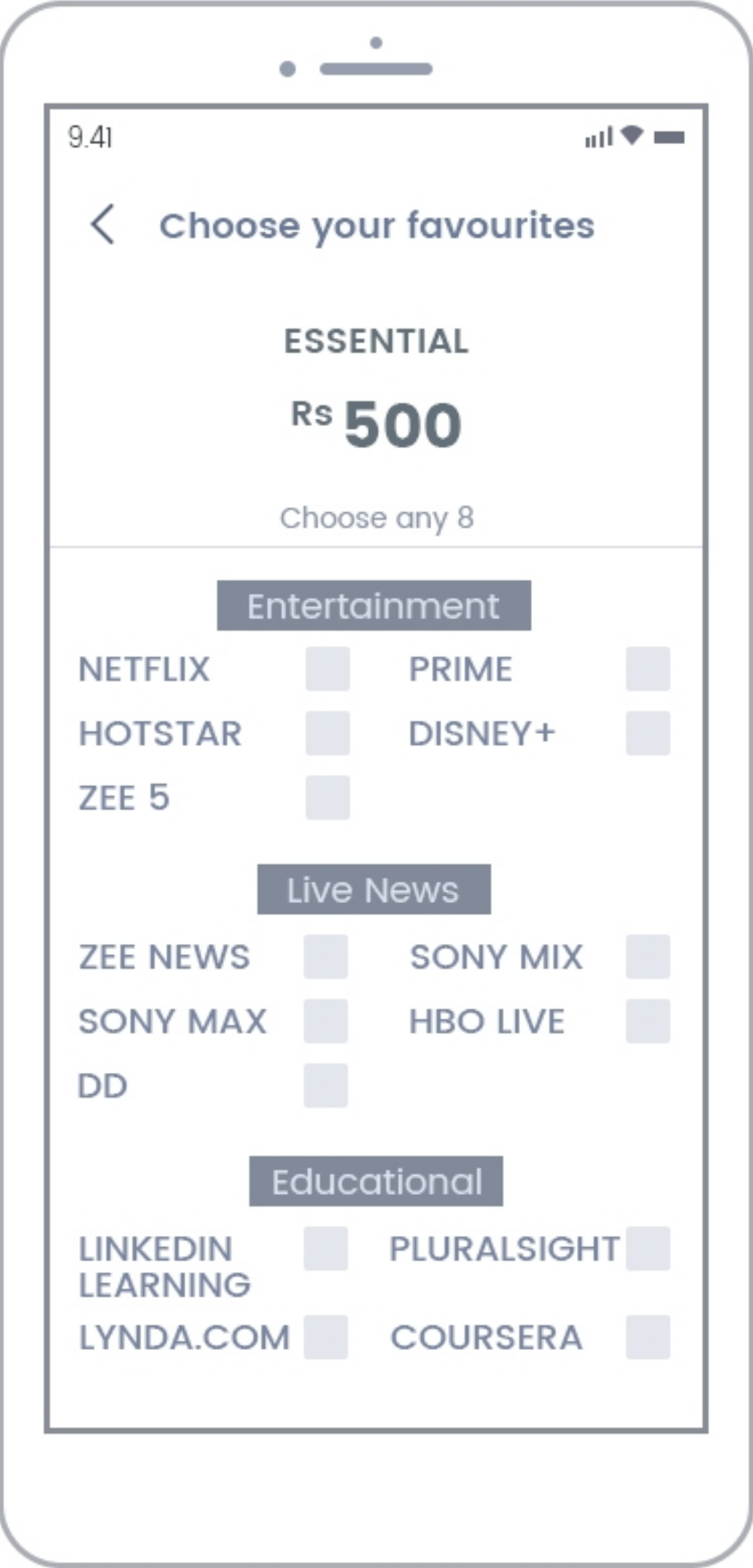
Once you connected to the application or the website, you can access, save your favourites whenever you want.

4) Plan selection and Pricing.

Subscription will allow you to choose how many months you would like to use your account and it will give you the ability to choose videos as per your interests.



Hi – Fidelity Wireframe



5) Choose our Favourites.

After selecting plan and pricing, you have choices to select your favourite streaming apps and Live T.V. channels and top of it you can choose your educational streaming videos too.

Visual Design



Here is some sneak peek of hi-fidelity wireframes.



Sign In

Binge watching made profitable.

Watch anywhere. Cancel at any time.

Ready to watch? Enter your email to create or restart your membership.

Get Started



Sign In

Sign In

☐ Remember Me

[Forgot Password?](#)

Or sign in via



New to ClixV? [Sign Up Now!](#)

 MOVIES

JOKER

“Joker” is an original, standalone story. Arthur Fleck (Joaquin Phoenix), a man disregarded by society, is not only a gritty character study, but also a broader cautionary tale.



