## 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

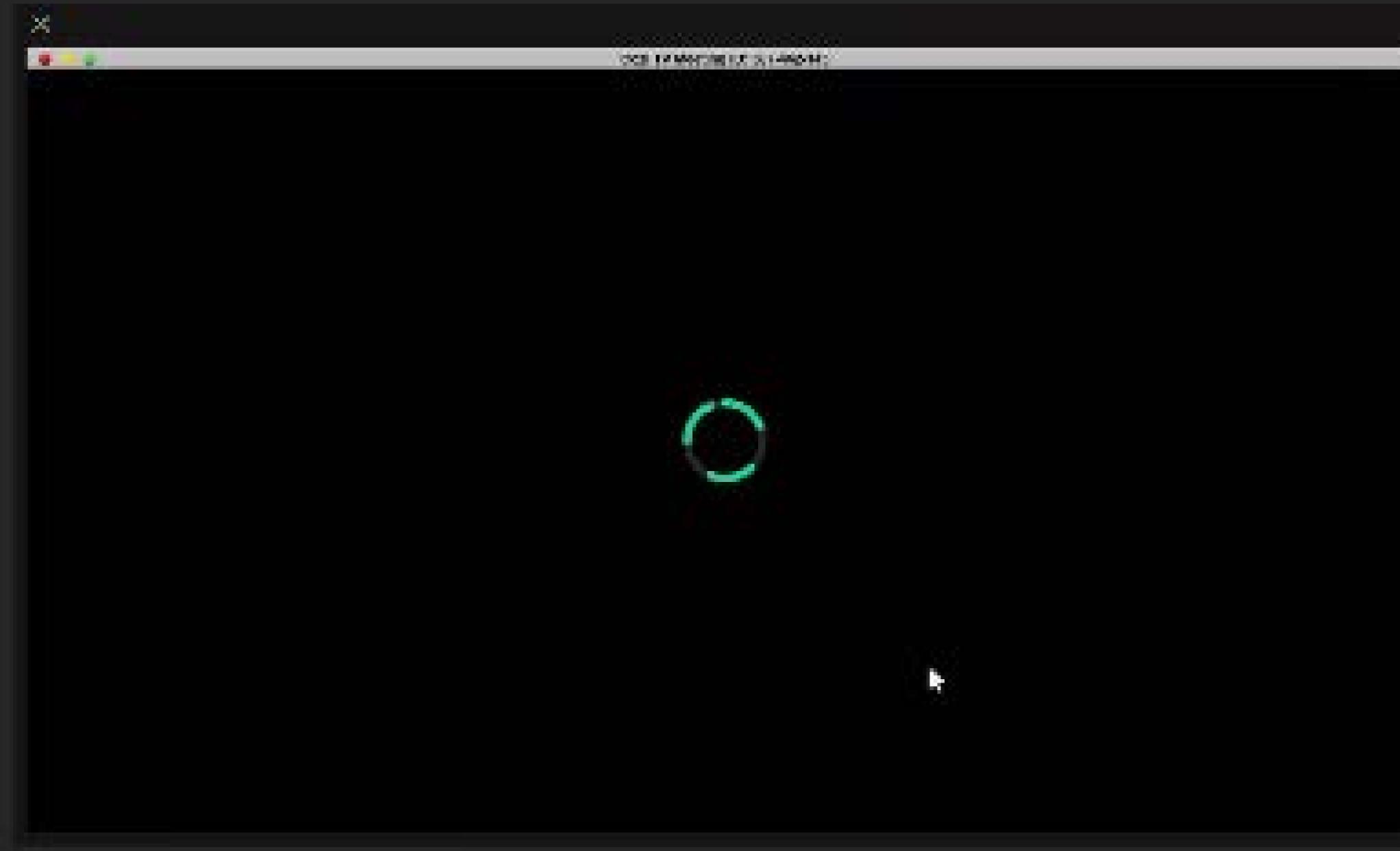
### after COVID-19 emergency

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



