COUCH Team Zucche

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topic B1: friends and social life

SOCIAL CONNECTION IS A BASIC NEED

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topic B1: friends and social life

HOW ARE WE STICKING TOGETHER?

how are we sticking together?



NOTHING BUT VIDEO CALLS

how are we sticking together?

BOOST IN VIDEO CALLS

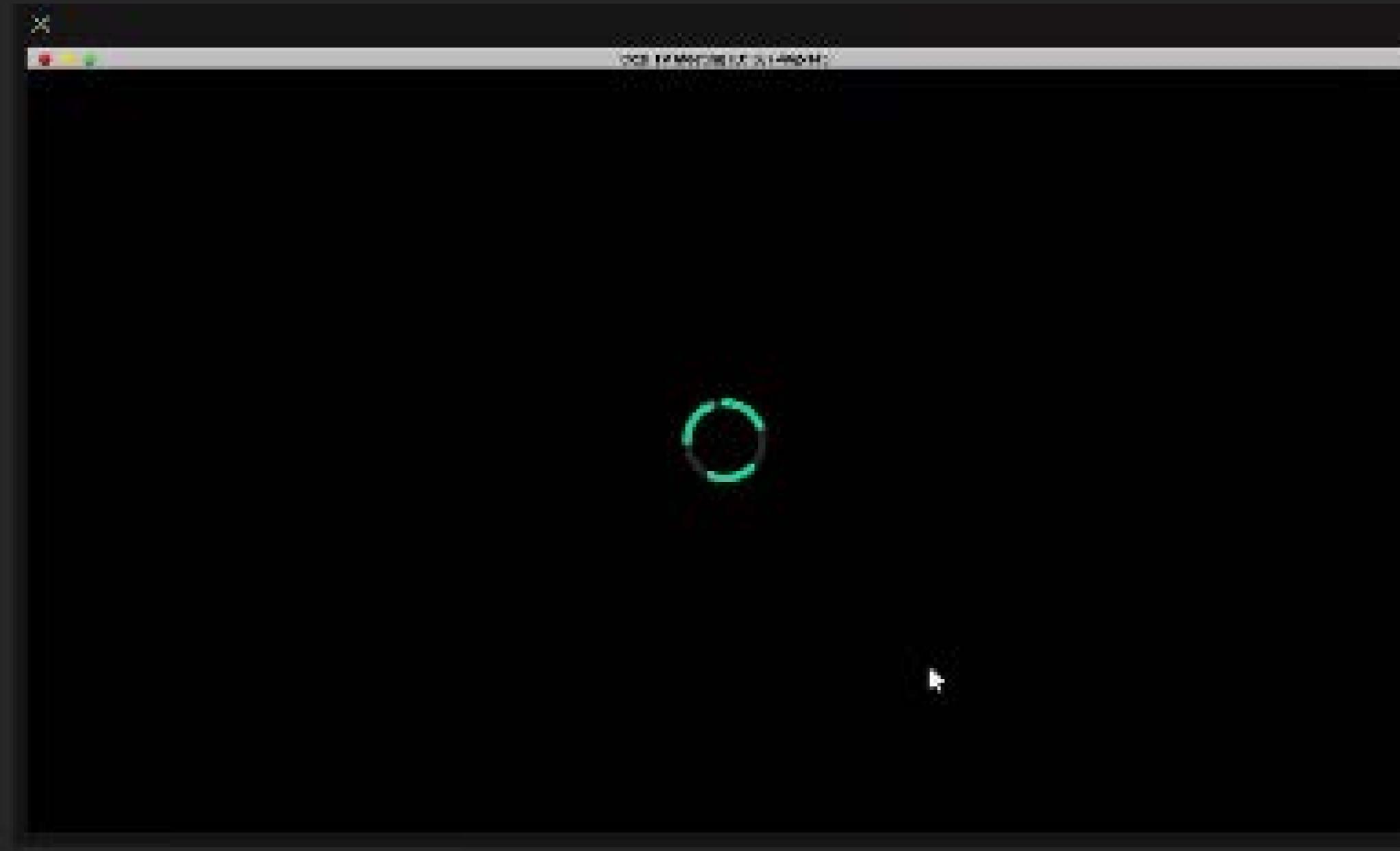
after COVID-19 emergency

The increased frequency and the new users of video calls represent a large possible target free from affection towards services.

+13.4% New users (16-40 y.o.)

