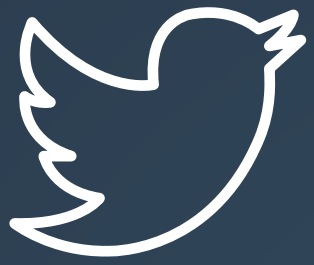
SHOWIT
your mobile talk show host

THE PROBLEM

TV IS CHANGING.

FROM THE PLATFORMS AND PRODUCTION, TO THE ACCESSIBILITY. PEOPLE WANT A MORE FOCUSED WAY TO CONNECT BETTER WITH FRIENDS.



9.1M

people reached on Twitter for Breaking Bad finale

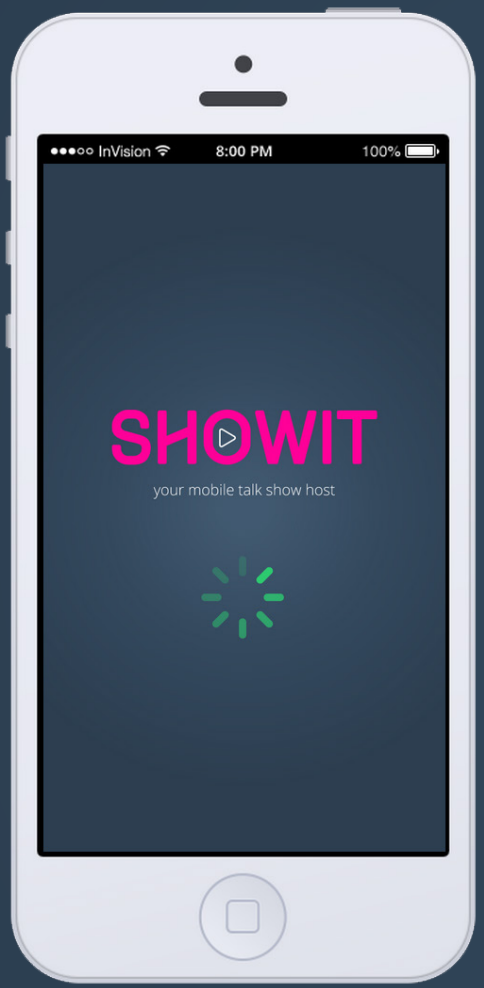
576,000

average Tweets about each episode of The Walking Dead

60%

of people interviewed watch at least 4 nights a week

Sources: Nielsen Data from 1/1/2014-11/30/2014, Nielsen Data from 9/1/2013-5/25/2014, User Interviews



THE SOLUTION

WHERE SHOWS AND CONVERSATIONS BECOME ONE.

THE AUDIENCE

Millennials | Ages 18-24

THE ANCHOR

"I ENJOY TURNING PEOPLE ONTO SHOWS AND LOVE SEEING THEIR REACTIONS. I TALK ABOUT TV A LOT."

devices used for viewing

- likes to make recommendations
- help be an advocate for tv appreciation
- introduce entertainment
- spark discussions
- watches at least 4 days per week on avg.
- hates spoilers

THE DIRECTOR

"MY FRIENDS AND I FREQUENTLY GO OVER THEORIES AND POSSIBLE OUTCOMES FOR CHARACTERS."

- likes discussions more than recommendations
- more selective of opinions
- spark discussions
- watches at least 4 days per week on avg.
- hates spoilers

devices used for viewing

"I'M CONSTANTLY QUOTING SHOWS WITH FRIENDS. I MOSTLY USE TWITTER, REDDIT, AND A FEW BLOGS FOR NEWS."