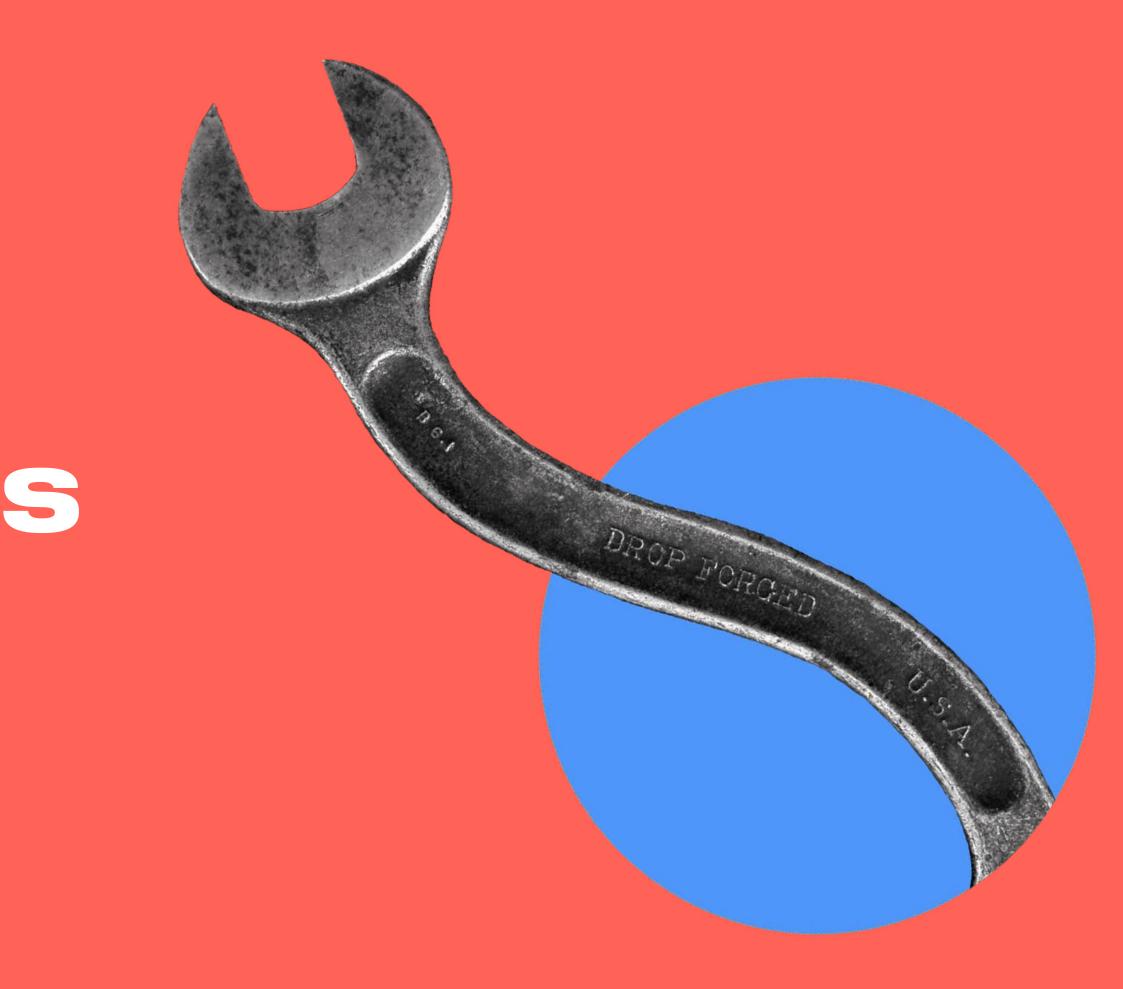
Nothing but video calls

# 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























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Better