+250% +35% +40% work/ study friends family games

+95%



Nothing but video calls

BUSINESS social

Nothing but video calls

business SOCIAL games



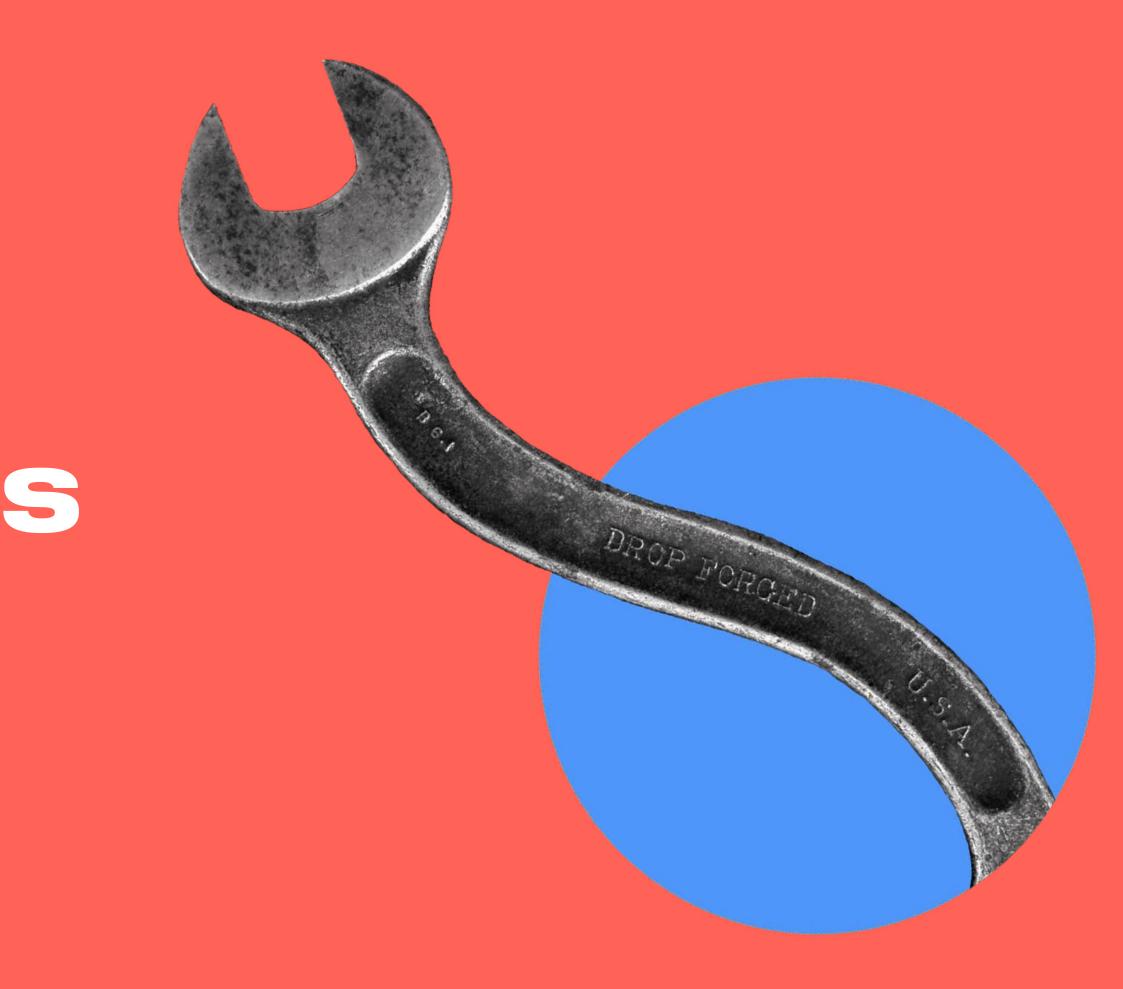
Nothing but video calls

social **GAMES**



nothing but video calls

OLD TOOLS FOR NEW NEEDS



nothing but video calls

BEYOND THE SERVICE, WE NEED EXPERIENCE

experience insights

NULTIPLE CONVERSATIONS





Experience insights



BACKGROUND MUSIC & TV

experience insights

GLANCES & NUDGES



we need experience

WE WANT TO GO BEYOND TODAY'S VIDEO CALL SERVICES establish a new interactive paradigm for friends

vision

We want to go beyond today's video call services ESTABLISH A NEW INTERACTIVE PARADIGM FOR FRIENDS host authentic hangouts on a online couch

mission

HOST AUTHENTIC HANGOUTS ON A ONLINE COUCH

scenario

FRIENDS WILL BE THERE FOR YOU





WILL

GOALS

- catch up with everyone
- enjoy the hang out
- get back at Rachel

SCENARIO

Will has been invited over for dinner where he has the chance to catch up with his old high school friends and with Rachel, his archenemy.

