

Executive Summary

We want to be your real-time guide for any movie or TV show. Some people find subtitles on their content distracting while others can't comprehend a piece of content without it. In group settings, if there is a mix of these kinds of people, some will either be distracted by the subtitles while others may not be able to understand anything that is being said. Then there are some people who are always on their phones trying to figure out who that actor is or what music is playing in the background of the scene.

We aim to give consumers all the information they want about a given movie or TV show. From subtitles to character information to trivia all at their fingertips in real-time. We want to enhance users' viewing experience by being the companion they didn't know they wanted. By moving the information from the TV to a user's phone, we are giving users a more customized experience. We also want to provide content warnings about sensitive language or scenes. This will allow users to skip past those parts at their own discretion.

Our main goals are accessibility and companionship. By moving subtitles from the screen to consumers' phones, we are giving them the individual choice of whether to have subtitles or not and what language to have them in. Allowing individuals to choose whether or not they want subtitles removes the burden of having subtitles on the screen for an entire group.

Providing character information and trivia can help engage users in the content they are consuming. Some people like to know everything about a certain TV show or movie and by providing so much information within the app, people won't need to go searching for it on their own.

The only main competitor is Amazon with their Amazon X-Ray for Prime Video. However, that is currently restricted to the Prime Video platform. The information provided by Amazon X-Ray only appears when the media is paused, thus disrupting the viewing experience. Other platforms only offer subtitling directly on the screen. They also do not offer any additional information regarding the media a customer is consuming.

Our primary target audience is college-aged students to young professionals, 18-30 years old. We believe that this group of individuals would be more receptive to the idea of a companion app. These consumers are also more likely to have younger children whom they may want to protect from sensitive language or scenes. We believe this group would also be more likely to be watching streaming services with a large diverse group of people.

Consuming media in groups can be difficult with varying opinions on how to watch it. We aim to provide more individualization when it comes to watching content by providing all the information on your phone.