

COUCH

Team Zucche

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SOCIAL CONNECTION IS A BASIC NEED

topic B1: friends and social life

HOW ARE WE STICKING TOGETHER?

how are we sticking together?



**NOTHING BUT
VIDEO CALLS**

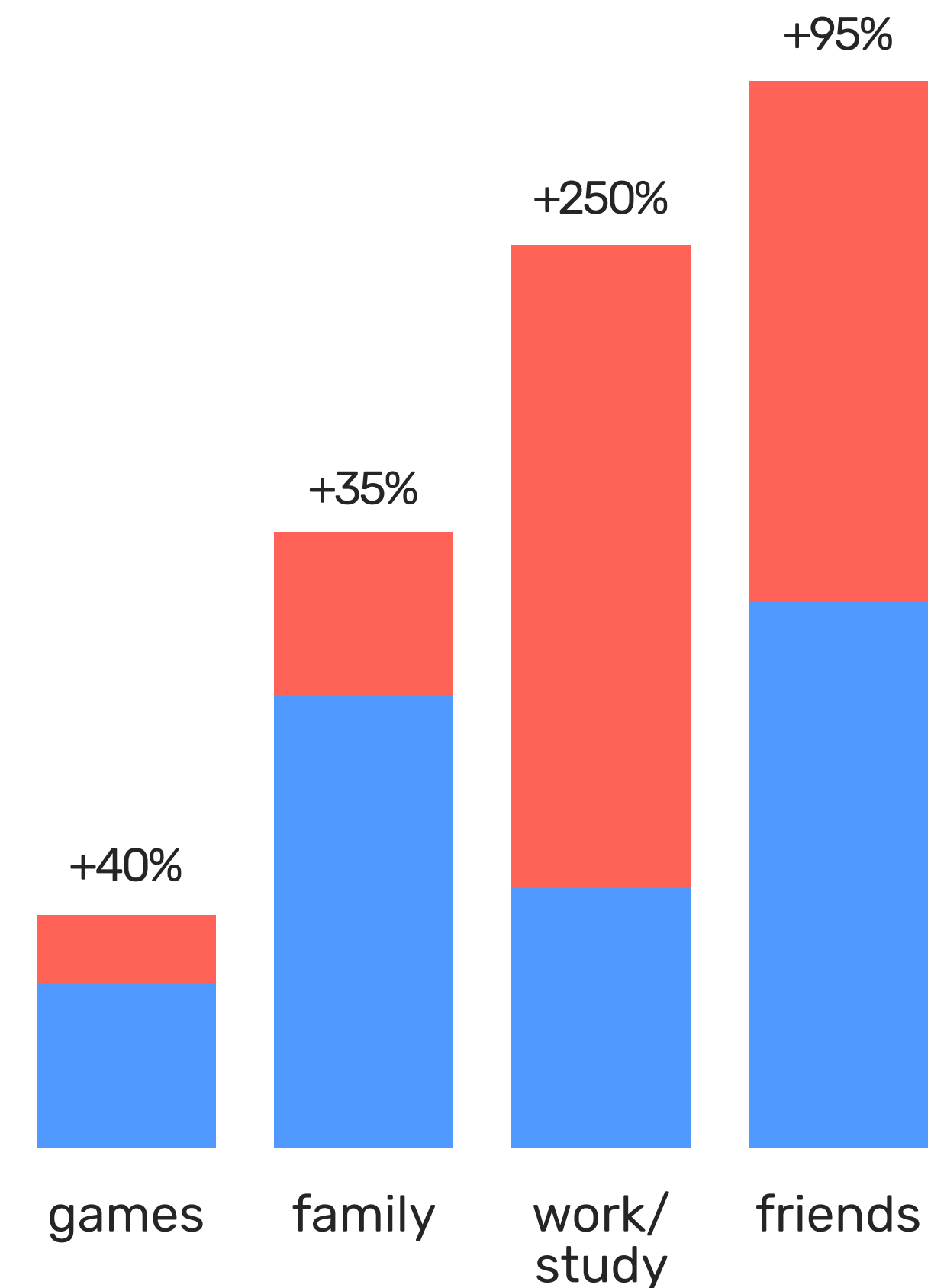
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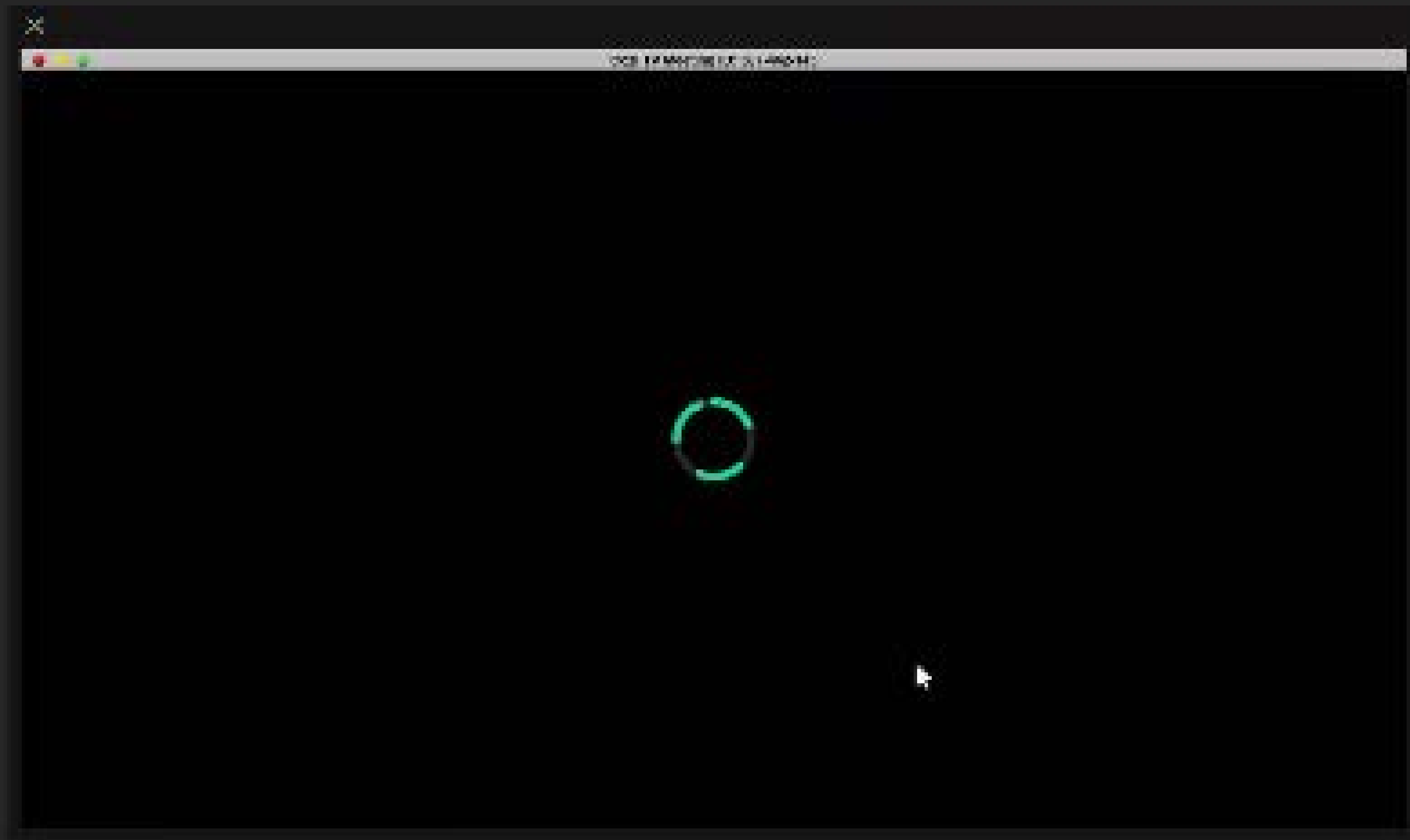
BOOST IN VIDEO CALLS