 More Info

 My Fav

 Download

Recomended For You



Only on ClixV



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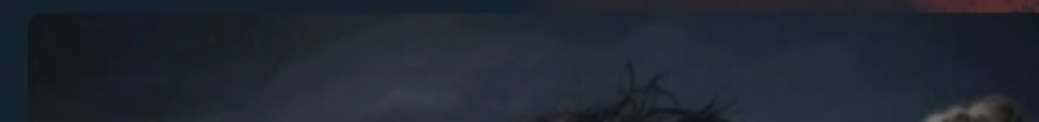
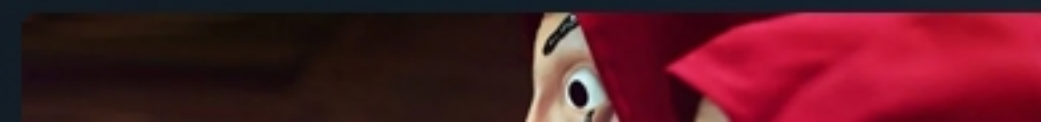
Trending Now



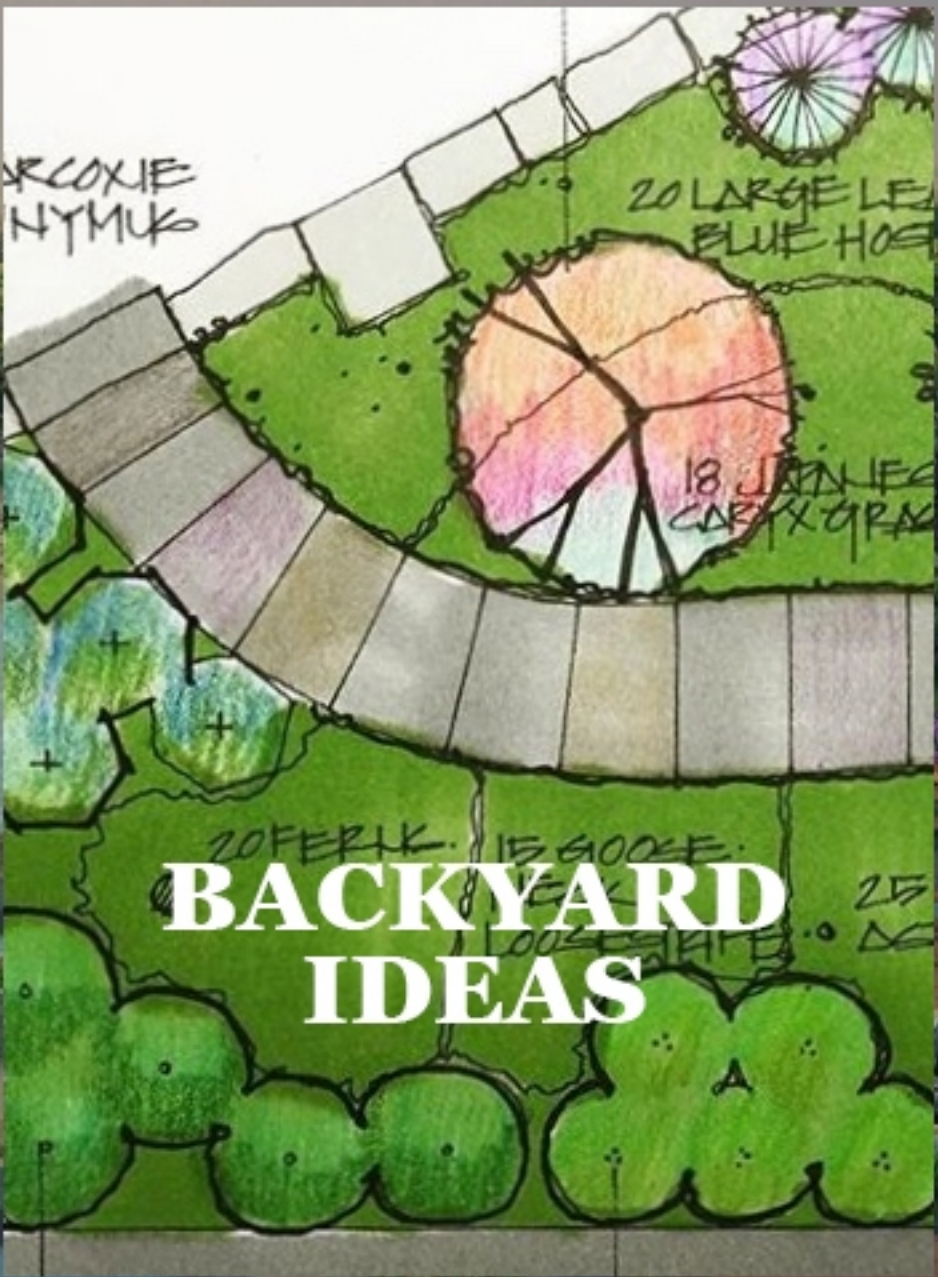
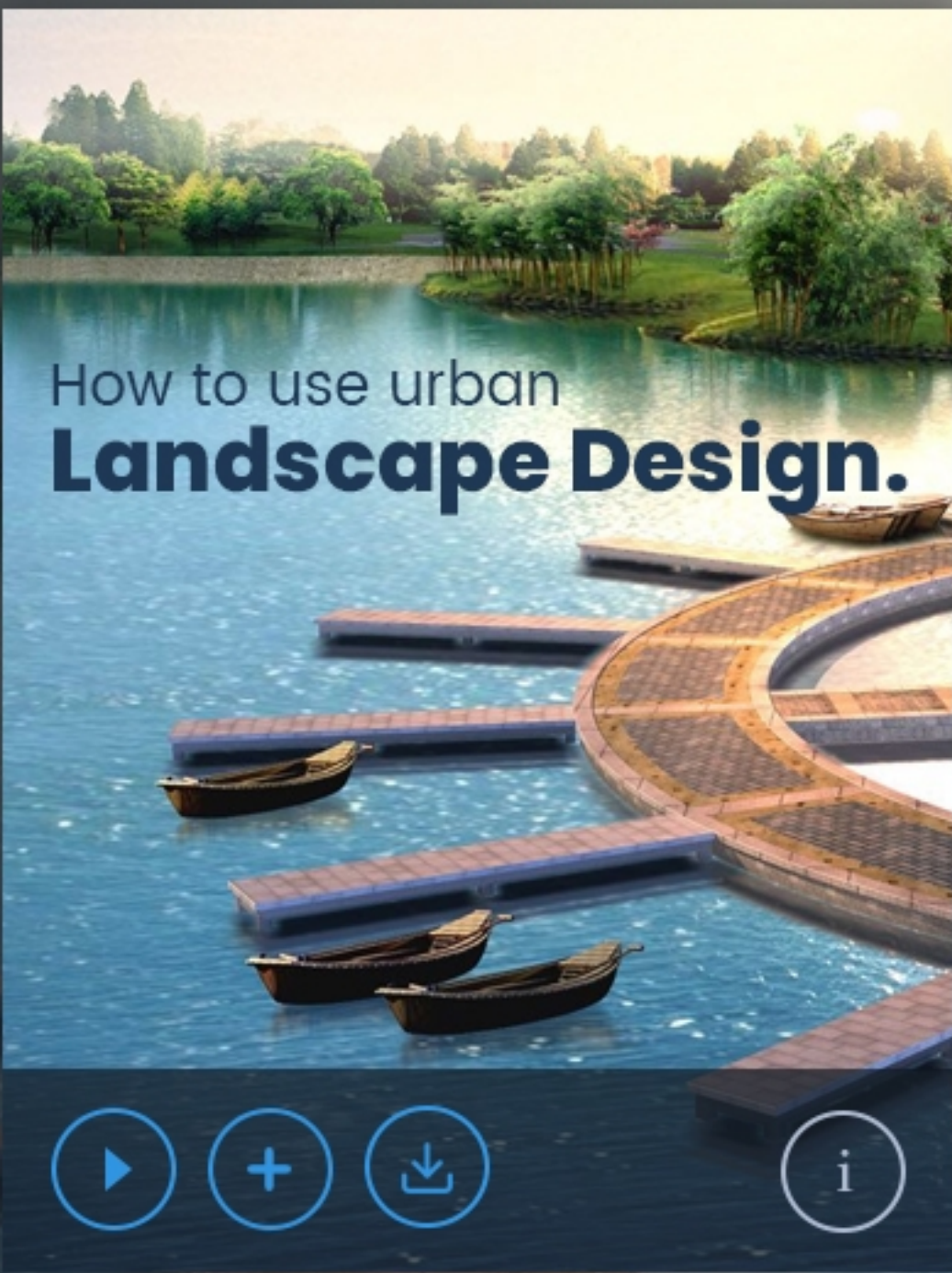
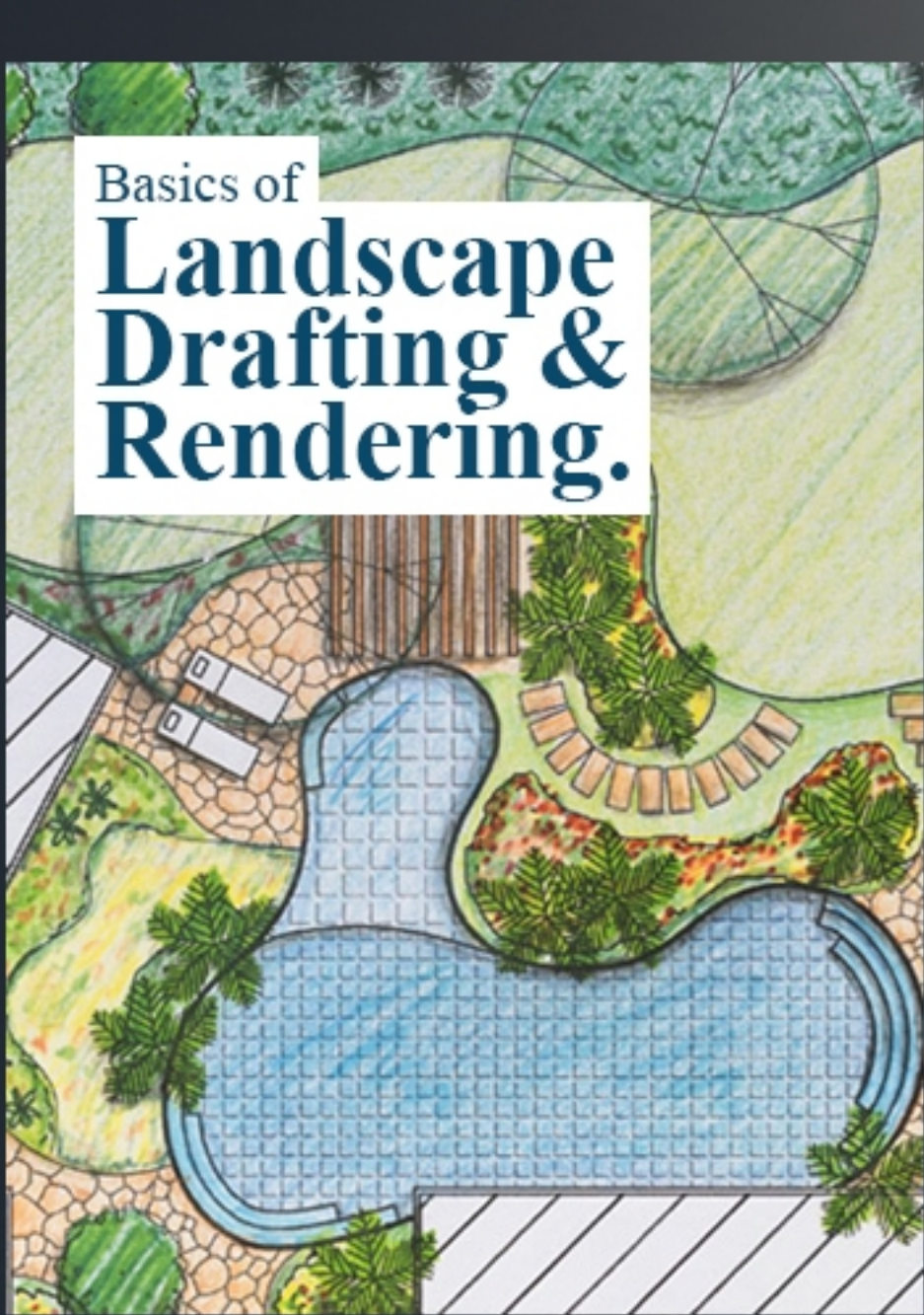
Joker