Customer satisfaction

> **Emotional** Journey

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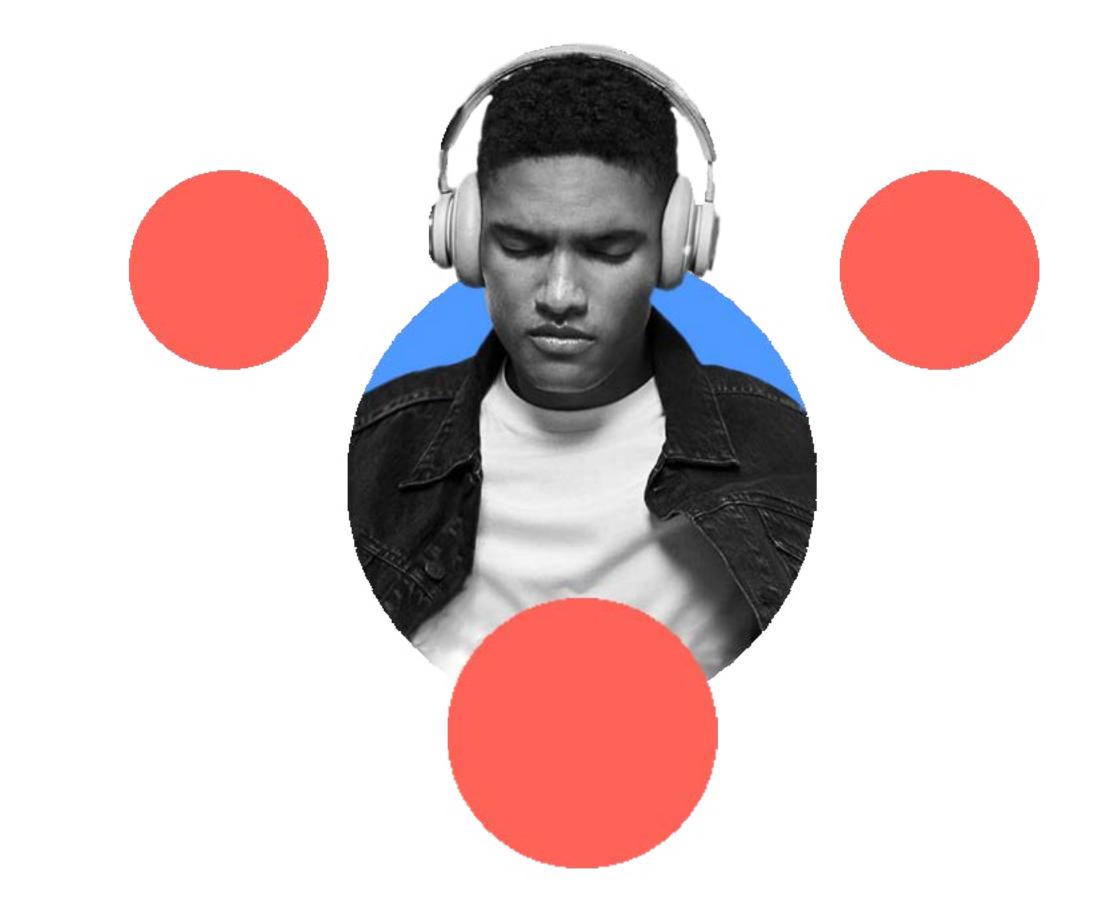
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#### Worse