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.)





Nothing but video calls

BUSINESS
social

Nothing but video calls

business
SOCIAL
games



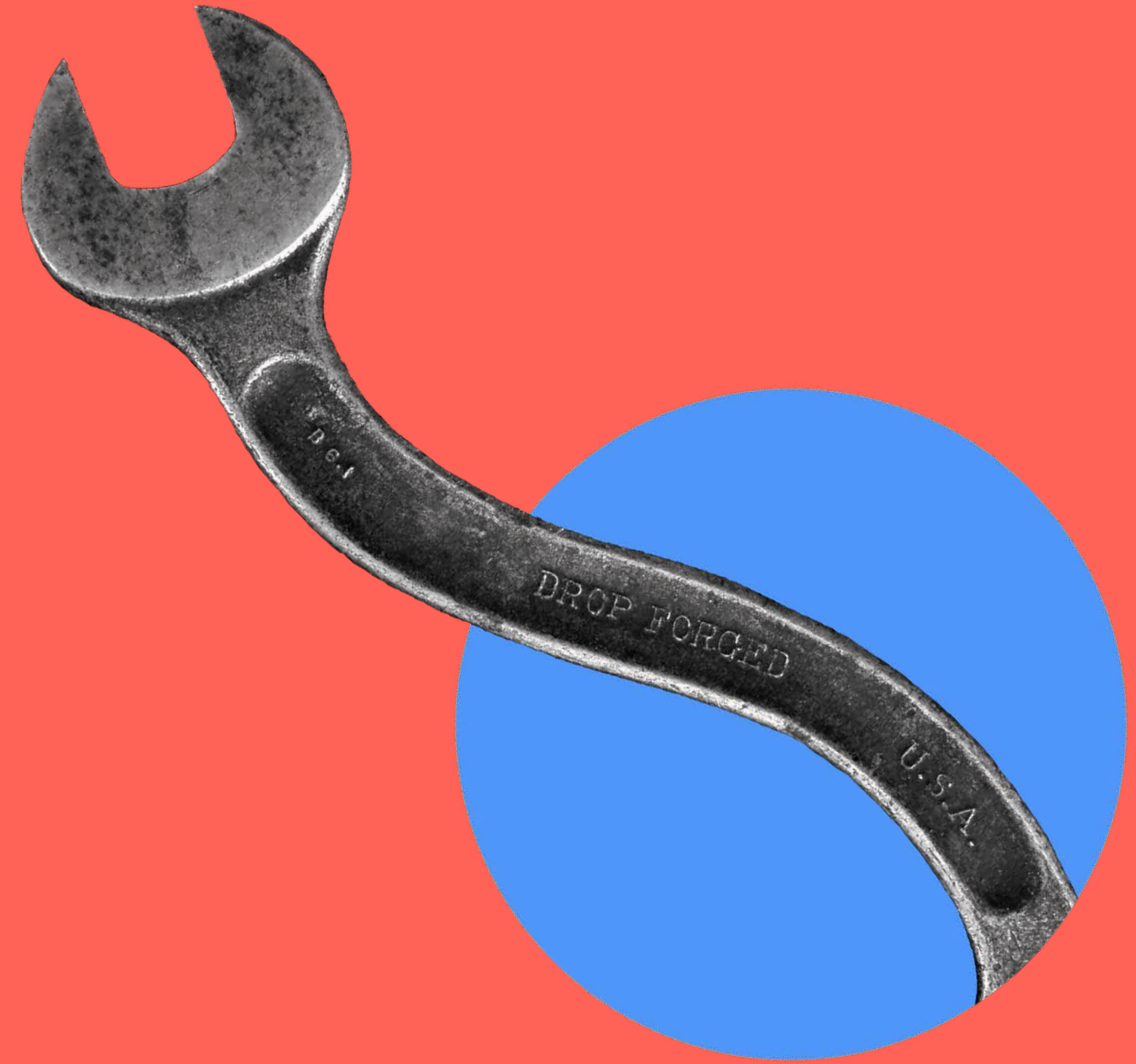
Nothing but video calls

social
GAMES



nothing but video calls

OLD TOOLS FOR NEW NEEDS



nothing but video calls

**BEYOND THE SERVICE,
WE NEED EXPERIENCE**

experience insights

MULTIPLE 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