THE SOCIAL MEDIA SPECIALIST

devices used for viewing

- likes to make and get recommendations
- very social tv watcher
- hosts or attends viewing parties
- spark discussions
- watches at least 4 days per week on avg.
- hates spoilers

THE INTERN

devices used for viewing

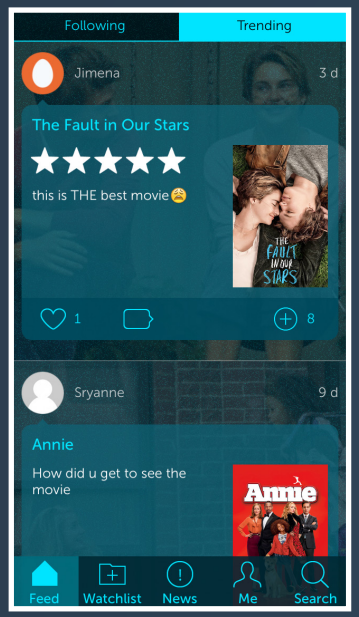
"IT'S FUN TO HAVE CONVERSATIONS ABOUT SHOWS DURING LUNCH."

- open for recommendations
- spark discussions
- watches 0-3 times per week on avg.
- hates spoilers

THE PRODUCTION

Competitors | MVP | Wireframes

COMPETITOR ANALYSIS



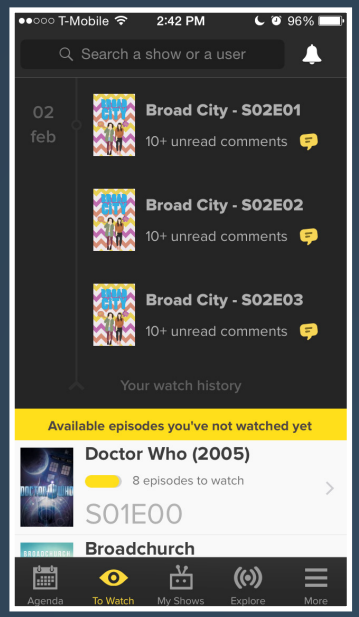