2020 | Movie

Recomended For You



Trending Now

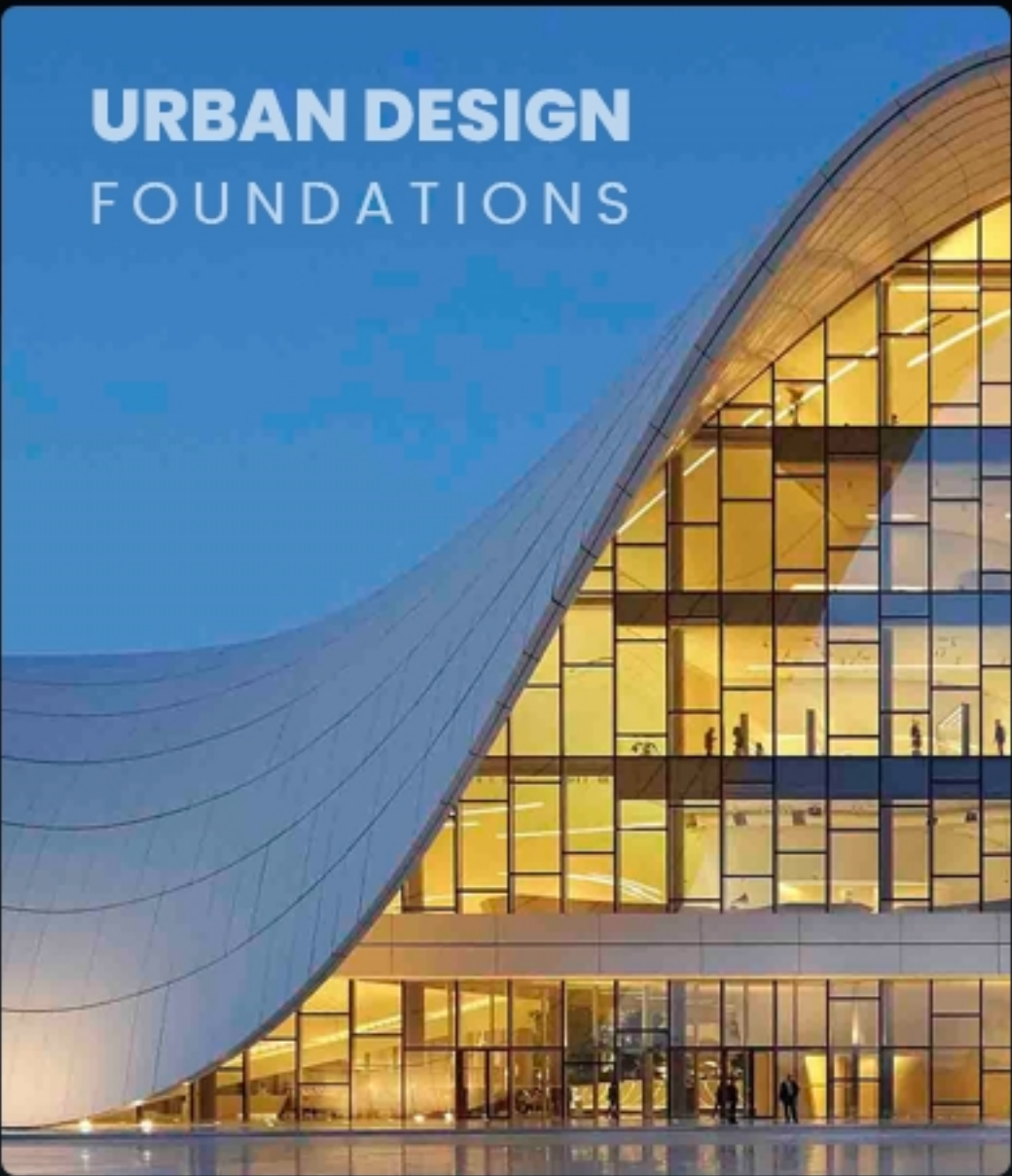