establish a new interactive paradigm for friends

**HOST AUTHENTIC HANGOUTS
ON A ONLINE COUCH**

scenario



**FRIENDS WILL
BE THERE FOR YOU**



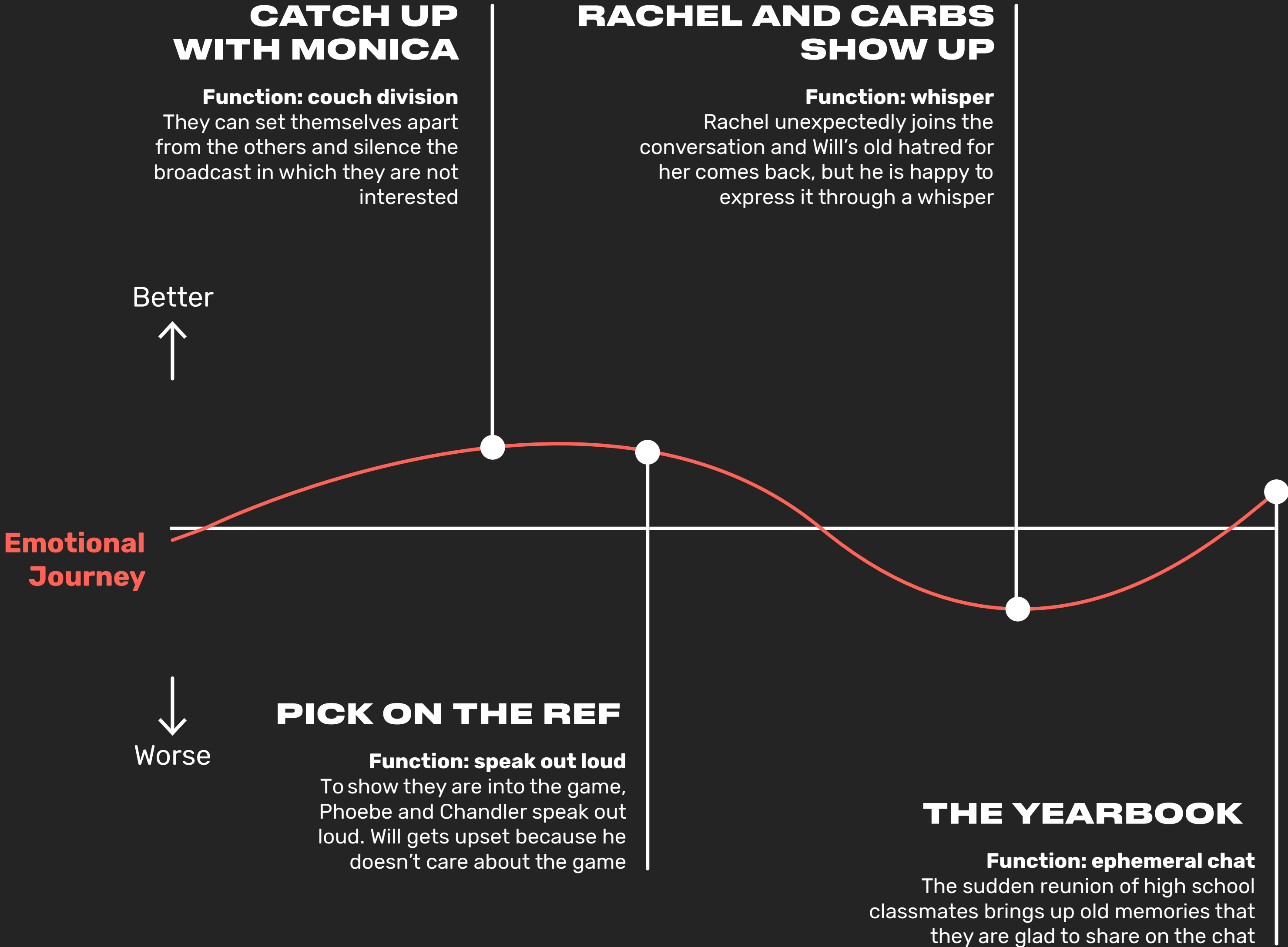
WILL

GOALS

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

SCENARIO

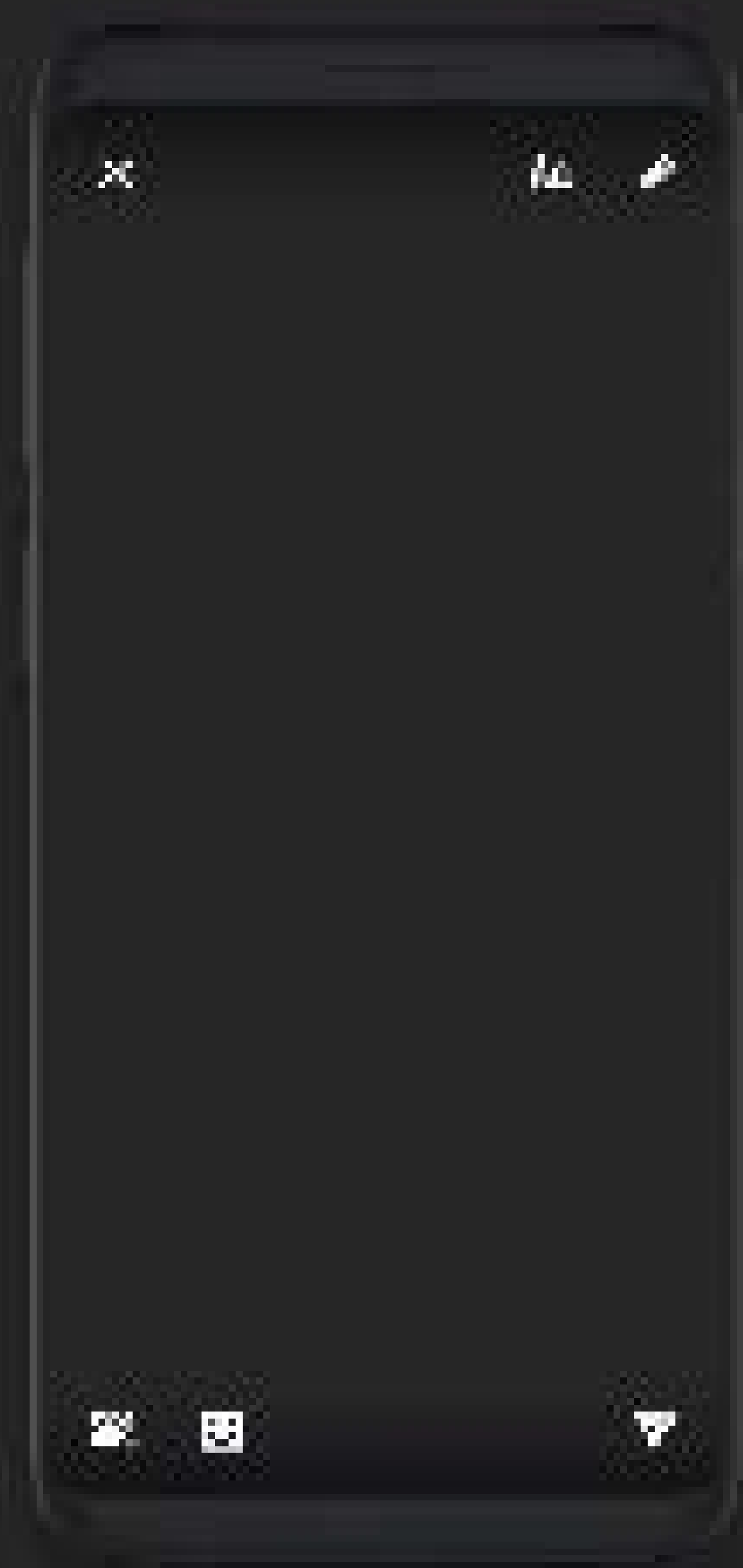
Will has been invited over for dinner where he has the chance to catch up with his old high school friends and with Rachel, his archenemy.