FOUNDDD

similar features

messaging feature

make accounts

focused on movies



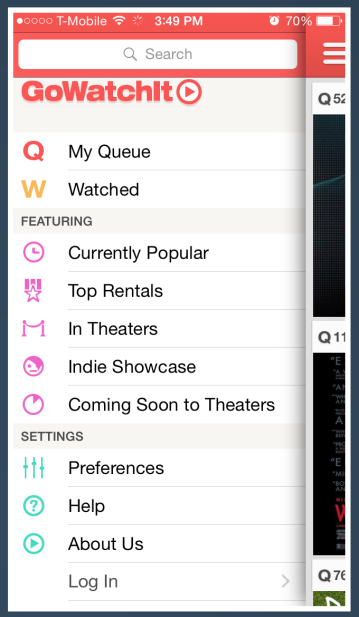
TVSHOW TIME

guide feature

calendar

play web series

message boards



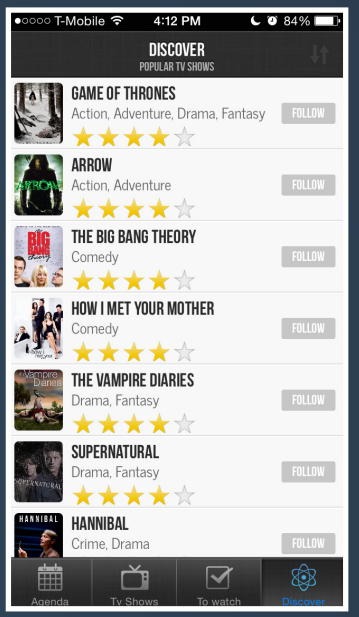
GOWATCHIT

no friend feature

movie focused

theatre information

confusing nav



EPISODETIME

no friend feature

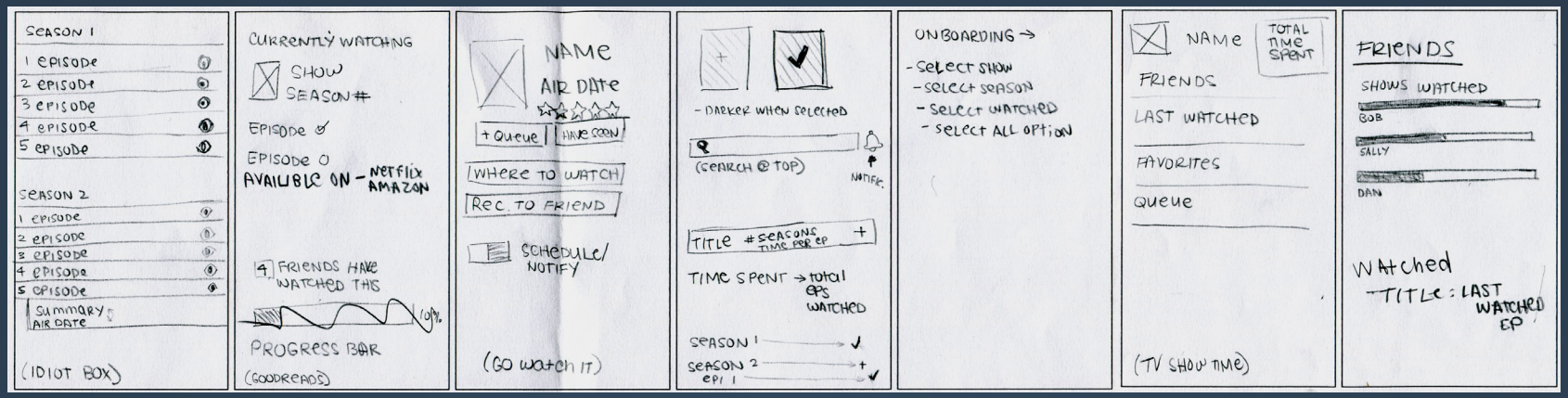
tracker

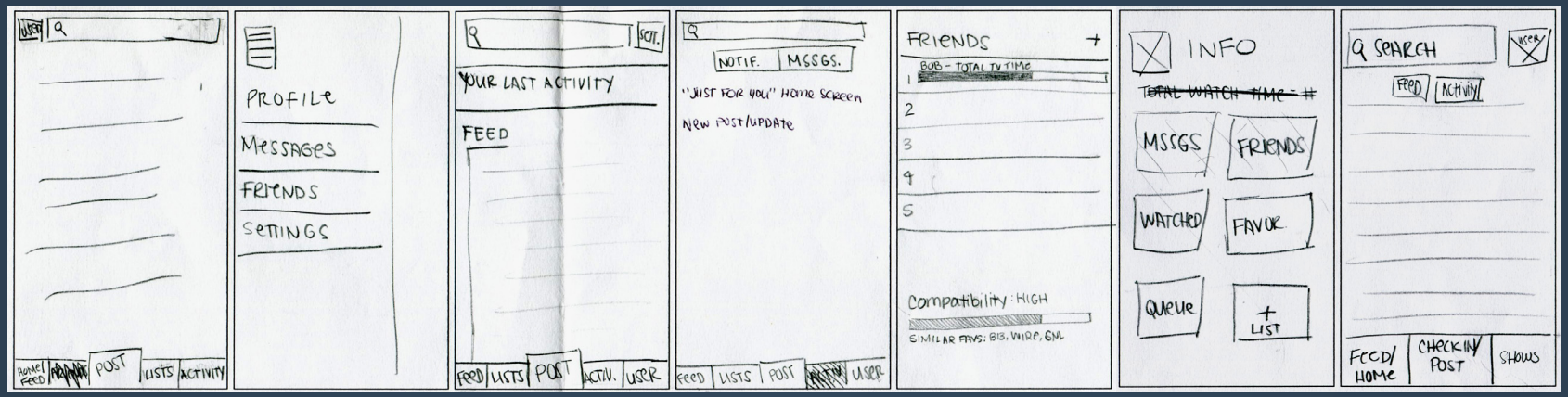
calendar

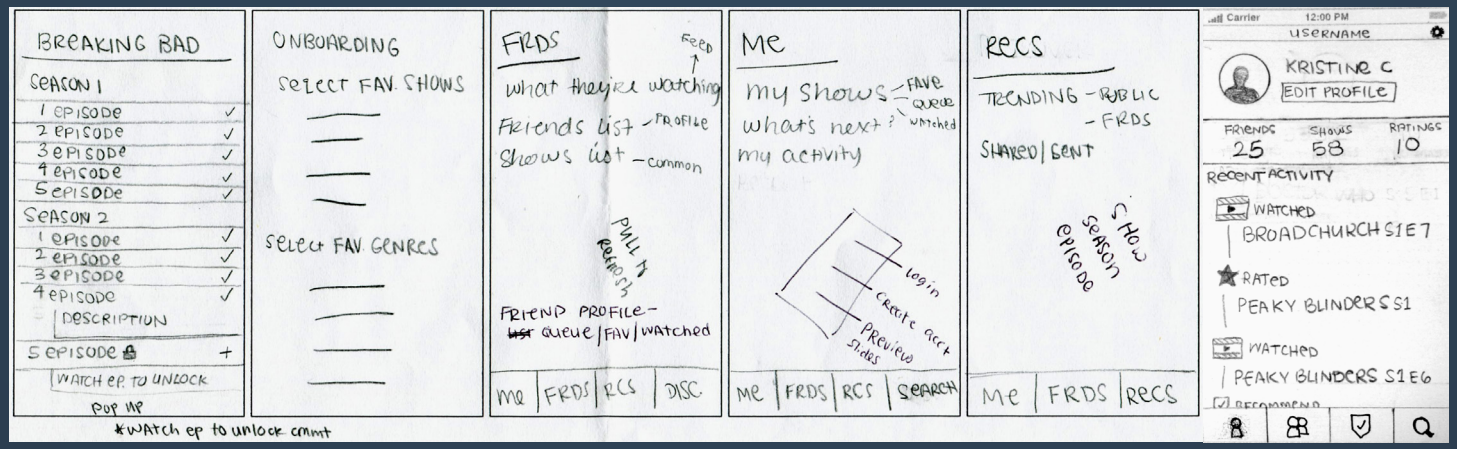
MINIMUM VIABLE PRODUCT

- *know what friends are watching*
- *watchlist: queue, favorites, have seen*
- *recommendations and ratings from wanted sources (invite-only platform)*
- *social media integration*
- *trending/popular*
- *avoid spoilers!*

HOME/ FEED
USER'S POSTS
FRIENDS POSTS
SHOWS
SEARCH
SHOWS & SEASONS PAGE
RATINGS
WATCHED
Queue
POST/ CHECK IN
SEARCH
SHARE W/FRIENDS
SHARE SOCIAL MEDIA
RECCOMEND SHOWS
ACTIVITY & NOTIFICATIONS
INTERACTIONS
MESSAGES
LIKES
FRIEND REQUEST
NEW RECCS.
FRIENDS
SEARCH
FRIEND PROFILE
ADD NEW FRIEND
PROFILE
RECENTLY WATCHED
Queue
FAVORITES
REMINDERS
RATINGS & RECCS.
FRIENDS
SETTINGS
EDIT PROFILE
PRIVACY SETTINGS
NOTIFIC. SETTINGS