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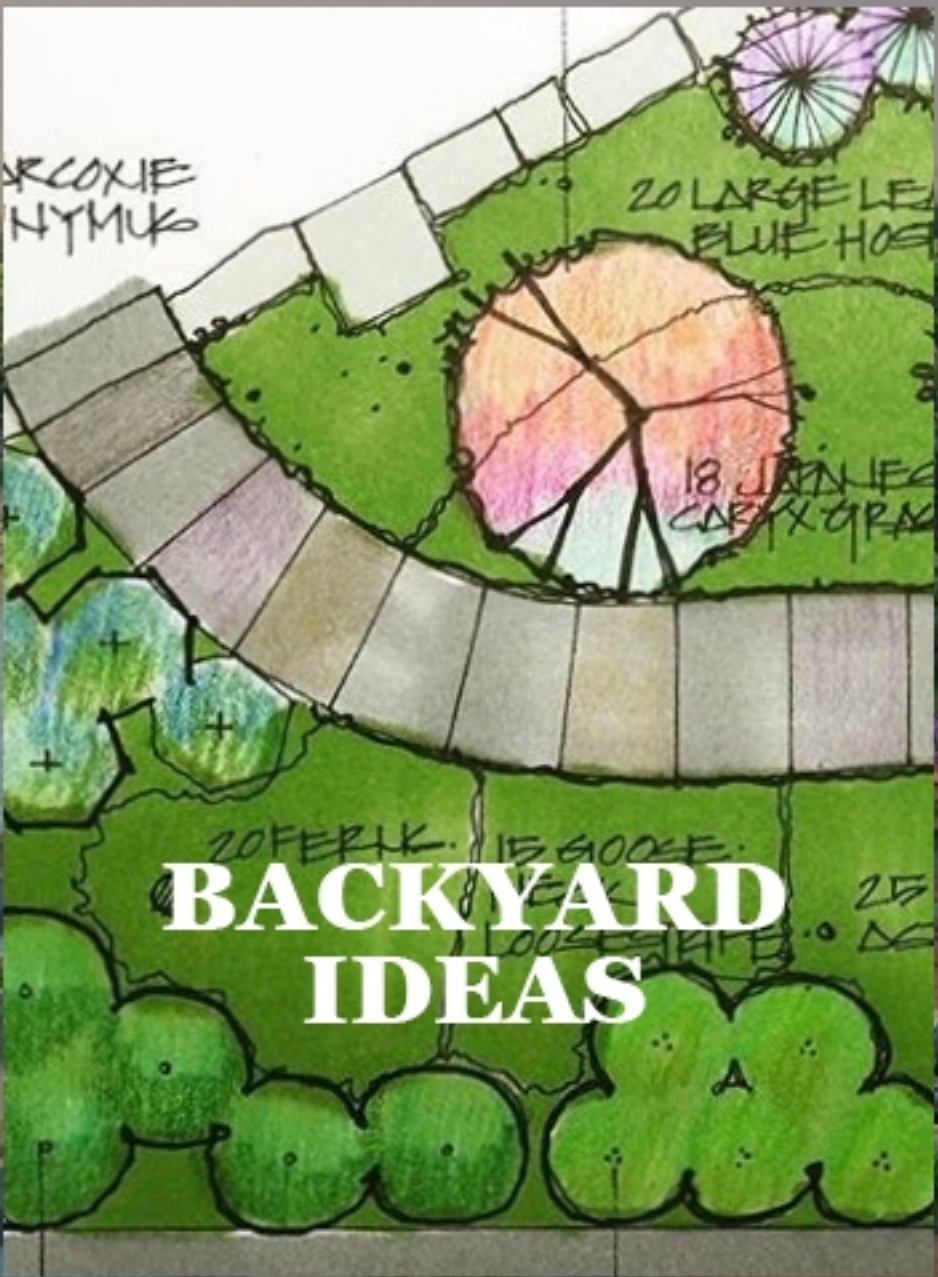