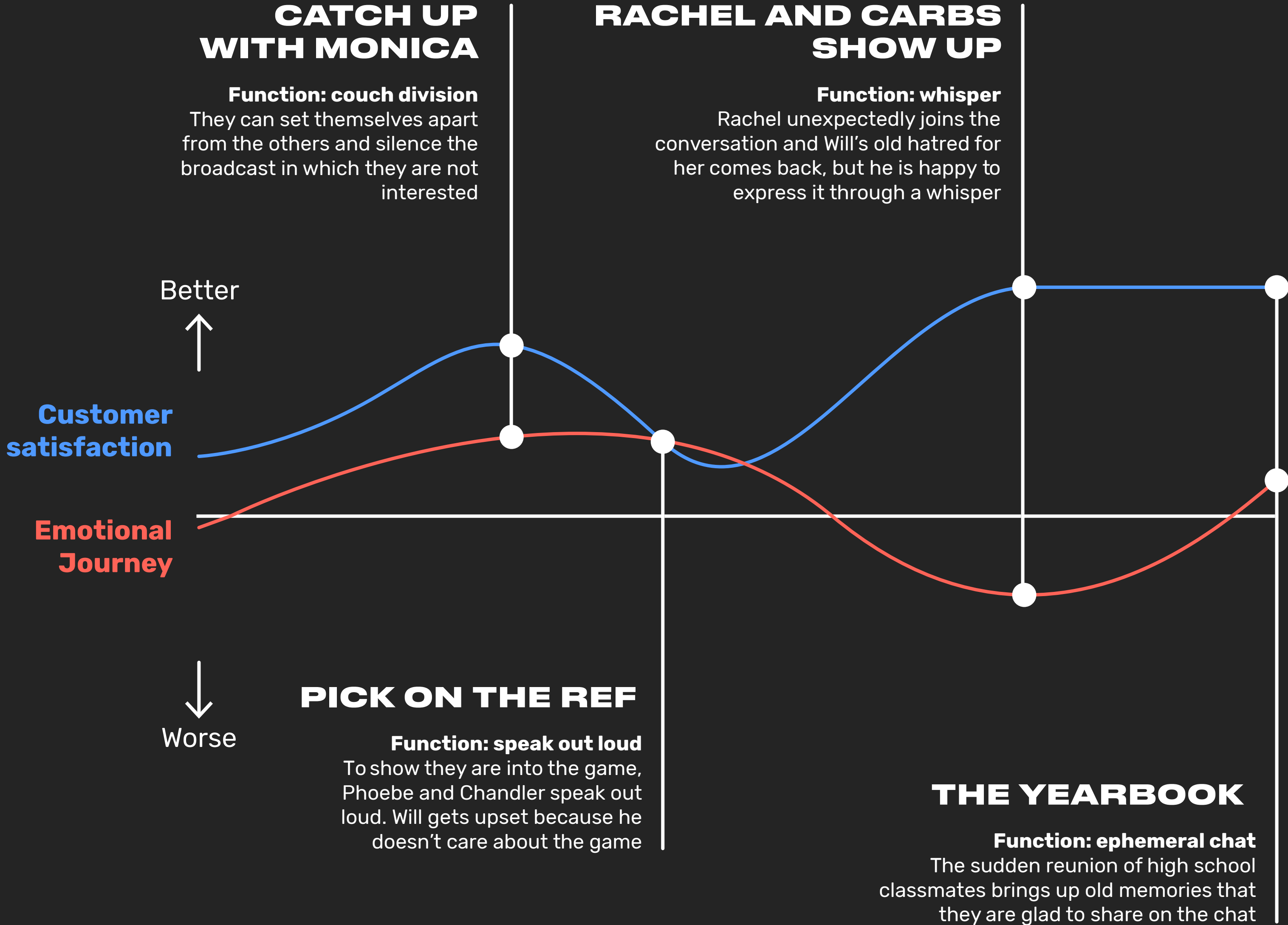
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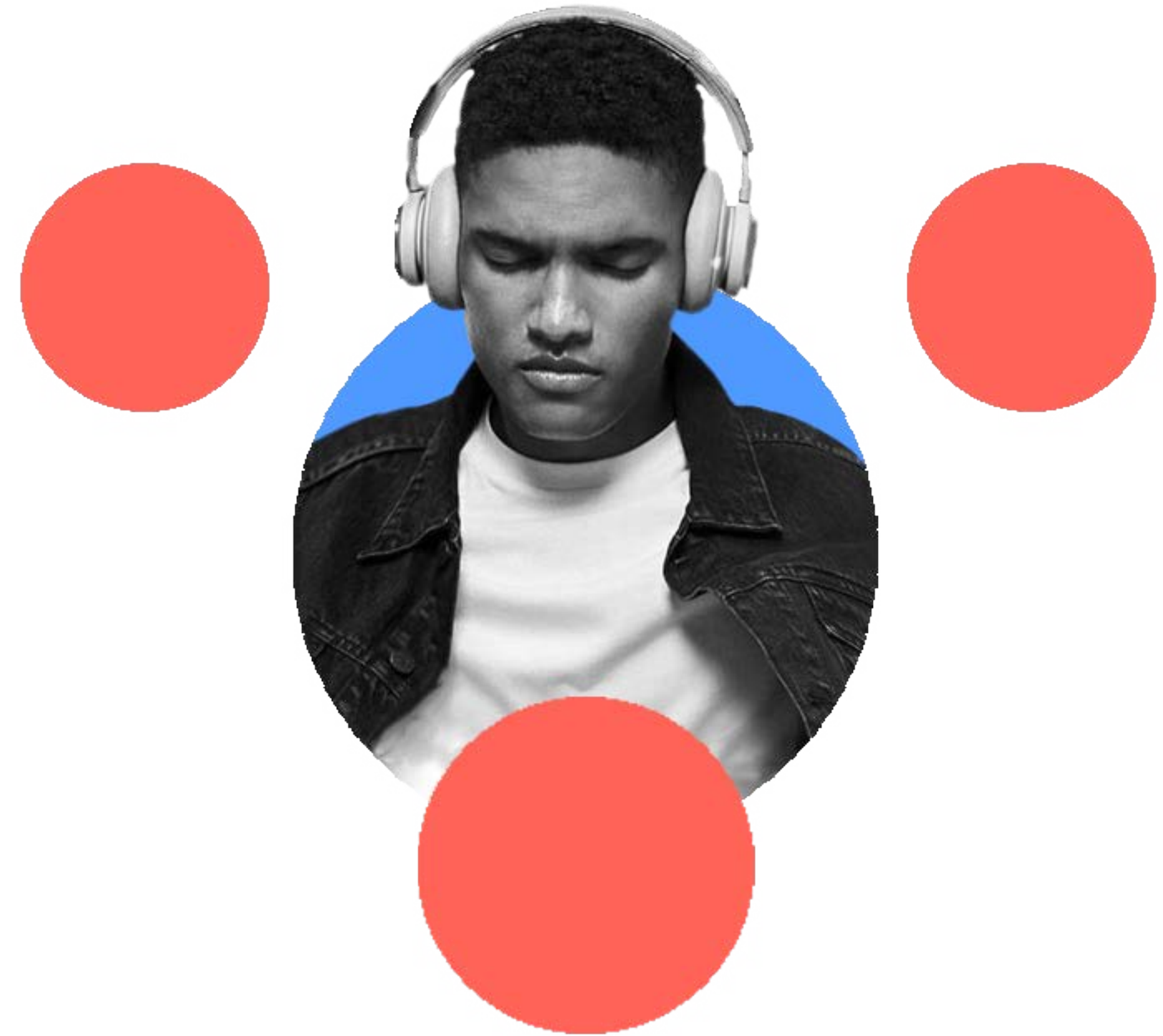
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new way of experience