They can set themselves apart from the others and silence the broadcast in which they are not interested

Better

Emotional Journey

RACHEL AND CARBS SHOW UP

Function: whisper

Rachel unexpectedly joins the conversation and Will's old hatred for her comes back, but he is happy to express it through a whisper

CATCH UP WITH MONICA

Function: couch division

PICK ON THE REF

Function: speak out loud

To show they are into the game, Phoebe and Chandler speak out loud. Will gets upset because he doesn't care about the game

THE YEARBOOK

Function: ephemeral chat

The sudden reunion of high school classmates brings up old memories that they are glad to share on the chat

Worse





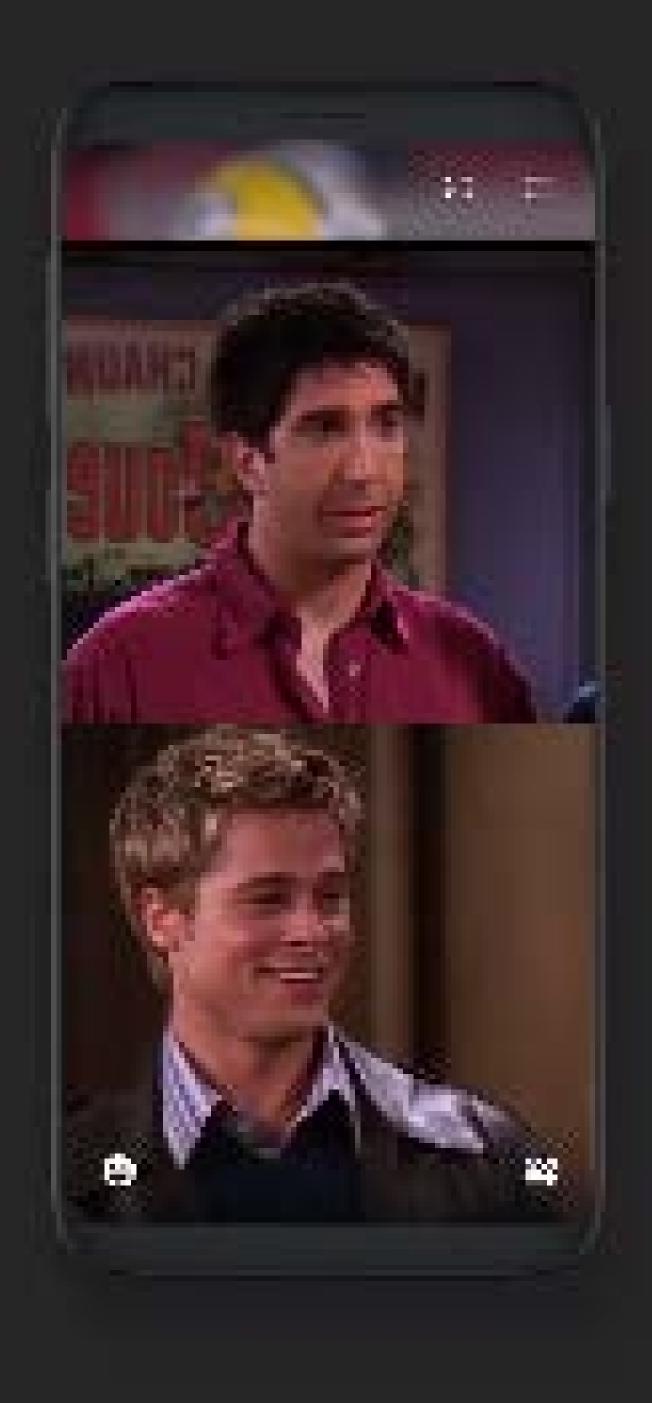


















GOALS

- catch up with everyone
- enjoy the hang out
- get back at Rachel

SCENARIO

Will has been invited over for dinner where he has the chance to catch up with his old high school friends and with Rachel, his archenemy.

