

Social Streaming

For our project, my team is focusing on the sphere of social streaming. This pertains to watching different forms of media simultaneously with other viewers, who can all be in separate locations. We expect that this could be a service or app on someone’s laptop or TV, which allows multiple people to all watch the same video or view the same screen doing something, and would have tools to enable them to interact and multitask. We believe it would be cool to make this device allow people to open other programs or do other activities while using it, and would be a means of connecting people into having a social experience that is as close to actually being together that is possible using technology.

Persona 1: Tally

Our initial persona is Tally, a college student and sports fanatic, whose goals are to keep up to date with sporting news and events, to share the experience of sporting events with her close friends, and maintaining a social connection with others when unable to make it to a sporting event in person.

Persona 2: Brett

Our following persona is Brett, a newly hired post grad who maintaining a long distance relationship. His goals are to preserve his relationship using technology and the web, to reduce the impact of dating long distance and to feel as if he is interacting in person with those he’s chatting with.

Tally expects:	Source
<ul style="list-style-type: none"> • to share game commentary and banter • easily coordinating the video event with friends in advance • the social experience of being at a sporting event • to look up stats while watching the game • to feel as close to being at the game as possible while missing it • to stream real-time video 	Assumptions
Brett expects:	
<ul style="list-style-type: none"> • the experience of going to the movies with friends should be available to viewers at home too • to connect with loved ones who live in different places around the country 	Research: - http://blogs.skype.com/2014/05/20/a-new-snap-experience-for-skype-for-xbox-one/ - https://www.yahoo.com/tech/rabbit-lets-you-watch-netflix-and-youtube-with-friends-95284983869.html
They both expect:	
<ul style="list-style-type: none"> • others can easily connect and share with them as well being able to interact with other viewers is a main feature • to do other tasks while watching, such as chat or other screens • their stream is in synch with the rest of the groups’ • to connect with different services, such as Hulu, Netflix, Youtube, and personal DVD’s or saved movies • a clean, modern layout that’s easy to use and pleasant to look at not having to log in every time, or to have a cached login 	Assumptions Research: - http://www.webpronews.com/these-guys-are-bringing-party-mode-back-to-netflix-2013-10 - http://www.cinemablend.com/games/Xbox-360-Netflix-Loses-Party-Mode-37655.html - http://blogs.skype.com/2014/05/20/a-new-snap-experience-

<ul style="list-style-type: none"> • expects the video quality to be the same as if watching on a TV • others are able to connect, despite their browsers or computer types • an easy way to connect, such as an app everyone can download or simply a page everyone can log into • being able to switch back and forth between the main screen and others' cams • seeing those they're interacting with • sharing more than movies, such as video games, music, and sports • navigation and connecting to different media should be obvious • it shouldn't take a long time for everyone to connect, or for video to load • freezing or skipping won't be an issue • the main options to be prominent, with settings or other rarely accessed features able to be hidden from view 	<p>for-skype-for-xbox-one/ - https://www.yahoo.com/tech/rabbit-lets-you-watch-netflix-and-youtube-with-friends-95284983869.html</p>
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Tally's scenario:

Tally's favorite thing is to go to sporting events with her friends. When they're unable to make it to a game, she relies on social streaming to keep everyone connected. She uses social streaming online with all of her friends, and they stream the game in real-time as if they were all at the event. What she likes about social streaming is that it feels as if she's not missing out on the stadium experience, since she's able to see and talk with all of her friends on the screen. Since social interaction is a big aspect of Tally's personality, this makes all the difference to watching the game at home alone, or even when tweeting or posting to social media about game info.

When an event is coming up that Tally isn't able to go to, she logs into her social streaming account to set up a streaming event on her laptop. Tally doesn't have to make an account to use social streaming, but the benefits of being able to save frequent contacts expedites the process, which is appealing because she streams frequently. Tally creates a new virtual room for the event, and quickly fills in the details, such as when the room will open, when the streaming will start, and who's on the guest list. Tally navigates to the groups section of her contacts, because she has all of her friends saved in the GAMES group, because the people in the group are usually interested in streaming the game together when they can't make the event either. This makes Tally's selection much quicker, and she enjoys being able to set up different groups for different types of streaming events. Since she is able to link in the stream of the game from her TV account, she can set everything up including the channel so it's ready to go on game day.

After Tally finishes making the event, she quickly begins getting notifications about who has joined. She receives alerts on her iPhone, and she's able to log in with the social streaming app to check in who all has already accepted. She's excited because it seems like quite a few of her friends are missing the game this week, and the streaming event should be very social this week. When the game day arrives, Tally gets a notification that the room has opened, and she connects to the room on the TV in her living room using her PS4. As her friends enter the room too, they all begin popping up on the screen. Some of her friends have cams for their TV's, but she simply adjusts her settings to use her laptop cam to capture her since she doesn't have one, while watching and navigating on her PS4.

Brett's scenario:

Brett and his girlfriend are working on ways to improve their long distance relationship. One of their favorite date activities is to go to dinner and a movie, so they decide to set up a streaming event for this weekend. Brett doesn't social stream with very many people, so he hasn't made an account yet. Brett usually just opens up an anonymous streaming room and sends an e-invite to his girlfriend. He quickly adds in his email and sets a password and his account is ready. He creates an event and picks out a few movies he's wanted to see and adds it to a list in the room, so that his girlfriend can look through and add her own. Because there is also a posting board in the room, he can add links and images of different recipes to make as well. Later on, Brett gets an alert that his girlfriend has starred one of the movies he had added, as well as that she's added her own recipes onto the posting board. He really likes the one for Chicken Parm, so he stars it. Brett likes that he can post different things in the room because it makes it easy for them both to coordinate what they want to watch and eat on their own time as ideas come to them.

On Saturday afternoon, Brett heads to the store to get the supplies for dinner. He opens the link to the recipe from the social streaming app on his Android. Later that evening, he gets a notification on his phone that the streaming event is open, and he grabs his tablet to log back in. As he waits for his girlfriend to log into the room, he uses the side window feature on his streaming app to start reading the recipe, and sets it up in his kitchen to look at while he cooks. He enjoys cooking this way, because his girlfriend and he can both cook the same recipe, and she helps him make sure he does everything at the right time. He loves that he can talk and see her the entire time; it makes it feel like they're really cooking together. When dinner is finished, they both head to the living room, and switch the streaming app to their TV's. They start the movie and begin eating their dinners.

As they watch the film, Brett chats and laughs with his girlfriend. He adjusts the volume for the movie independently from the volume from his girlfriend's cam, so it's easy for him to hear what he needs to. He sometimes adjusts the size of the movie when they're not talking as much, but as soon as they get into a good conversation, he readjusts so her cam takes up more of the screen. Brett needs to take a quick bathroom break, so he pauses the movie and his girlfriend cleans up her dishes in the meantime. Brett expects that both can easily operate the system as needed. When the movie is over, Brett feels as close to being on a date with his girlfriend as he has been able to since he moved. He looks forward to setting up their next movie date.