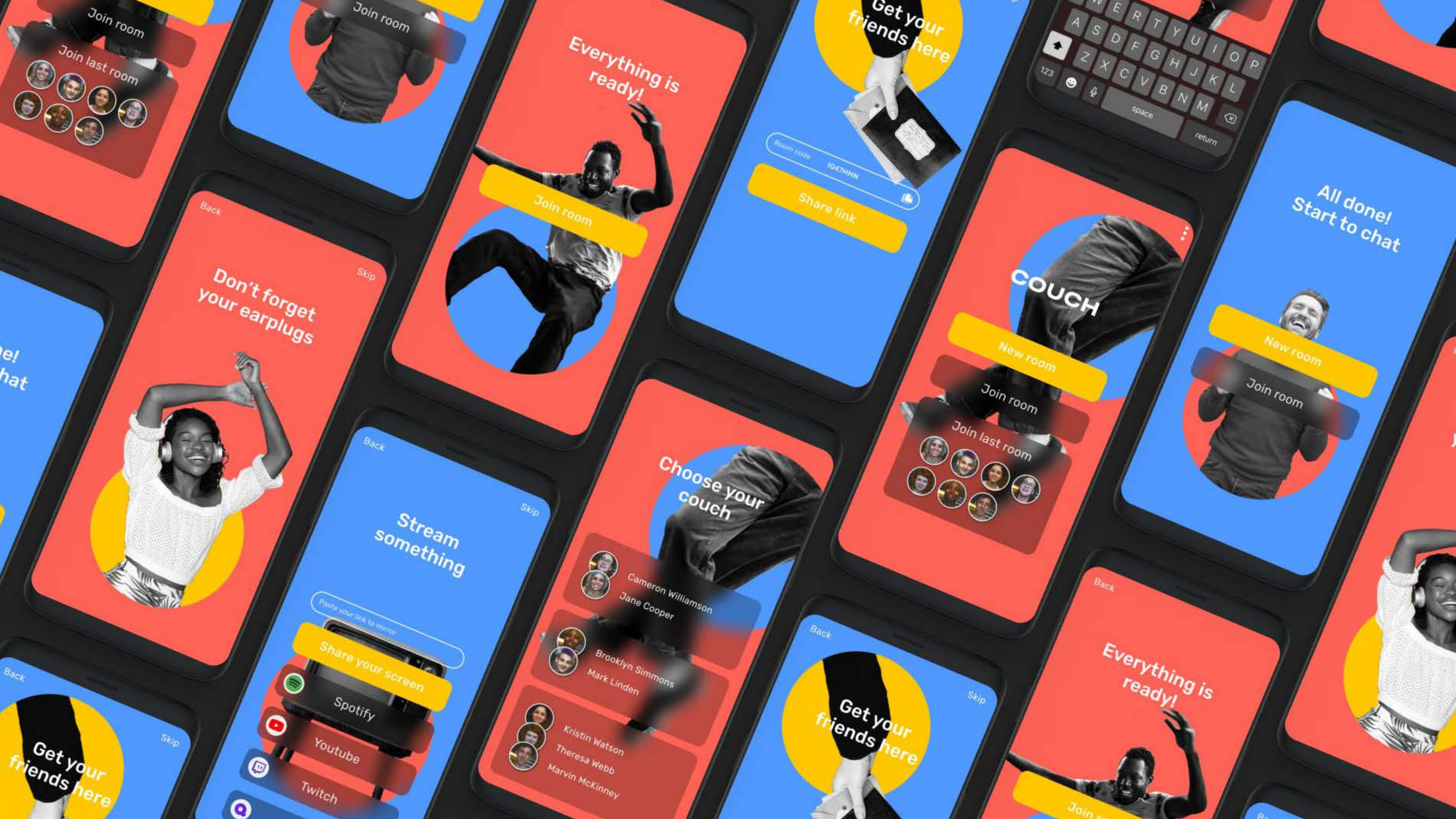
**HEAR BETTER,
EXPERIENCE MORE**



registration

EASY ACCESS

Sign up with your favorite providers or simply enter as a guest.



