

UI / UX DESIGN

A NEW OTT EXPERIENCE



ZEE5

ABOUT ZEE5

ZEE5 is ZEE's OTT digital entertainment destination with a comprehensive library of on-demand and live content for the new-age consumer across connected devices.

India's leading ConTech brand, ZEE5 has more than 150 exclusive originals, 4,500 movie titles across 12 Indian languages. That's more than 125,000 hours of on-demand content across more than 100 live channels.

Globally, the platform is available across over 190 countries in 12 Indian and 6 international languages, making it the largest South Asian OTT platform with over 25 global partnerships across key countries.

BACKGROUND AND CONTEXT

The Connected TV or CTV phenomenon is rapidly gaining traction in Indian households. Now, a TV's ability to stream various over-the-top (OTT) platforms or just social media can often be seen playing a critical role in a person's decision on purchasing a TV.

Around 25mn Indian households owned a connected TV in 2022, according to a Finecast report. This number increased to 32mn in 2023 and is further expected to go up to 45mn by 2025.

In the CTV sphere, a Xiaomi PatchWall report from 2022 found that 45% of live stream viewers prioritise news content, followed by movies, general entertainment, and music.

OTT has traditionally catered to solo viewing; but with penetration of CTV, the OTT experience needs to be catered to the living room or family viewing.

At ZEE5, the Monthly Active Users (MAU, or people who use the platform at least once in a month) has grown rapidly with 75% user base being AVOD (Advertised Video On Demand) and 25% SVOD (Subscribed Video On Demand).

However, the conversion of User to Viewer (someone who has seen first few seconds of a video in a month) has scope for improvement. The product experience must meet following business imperatives:

1. Ensure the AVOD user is encouraged to register and then subscribe to ZEE5.
2. Ensure the AVOD user who is not interested in subscribing or is not tech savvy, is shown relevant content that improves stickiness to the platform.
3. Build opportunities for ad monetisation without compromising on the viewing experience.

THE CHALLENGE

We ask you to re-imagine the user experience for OTT on CTV and AR/VR devices, to position ZEE5 as industry leaders, capture market share, and offer an engaging, innovative experience for our users.

The re-imagination should help in the following:

1. Changing Consumer Behaviour: Consumers have started to shift towards CTV and AR/VR devices, demanding immersive and personalised experiences.
2. Early Adopter Advantage: Pioneering AR/VR and CTV UX enhancements strengthens brand reputation and attracts early adopter audiences.
3. Brand Differentiation: Distinguishing our platform through a unique and memorable user experience sets us apart in a homogenous market.

THE DELIVERABLES

A fresh and innovative user experience for OTT on CTV and AR/VR, including a User Journey Flow across the homepage, navigational menus, consumption pages, etc.

CONSIDERATIONS

Your design experience must attempt to:

1. Enhance User Experience: Create an intuitive, engaging, and personalised UX for CTV and AR/VR users. This should include all the components of the UX including and not limited to
 - a. Home Page.
 - b. Navigational Assets: Menu/ Top Nav Bar etc.
 - c. Search/Discovery of content.
 - d. In the consumption page below the video being played.
 - e. Understanding the limitations of Remote as an input device
 - f. Using Mobile as a secondary device.
2. Increase User Retention: Reduce churn rates with compelling experiences. This could include gamifying the user experience and solving for content discovery in ways that are unique to the platform.
3. Build Monetisation Opportunities: Generate additional revenue streams without disrupting viewer experience.

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CONSIDERATIONS

We urge you to think and keep the user's needs first. We encourage you to think beyond the existing product interfaces present in the OTT Space.

Keep the living room viewing experience on large screen Smart TVs in mind. Also, think of improving the experience for all users, even those who might not be digital natives.

Do your homework. Browse ZEE5 and other OTT services, speak not just to experts and mentors but the users themselves.

SUBMISSION GUIDELINES

Share your submission as a PDF presentation, not more than 10 pages. You may also include upto 4 videos or images as supporting material.

Each submission should include:

1. Your concept with supporting text /imagery
2. Details of your thought process for execution

Do note that the PDF must be 20MB (or less) in file size, and that the canvas of the PDF must be in a 16:9 ratio.

Videos have to be in 16:9 ratio, and can be rendered as 720p or 1080p H264 format MP4 files.

IMPORTANT DATES

Submit your entries from 04 December 2023
Deadline for submission is 26 February 2024

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

This contest is organised by Kyoorius Communications Pvt. Ltd. having its offices at 2nd Floor, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Young working professionals or full-time design students born after 1 December 1994 can enter the Kyoorius Young Blood Awards.

1. Entering the Contest

- 1.1 Entry is open to individuals working alone or in groups of up to 2 persons working as a team.
- 1.2 All members of a team must meet the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
- 1.3 Entrants should register on the Kyoorius Young Blood Awards site (kyb.kyoorius.com), download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in the brief.
- 1.4 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each Response is considered a separate entry.
- 1.5 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
- 1.6 All Entries must be submitted via our online entry system, hosted at awards.kyoorius.com. Physical work where relevant, may be submitted as supporting material only. Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
- 1.7 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) if applicable – mobile, postal & email address
 - e. The name & address of the college, university or company
- 1.8 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.

2. Sponsors' Logos and Names

- 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the entrant may not be used for any commercial or republication purposes.
- 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
- 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
- 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
- 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Young Blood Awards.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Kyoorius Young Blood Awards.
- 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
- 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Young Blood Awards are as listed on the briefs page on kyb.kyoorius.com
- 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards are as detailed on the individual briefs
- 2.9 Entrants who submit a response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

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3. Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Young Blood Awards or a sponsor's involvement with the Kyoorius Young Blood Awards; or as part of any Kyoorius publication (whether online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

4. Judging the Contest

- 4.1 Kyoorius will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
 - a. An excellent creative idea
 - b. Great craft or execution
 - c. Answers the brief
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 The jury is not limited in the number of responses it can award, and similarly there is no guarantee that a jury will grant an award in each brief, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Young Blood Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.
- 4.7 Kyoorius will also contact credited tutors for further information if applicable.

5. Prizes

- 5.1 The prizes to be awarded to the winning entry are:
 - a. One Red Elephant Trophy
 - b. Entry details in the Kyoorius Awards Showcase
 - c. Right to use the relevant Red Elephant Mark
 - d. A prize worth INR 50,000/- towards a trip to the London Design Festival..
- 5.2 The prize awarded to the nominated entries is:
 - a. Entry details in the Kyoorius Awards Showcase

6. General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.

For enquiries relating to the Kyoorius Young Blood Awards, email info@kyoorius.com