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Better

Customer satisfaction

> **Emotional** Journey

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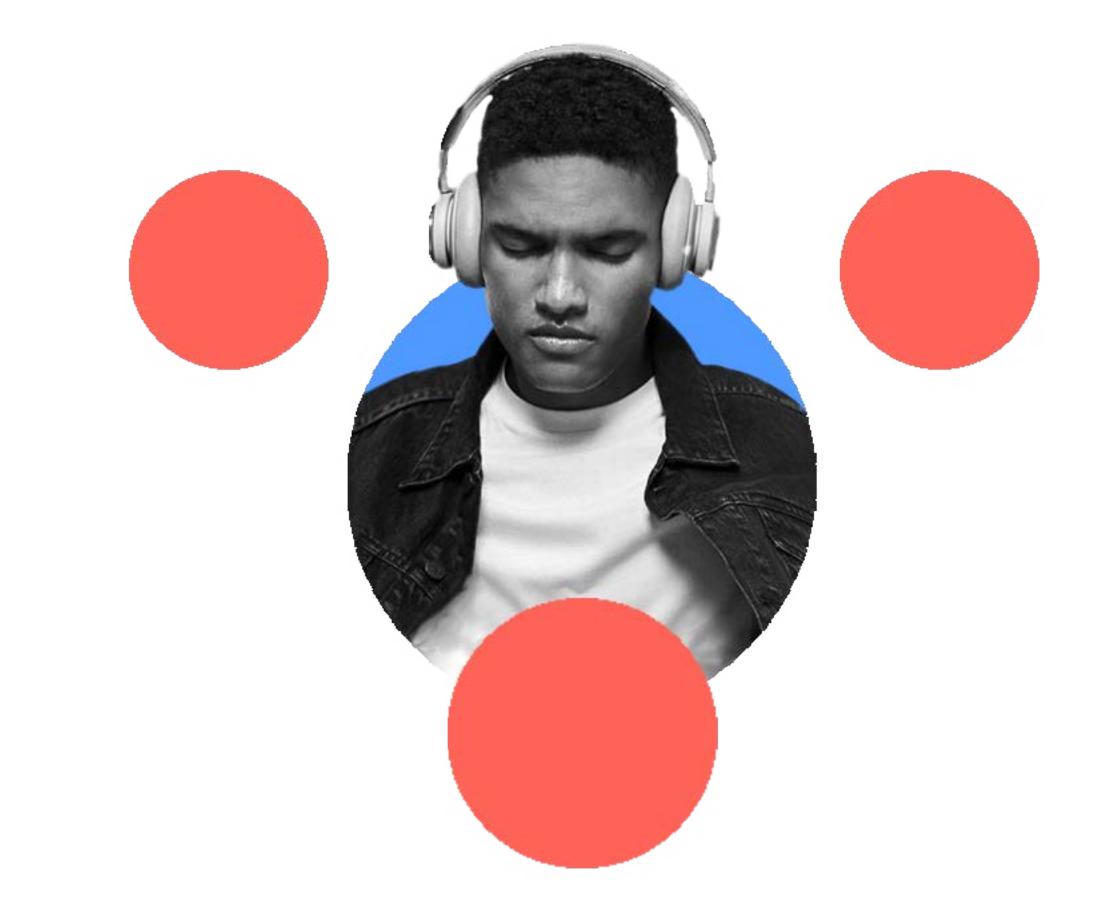
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Worse