sub-group support

COUCHES

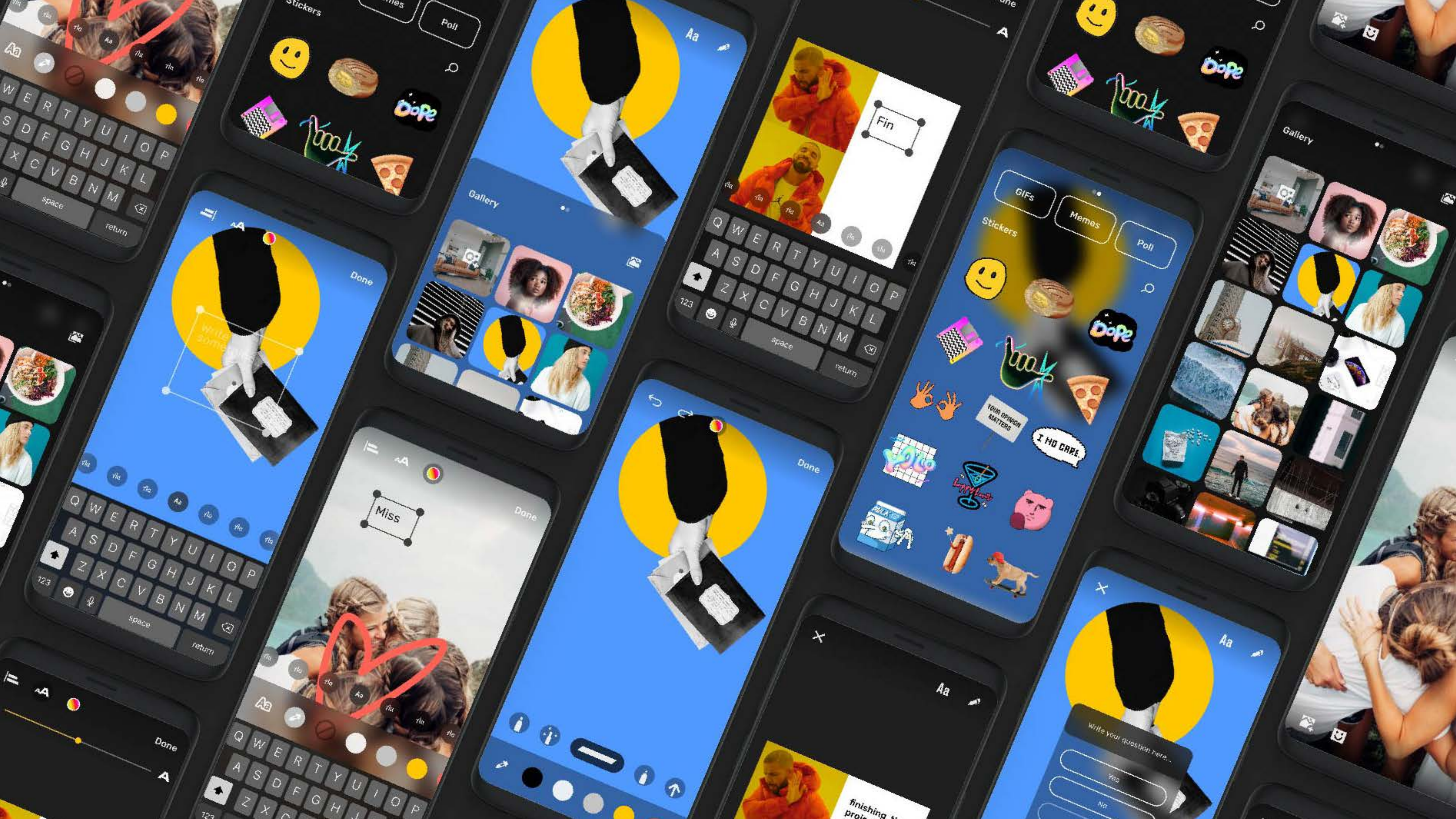
You can keep a single big group to gather everyone together or create smaller couches for the latest private updates.