new way of experience

### HEAR BETTER, EXPERIENCE MORE

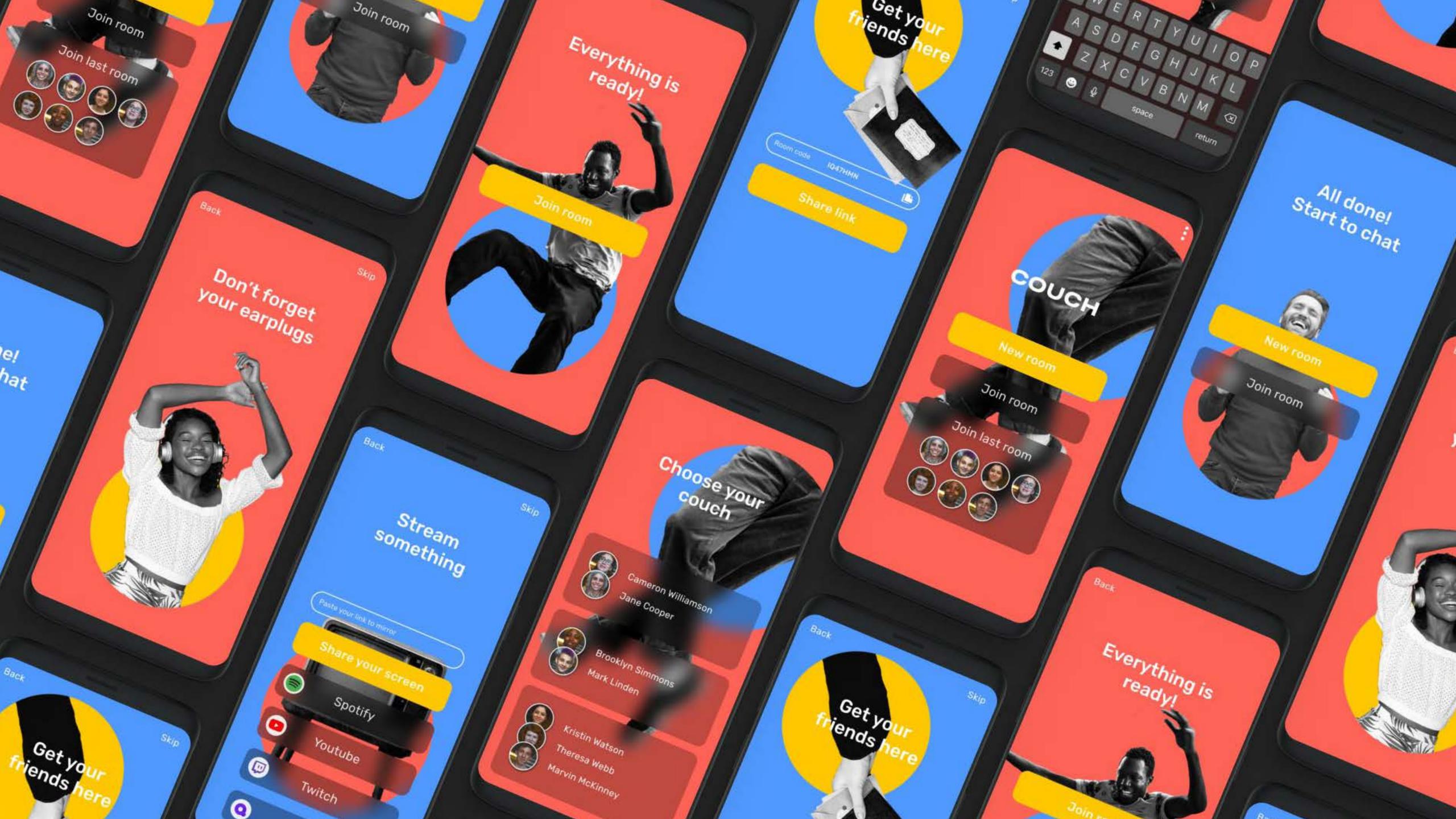


#### registration

### 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.



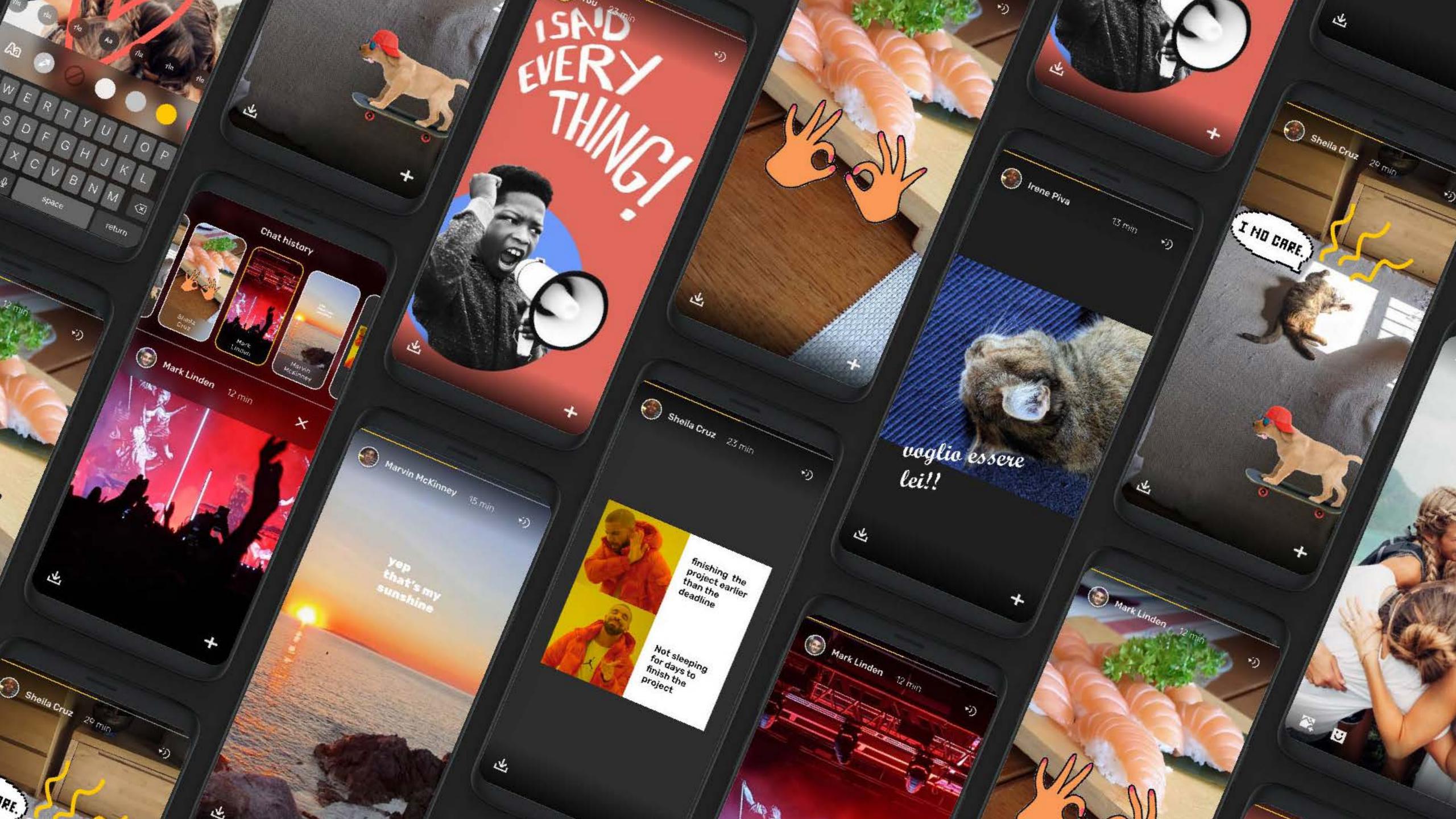
#### sharing tools

### EPHEMERAL CHAT