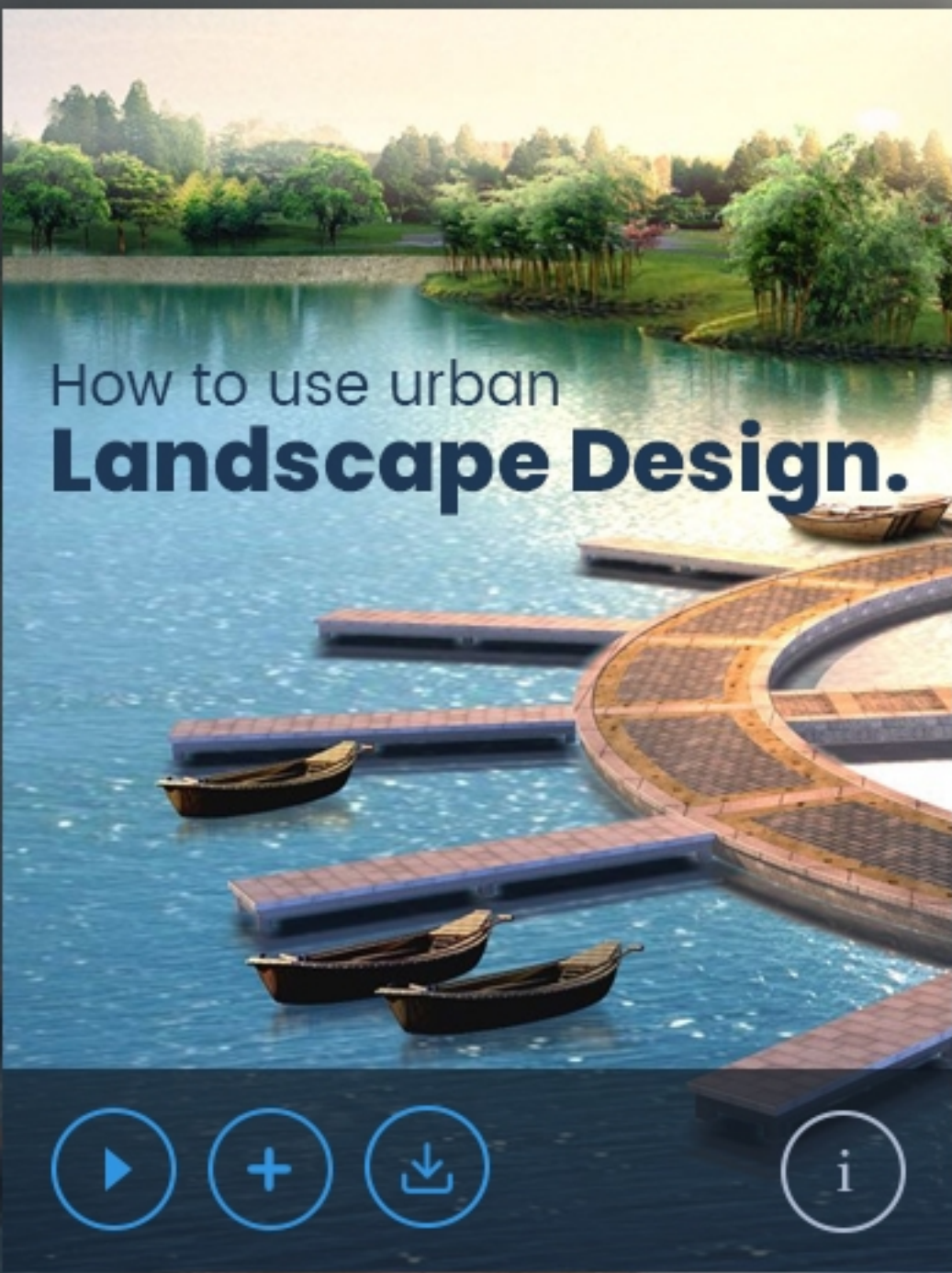
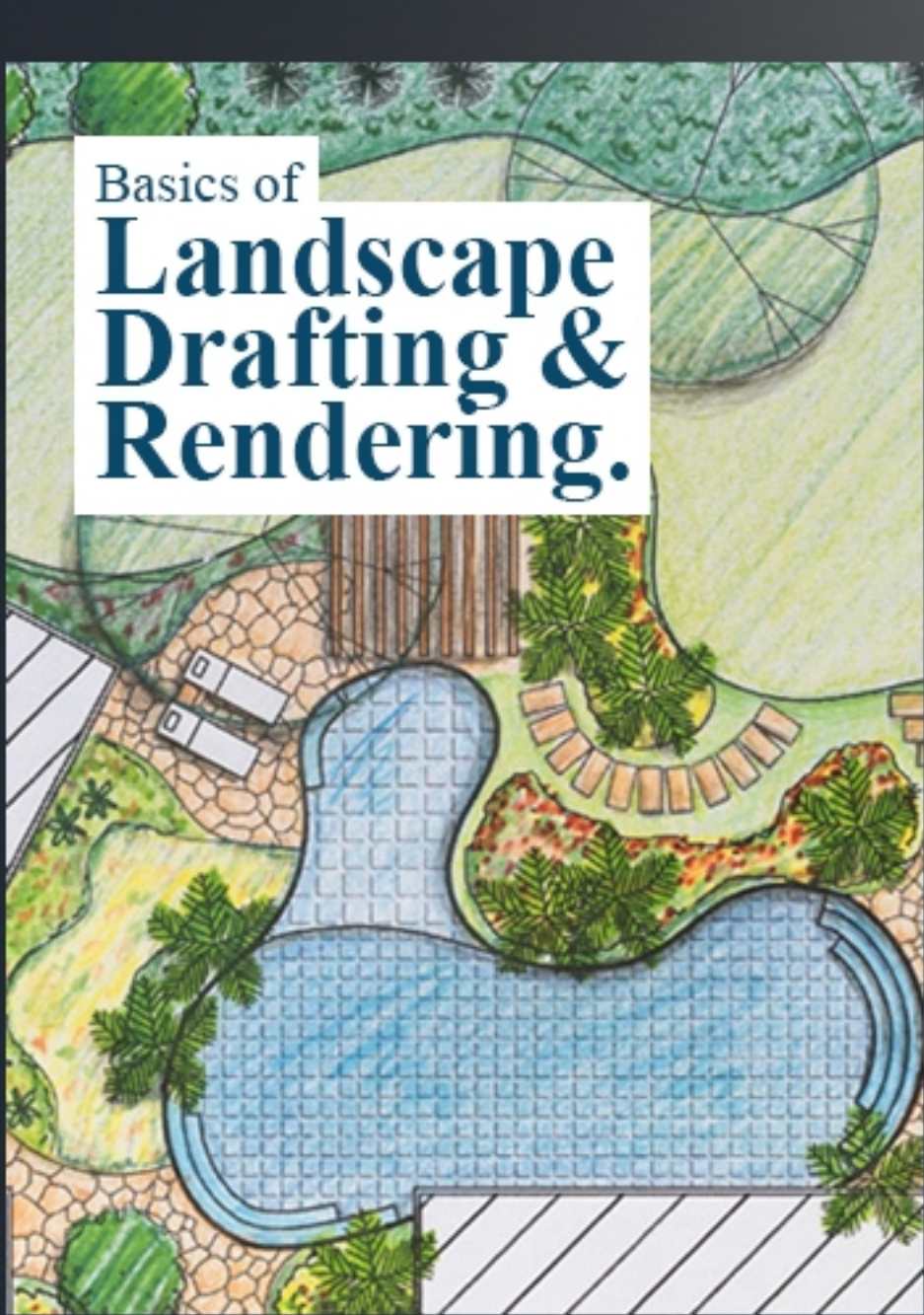