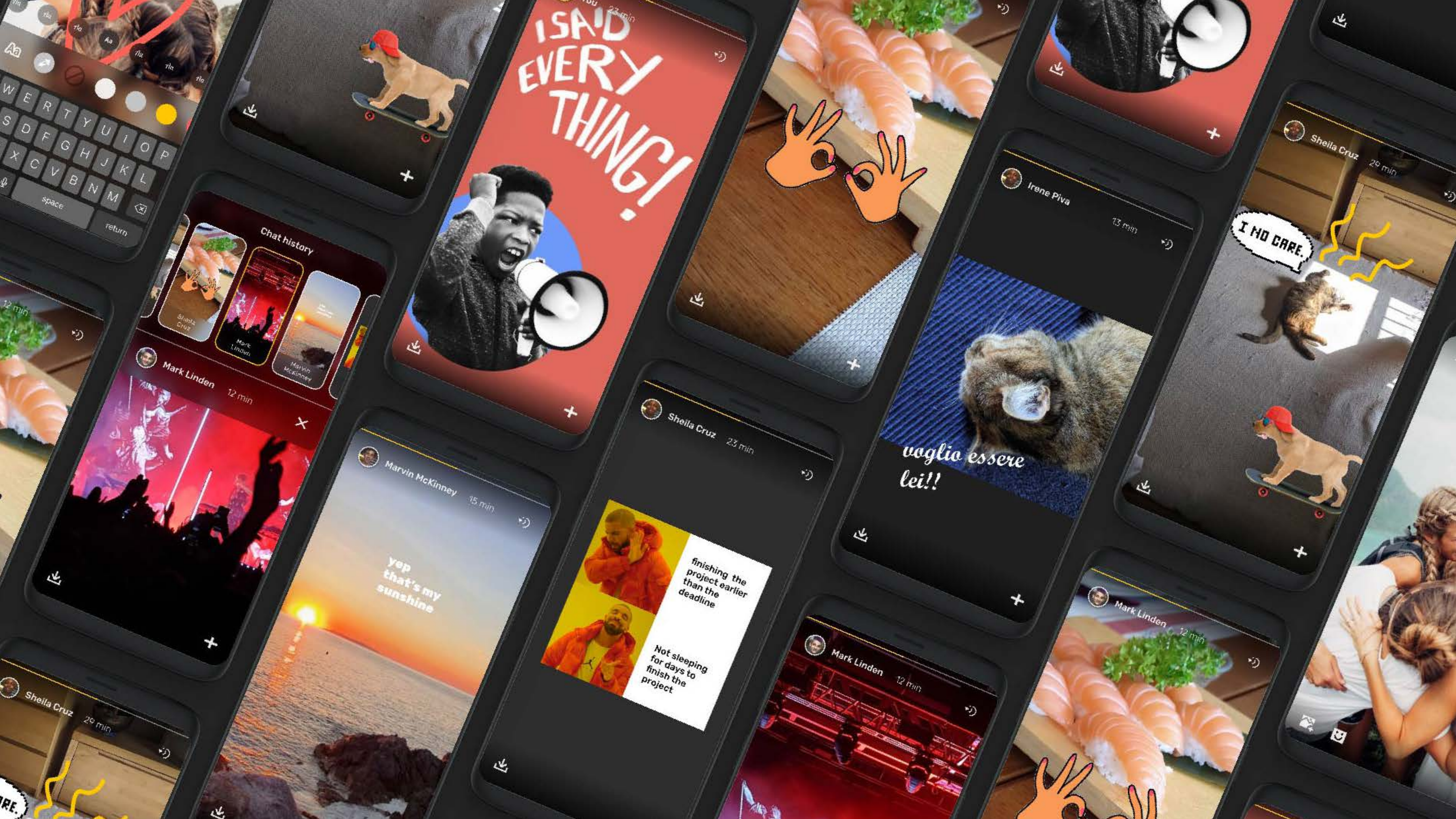


sharing tools

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

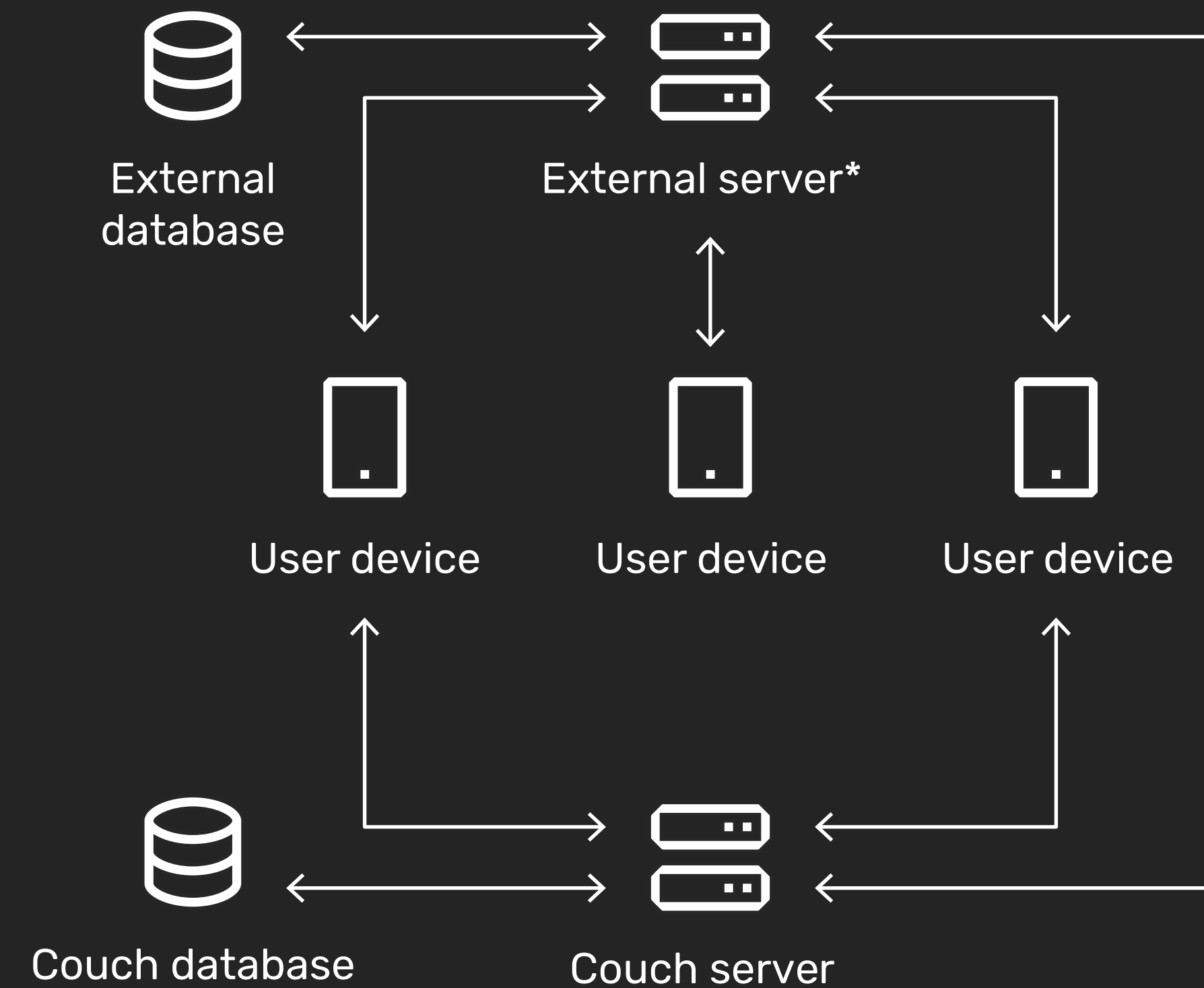
BROADCAST

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

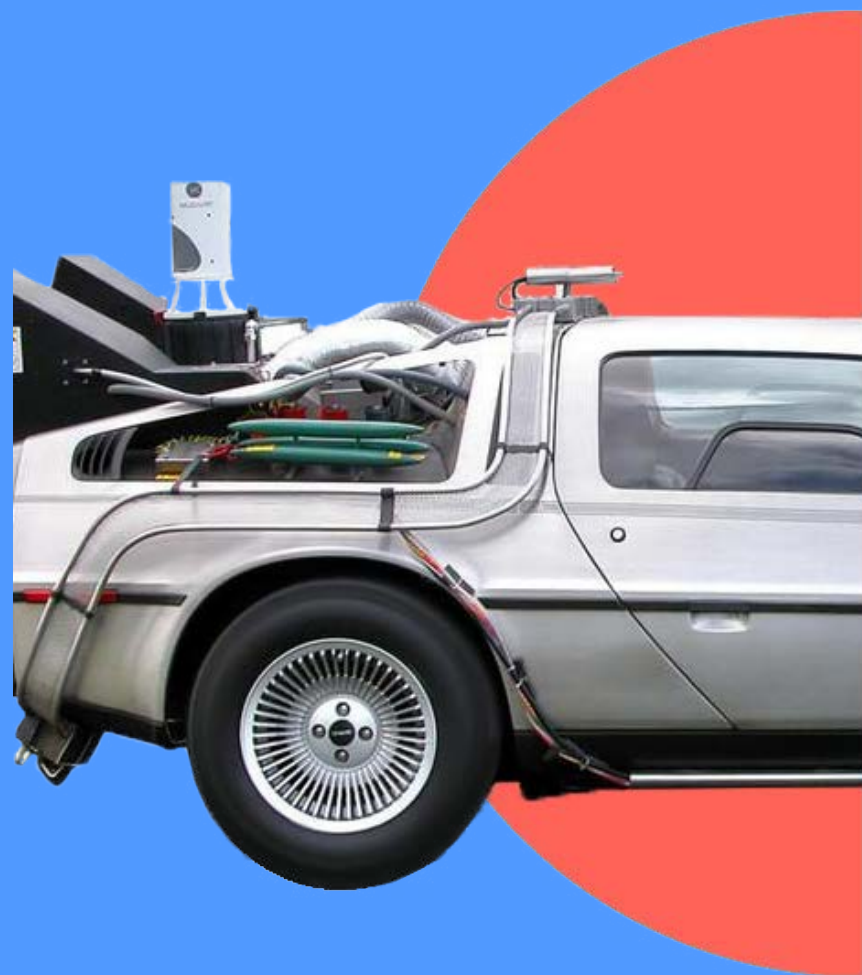