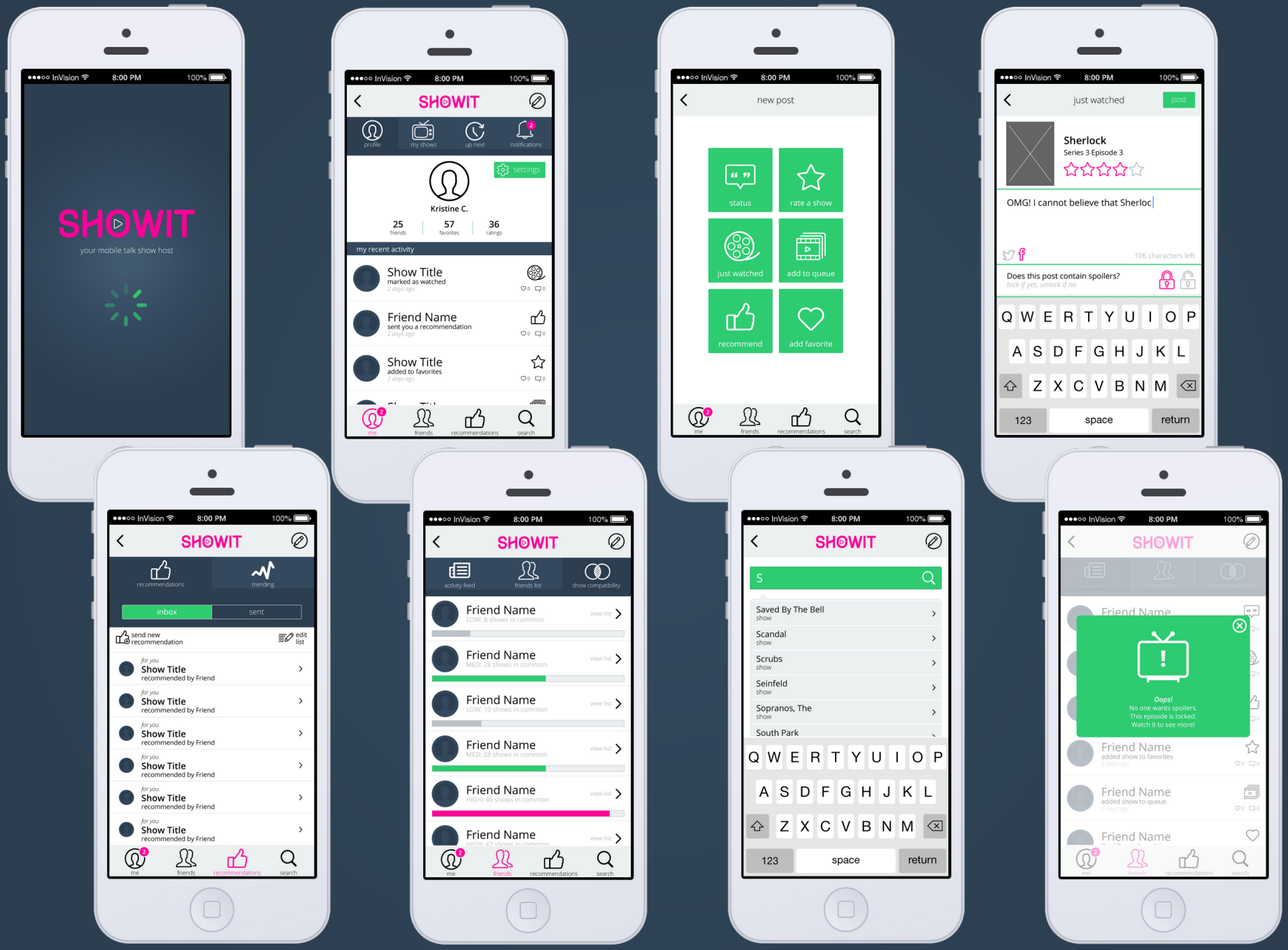

SEASON 1
1 EPISODE
2 EPISODE
3 EPISODE
4 EPISODE
5 EPISODE
SEASON 2
1 EPISODE
2 EPISODE
3 EPISODE
4 EPISODE
5 EPISODE
SUMMARY
AIR DATE
(IDIOT BOX)
CURRENTLY WATCHING
SHOW
SEASON #
EPISODE
EPISODE
AVAILABLE ON - NETFLIX AMAZON
4 FRIENDS HAVE WATCHED THIS
10%
PROGRESS BAR
(GOODREADS)
NAME
AIR DATE
+ QUEUE
HAVE SEEN
WHERE TO WATCH
REC TO FRIEND
SCHEDULE/ NOTIFY
(GO WATCH IT)
- DARKER WHEN SELECTED
(SEARCH @ TOP)
NOTIF.
TITLE #SEASONS TIME PER EP
TIME SPENT → total EPS WATCHED
SEASON 1
SEASON 2 EPI 1
ONBOARDING →
- SELECT SHOW
- SELECT SEASON
- SELECT WATCHED
- SELECT ALL OPTION
NAME
TOTAL TIME SPENT
FRIENDS
LAST WATCHED
FAVORITES
QUEUE
(TV SHOW TIME)
FRIENDS
SHOWS WATCHED
BOB
SALLY
DAN
WATCHED
TITLE : LAST WATCHED EP