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





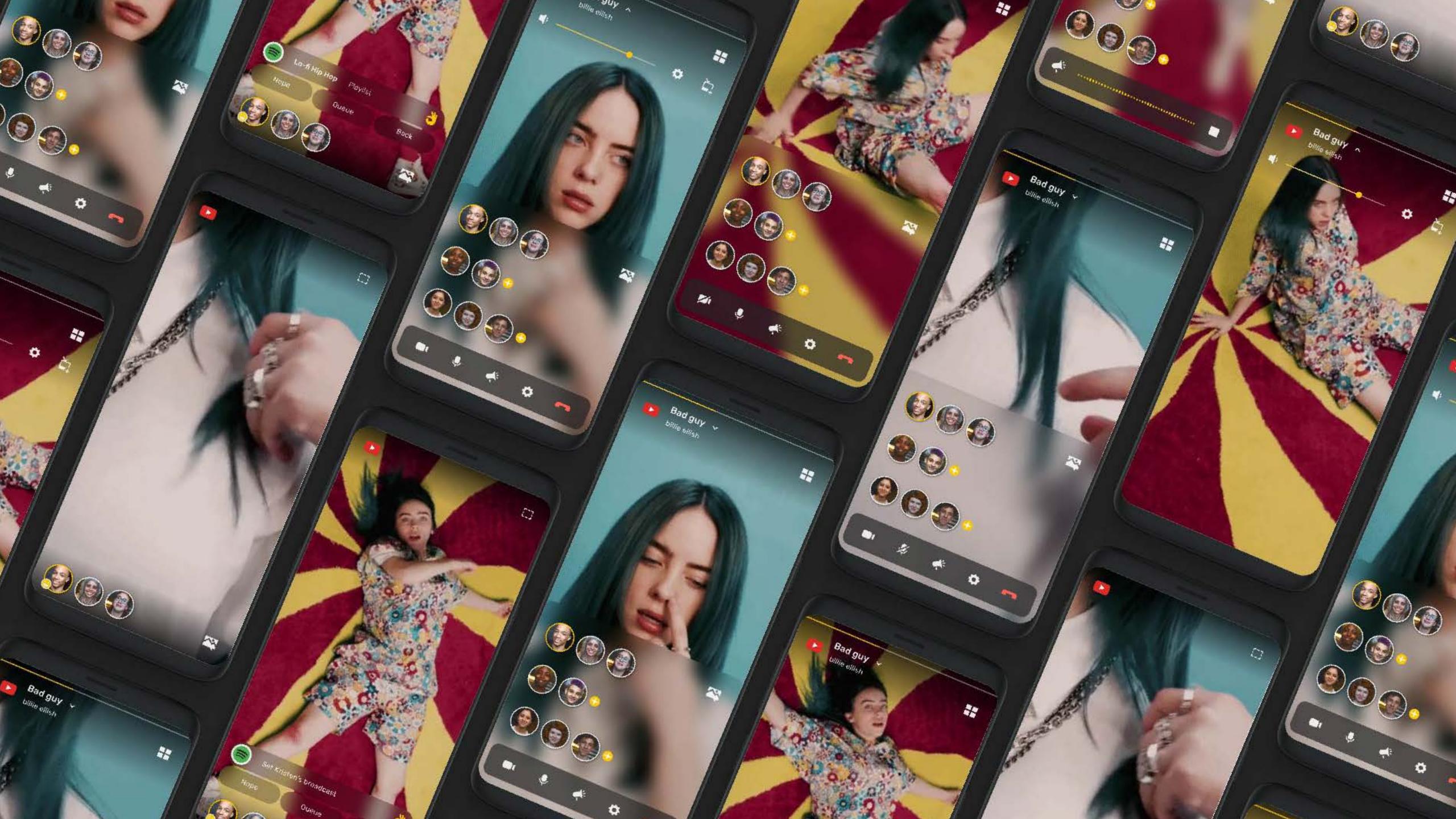


#### sharing tools

## BROADCAST

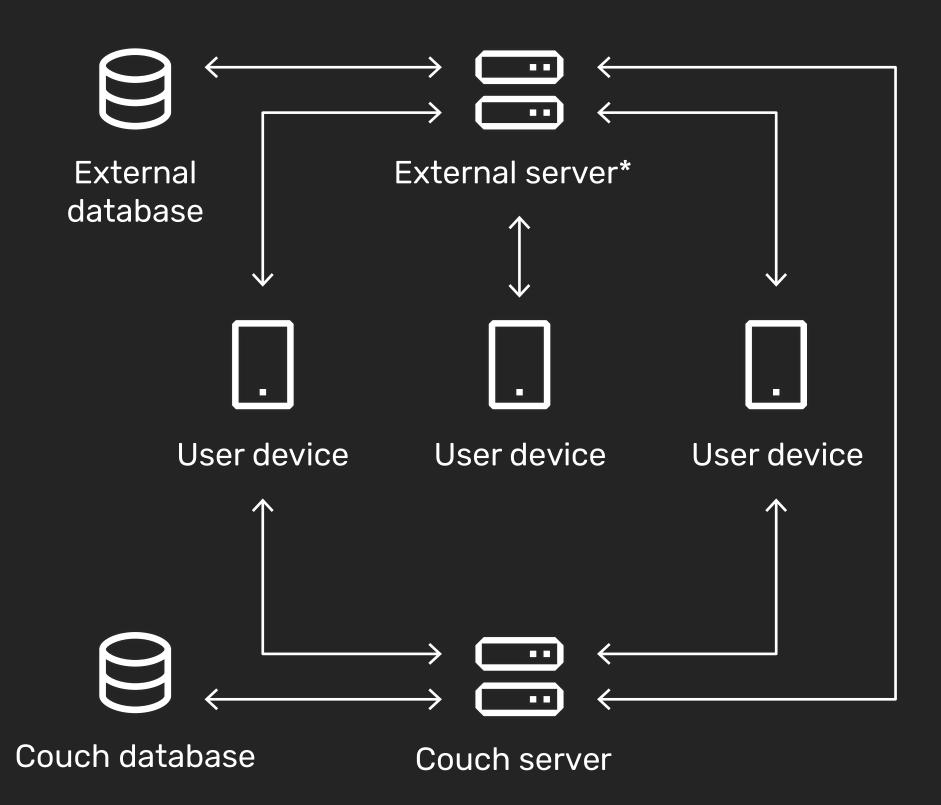
Use the broadcast function to stream content with all your friends. You can either access the integrated app or mirror your screen



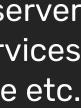


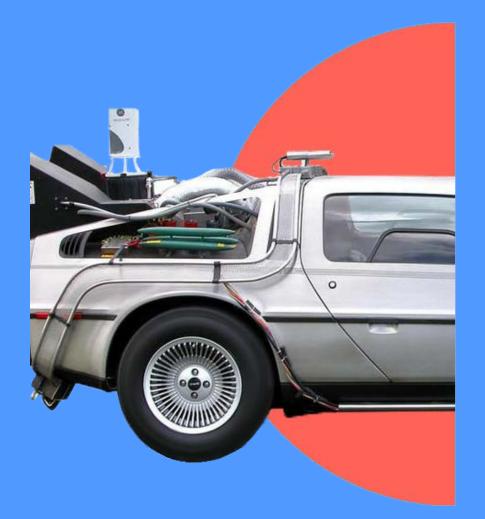
#### system architecture

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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