system architecture

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.

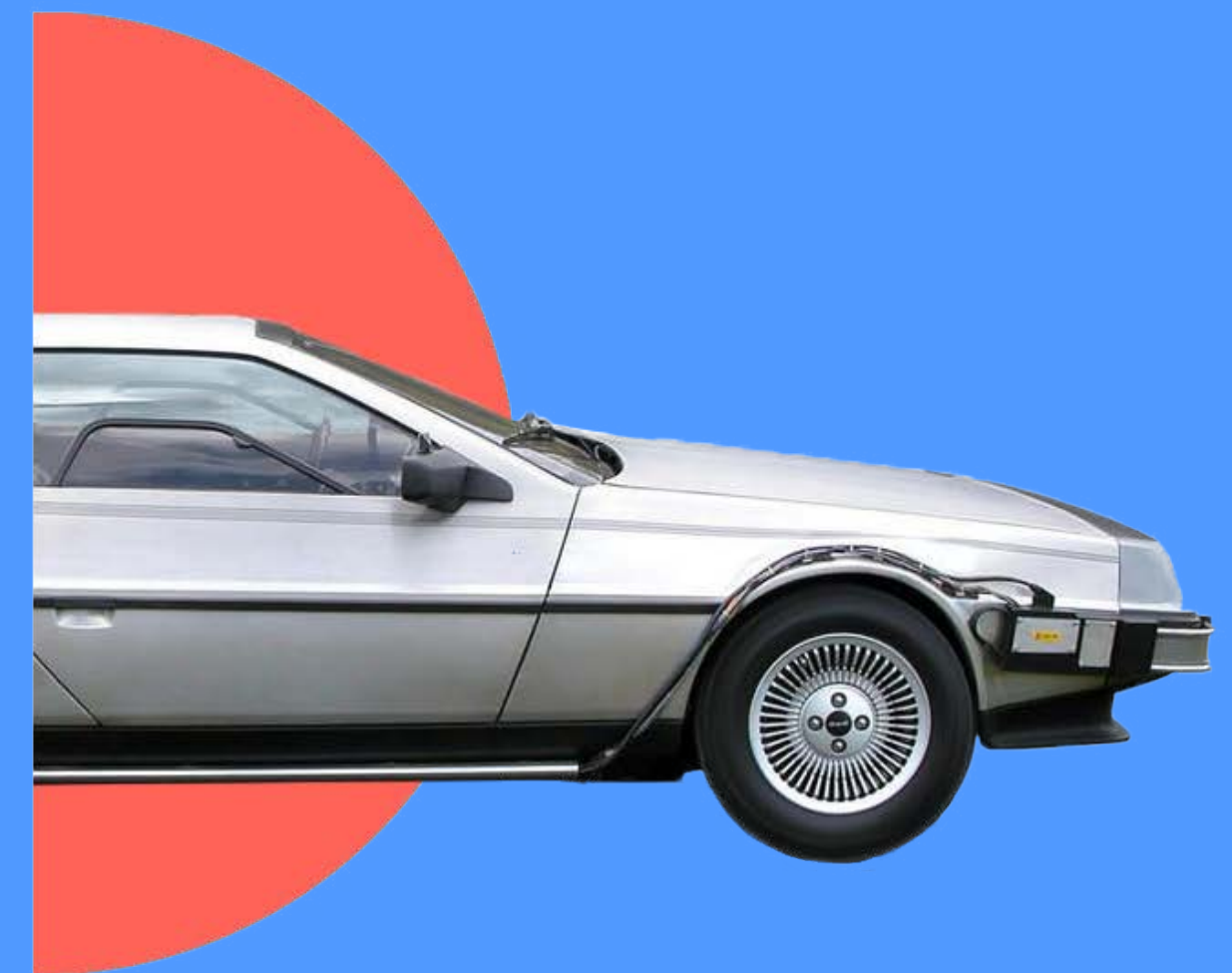


*External server
Servers which hosts streaming services
such as Spotify, YouTube etc.



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.



THANK YOU