new way of experience

HEAR BETTER, EXPERIENCE MORE

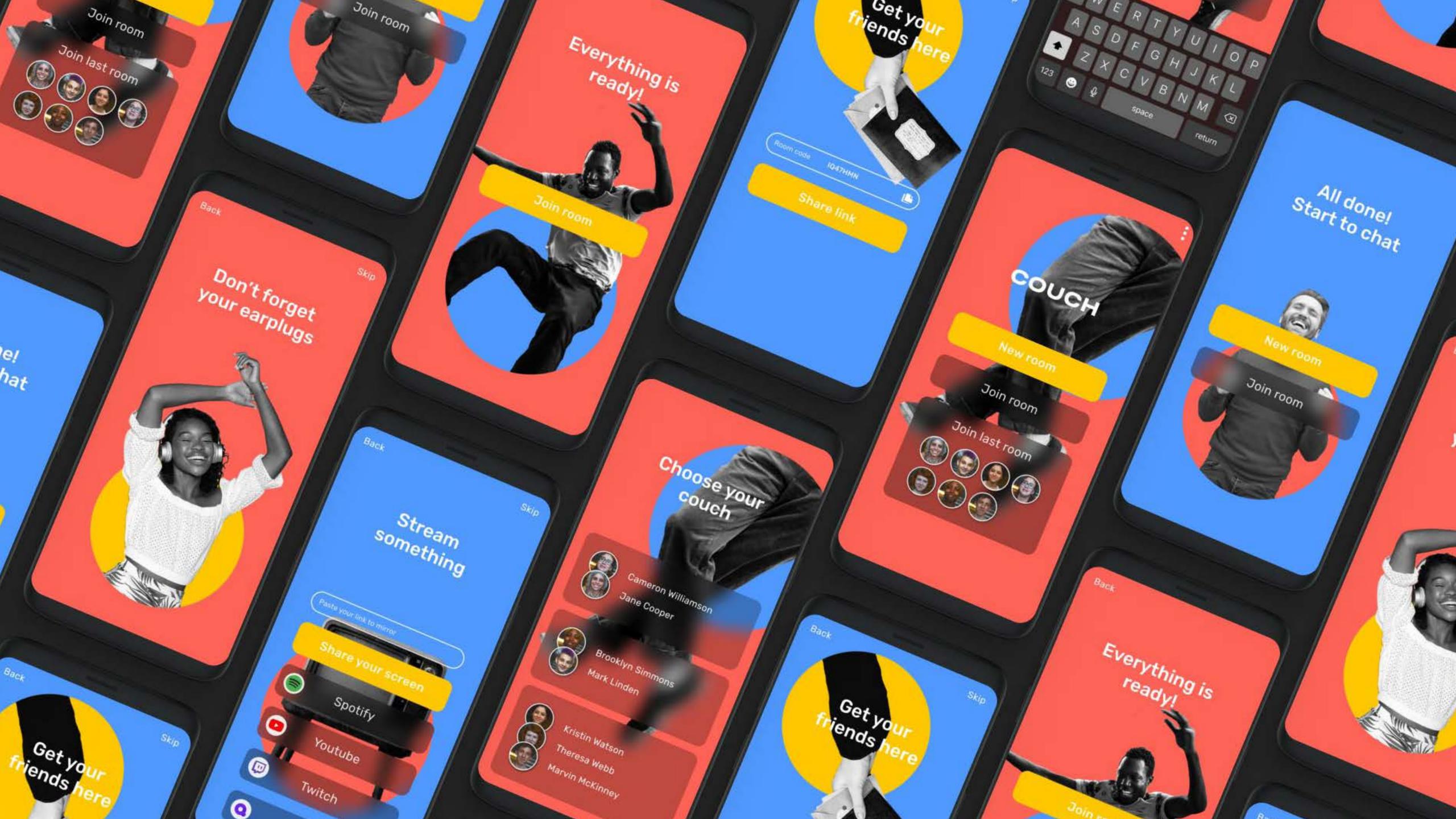


registration

EASY ACCESS

Sign up with your favorite poviders or simpy enter as a guest.





sub-group support

COUCHES

You can keep a single big group to gather everyone together or create smaller couches for the latest private updates.