HOME/ FEED
POST
LISTS
ACTIVITY
PROFILE
MESSAGES
FRIENDS
SETTINGS
SCT.
YOUR LAST ACTIVITY
FEED
FEED
LISTS
POST
ACTIV.
USER
NOTIF.
MSSGS.
"JUST FOR YOU" HOME SCREEN
NEW POST/UPDATE
FRIENDS
BOB - TOTAL TV TIME
1
2
3
4
5
COMPATIBILITY: HIGH
SIMILAR FAVS: BIG, WIRE, ENL
INFO
~~TOTAL WATCH TIME - #~~
MSSGS
FRIENDS
WATCHED
FAVOR
QUEUE
+ LIST
SEARCH
FEED
ACTIVITY
USER
FEED/ HOME
CHECK IN/ POST
SHOWS


BREAKING BAD
SEASON 1
1 EPISODE
2 EPISODE
3 EPISODE
4 EPISODE
5 EPISODE
SEASON 2
1 EPISODE
2 EPISODE
3 EPISODE
4 EPISODE
DESCRIPTION
5 EPISODE
+
WATCH EP TO UNLOCK
POP UP
*WATCH EP TO UNLOCK COMMT
ONBOARDING
SELECT FAV. SHOWS
SELECT FAV. GENRES
FRDS
FEED
WHAT THEY'RE WATCHING
FRIENDS LIST - PROFILE
SHOWS LIST - COMMON
PULL TO REFRESH
FRIEND PROFILE -
~~LIST~~ QUEUE / FAV / WATCHED
ME
FRDS
RCS
DISC.
ME
MY SHOWS - FAVE - QUEUE - WATCHED
WHAT'S NEXT?
MY ACTIVITY
LOGIN
CREATE ACCT
PREVIEW STUFF
ME
FRDS
RCS
SEARCH
RECS
TRENDING - PUBLIC - FRDS
SHARED / SENT
SHOW SEASON EPISODE
ME
FRDS
RECS
Carrier
12:00 PM
USERNAME
KRISTINE C
EDIT PROFILE
FRIENDS 25
SHOWS 58
RATINGS 10
RECENT ACTIVITY
WATCHED
BROADCHURCH S1E7
RATED
PEAKY BLINDERS S1
WATCHED
PEAKY BLINDERS S1E6

THE PITCH

Prototypes | Testing


SHOWIT
your mobile talk show host
SHOWIT
profile
my shows
up next
notifications
settings
Kristine C.
25 friends
57 favorites
36 ratings
my recent activity
Show Title
marked as watched
Friend Name
sent you a recommendation
Show Title
added to favorites
me
friends
recommendations
search
new post
status
rate a show
just watched
add to queue
recommend
add favorite
just watched
post
Sherlock
Series 3 Episode 3
OMG! I cannot believe that Sherloc
106 characters left
Does this post contain spoilers?
lock if yes, unlock if no
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return
recommendations
trending
inbox
sent
send new recommendation
edit list
for you
Show Title
recommended by Friend
activity feed
friends list
show compatibility
Friend Name
LOW: 8 shows in common
MED: 28 shows in common
LOW: 10 shows in common
HIGH: 46 shows in common
view list
S
Saved By The Bell
show
Scandal
Scrubs
Seinfeld
Sopranos, The
South Park
Oops!
No one wants spoilers.
This episode is locked.
Watch it to see more!
added show to favorites
added show to queue

14 TESTERS

- *Excitement!*
- *Easy to navigate*
- *Swipe gestures*
- *Activity feed first*
- *Lots of options*

THE NEXT STEPS

Testing | Revisions | Features

THANK YOU!

Questions?