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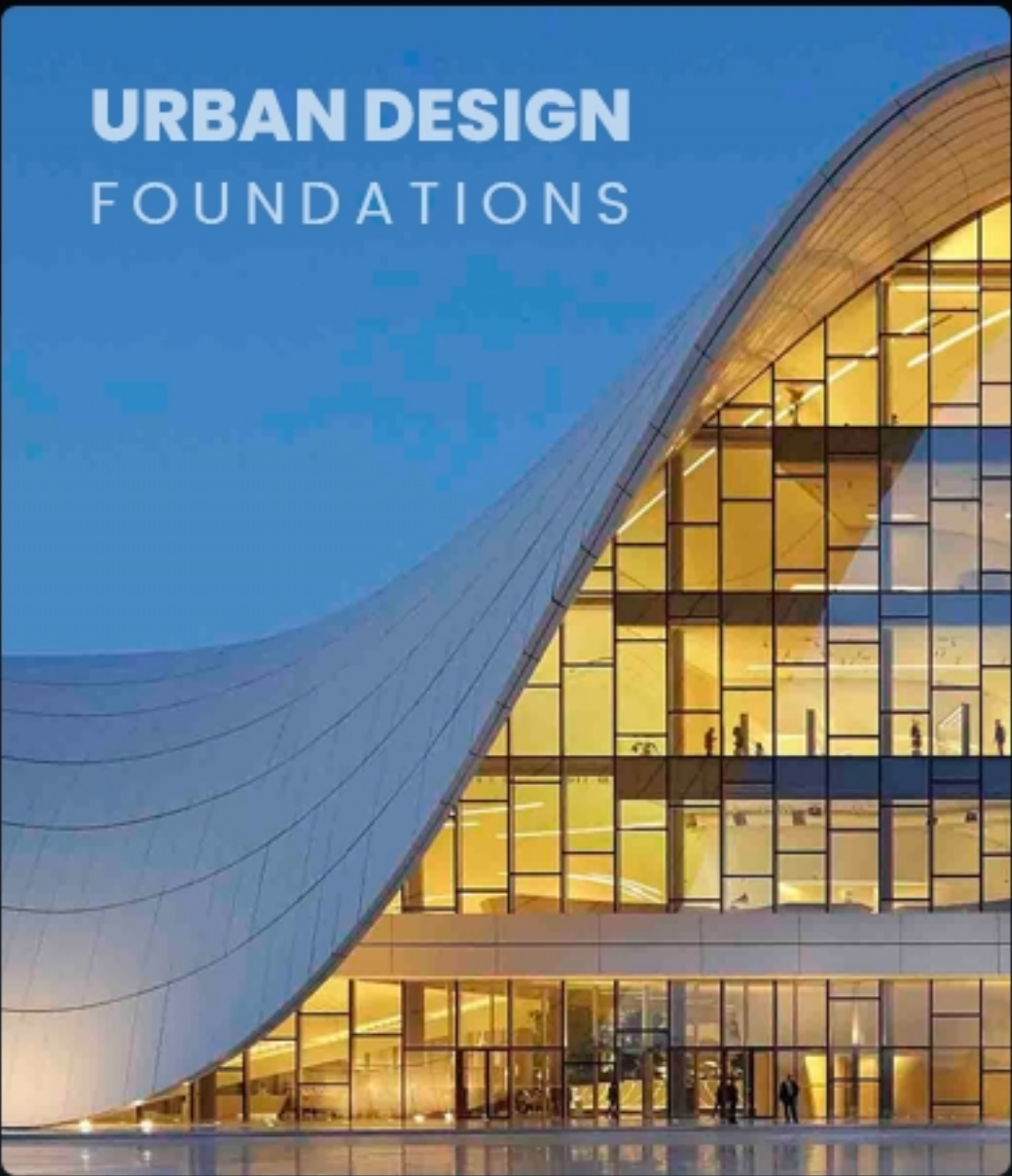


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Thank You!