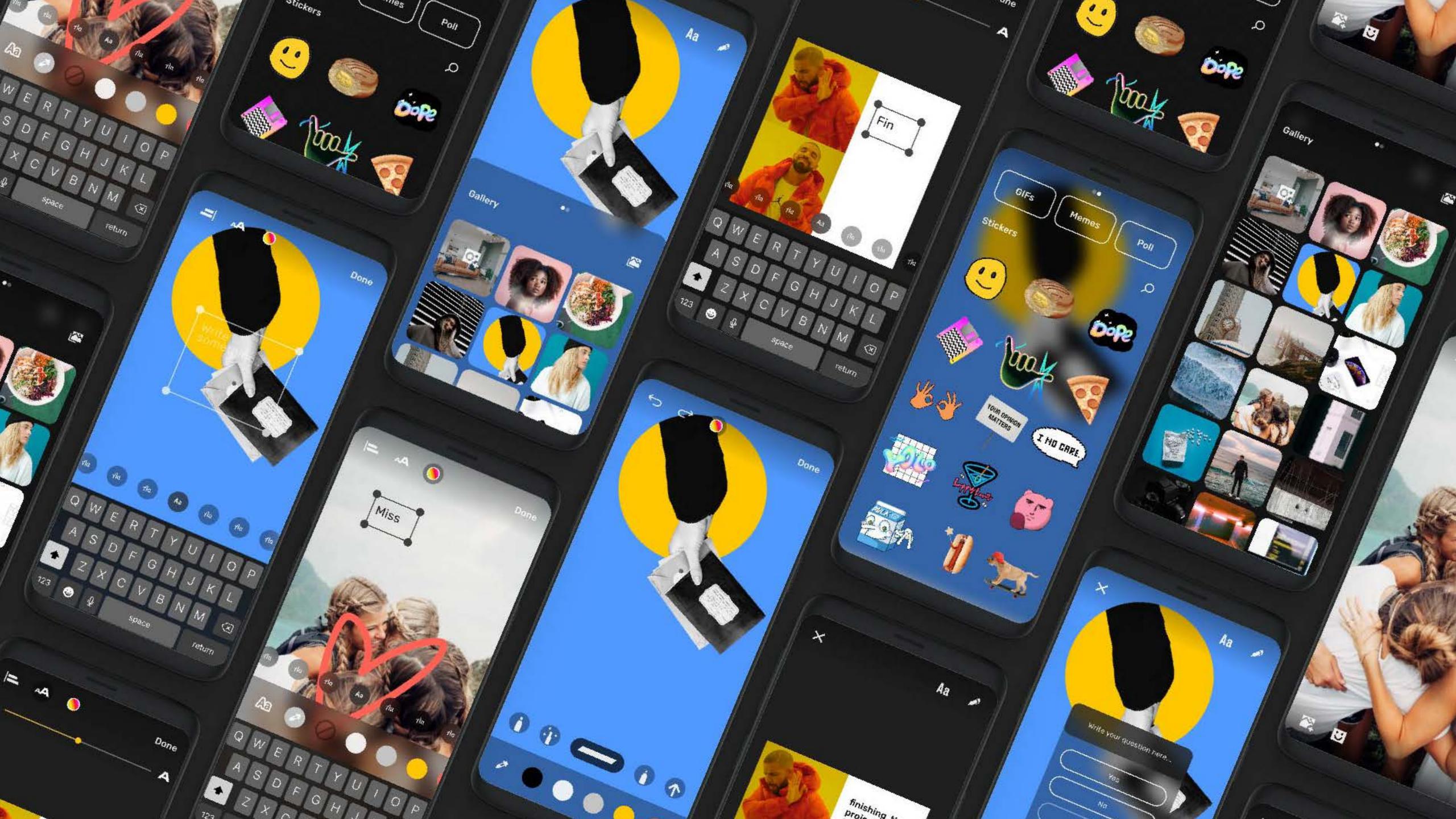


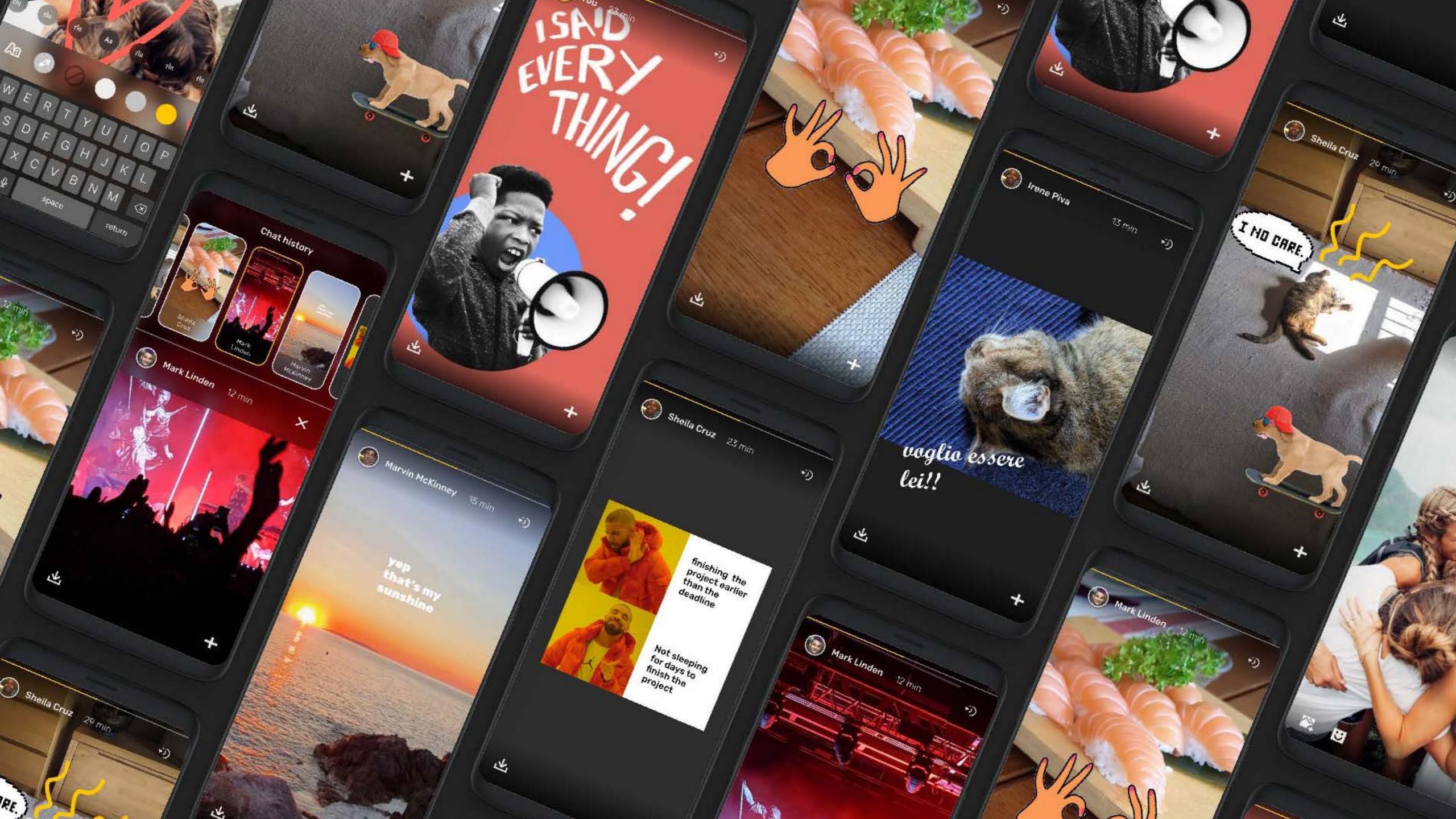
sharing tools

EPHEMERAL CHAT

The ephemeral chat works as a series of image-based shared content based on the case studies of snapchat and instagram





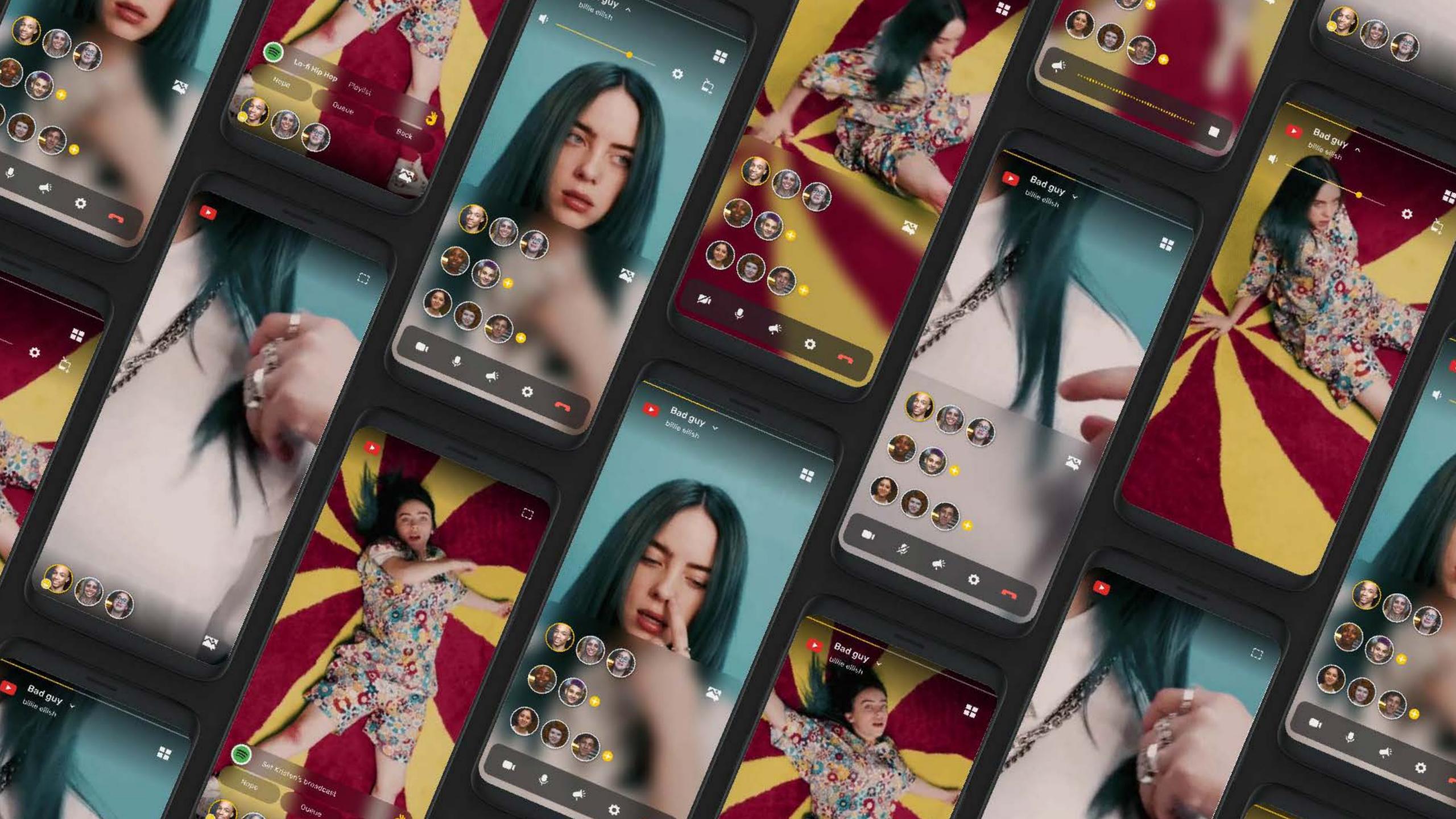


sharing tools

BROADCAST

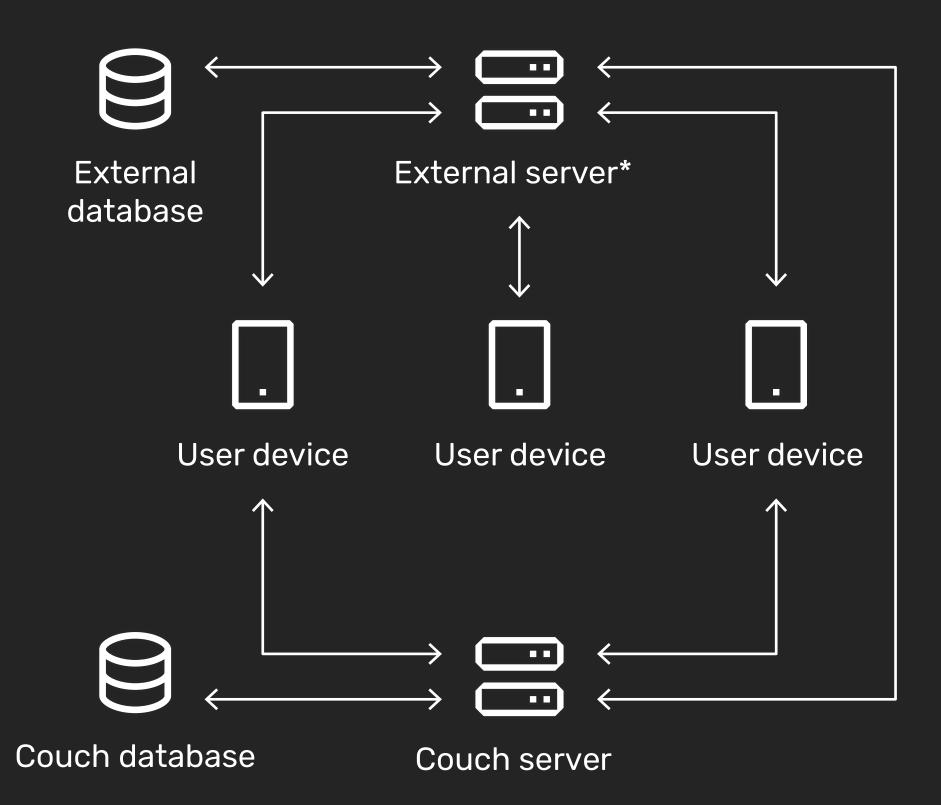
Use the broadcast function to stream content with all your friends. You can either access the integrated app or mirror your screen



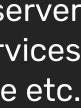


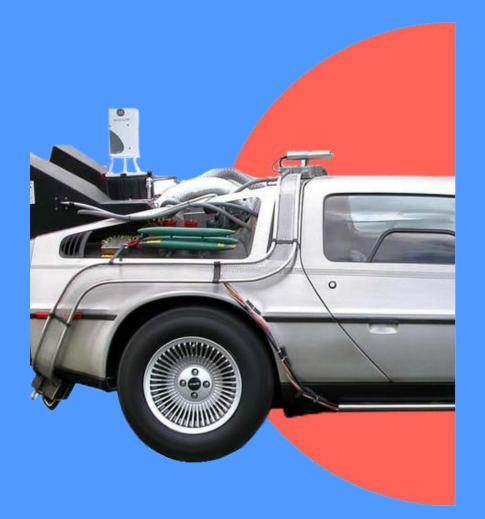
system architecture

The users' devices connect to Couch server which refers to its own database. In addition the graph displays also external servers, linked to their databases, which can be connected either to the smartphones or directly to Couch server.



*External server Servers which hosts streaming services such as Spotify, YouTube etc.





FUTURE

Couch is built upon the vision of a meaningful online social life and is eager to respond to the rapidly evolving trends among the new generations. The app answers to the needs of the present, staying open for future technological improvements.



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