OTT platform for Short-form Video content (*TimeWell TV*)

A PROJECT REPORT

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE
OF

MASTER OF DESIGN
IN
INTERACTION DESIGN

Submitted by

OSHIN KOUL (2K22/MDID/06)

Under the supervision of
Mr Varun Singh

DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Bawana Road, Delhi 110042
May, 2024

DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Bawana Road, Delhi 110042

<u>CANDADIDATE'S DECLARATION</u>

I, Oshin Koul, Roll No. 2K22/MDID/06, student of M.Des (Department of design), hereby declare that the project dissertation titled "OTT platform for Short-form Video content (TimeWell TV)", which is submitted by myself to the Department of Design, Delhi Technological University, Delhi, in partial fulfilment of the requirement for the award of degree of Master of Design, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Degree, Diploma Associateship, Fellowship or other similar title or recognition.

Place: Delhi

Date: 22.05.2024
<div align="right">Oshin Koul</div>

DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Bawana Road, Delhi 110042

CERTIFICATE

I hereby certify that the Project Dissertation titled "OTT platform for Short-form Video content (TimeWell TV)" which is submitted by Oshin Koul, Roll No. 2K22/MDID/06, Department of Design, Delhi Technological University, Delhi, in partial fulfilment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the students under my supervision. To the best of my knowledge this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Place: Delhi   Varun Singh

Date: 22.05.2024   Supervisor

DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Bawana Road, Delhi 110042

<u>ACKNOWLEDGEMENT</u>

I would like to express my sincere gratitude to Mrs Laxmi from Planetcast Media Services, Noida, where I interned, for her insights and assistance. I am also thankful to Mr Varun Singh, my college mentor, for his guidance and support in the thesis project.

I extend my appreciation to my friends who contributed to the primary research, enriching this work with diverse perspectives and valuable input. Their encouragement and collaboration were instrumental in the successful completion of this thesis.

Place: Delhi

Date: 22.05.2024

Oshin Koul

ABSTRACT

This thesis explores the design and development of an Over-The-Top (OTT) platform dedicated to Short-form Videos (*TimeWell TV*), addressing the growing trend of binge-watching and its associated challenges. The project aims to empower users with intentional content consumption while mitigating the negative effects of excessive viewing.

The research delves into the motivations behind binge-watching behavior, analyzing changes in content consumption, the impact of companies' app strategies, and users' tendencies to avoid boredom through prolonged video sessions. Utilizing the Hooks Model within the context of Short-form Videos, the study identifies pain points such as time wastage, lack of intent, and content saturation, leading to a Problem Statement emphasizing the need to prevent users from becoming hooked to binge-watching.

The thesis proposes an Opportunity Statement for a platform that promotes mindful content consumption, enhances user well-being, and maximizes the value of their viewing experience. By offering users the freedom to choose content genres and incorporating features that encourage intentional viewing habits, the envisioned platform seeks to transform the binge-watching experience into a more fulfilling and productive engagement.

Table of Contents

LIST OF FIGURES

CHAPTER 01
INTRODUCTION

1. Introduction

1.1. Introduction

The digital online environment has undergone significant transformations with the arrival of Over-The-Top (OTT) platforms, particularly in the sphere of short-form video content. These platforms, such as YouTube, Instagram, and Facebook, have redefined how users consume and engage with media. With more people binge-watching, there are concerns about its mental and social effects. This project looks into these issues and aims to create a user-friendly OTT platform that encourages mindful watching and improves user well-being.

1.2. About the Project

This project is about creating an OTT platform for short videos. It lets users choose specific genres to watch, promoting mindful viewing habits. The aim is to prevent the usual feeling of exhaustion and frustration after binge-watching by offering features that encourage engaging and satisfying viewing.

1.2.1. About Platform Name

"TimeWell TV" is simple, catchy, and clearly shows the platform's focus on making better use of time and promoting mindful viewing. It highlights the value of time and gives a sense of purpose in watching content.

- Platform Name: **TimeWell TV**
- Tagline: **"*Watch with Purpose*"**

This name and tagline clearly express the platform's mission and appeal.

1.3. The Research Questions

The research questions guiding this project are:
1. How do current short-form video platforms contribute to binge-watching behaviour?
2. What are the psychological effects of prolonged binge-watching sessions on users?
3. How does various OTT and social media platforms design system work in managing content data and users utilising that content?
4. What platform can be designed to promote mindful consumption of short-form videos?
5. What features can be integrated into the platform to enhance user control and satisfaction?

1.4. The Aim and Objectives of the Project

The primary aim of this project is *to create an OTT platform that empowers users with intentional short video consumption, leading to productive engagement and a sense of control over their viewing habits*.

The specific objectives include:
- Analyzing user behavior and preferences related to short-form video consumption.
- Identifying key features that promote mindful viewing.
- Developing and implementing a user-friendly interface that supports personalized content selection.
- Evaluating the platform's effectiveness in reducing negative binge-watching experiences through user feedback and analytics.

1.5. The Scope and Limitations of the Project

1.5.1. Scope of the Project

The scope of this project encompasses the design, and usability testing and gathering feedback of the OTT platform. While the focus is on short-form videos, the principles and insights derived can be extended to other forms of digital content.

1.5.2. Limitations of the Project

- **Sample Size:** The sample size, while diverse, may not be large enough to generalize findings to all users of short-form video platforms.
- **Potential Biases:** Self-reported data from surveys and interviews could be subject to biases, such as social desirability bias or recall bias.
- **Data Collection Methods:** Using online surveys and focus groups might miss out on users who are less active online or uncomfortable sharing their experiences in groups.

1.6. <u>The Research Methodology</u>

The research methodology for this project uses a mixed-method approach, combining both qualitative and quantitative techniques to thoroughly understand user behaviors and preferences. The design process follows an iterative framework with five key stages: Empathize, Define, Ideate, Design, and Test. This approach ensures ongoing refinement and user-focused development of the OTT platform to encourage mindful content consumption.

CHAPTER 02
LITERATURE REVIEW

2. LITERATURE REVIEW

2.1. <u>About short form video content</u>

The characteristics of short-form video content is its brief and engaging nature. It has rapidly gained popularity and success in the digital media arena. Platforms such as TikTok, Instagram and Facebook Reels, and YouTube Shorts have harnessed the potential of these quick videos to keep users engaged and entertained, catering to the fast-paced lifestyle of modern consumers. This format's success lies in its ability to provide quick entertainment and information, making it ideal for users with limited time or short attention spans.

2.2. <u>About binge watching</u>

Binge - watching, that refers to act of watching several episodes of a TV show or a series of videos in one sitting, has become increasingly common with the rise of streaming services and on-demand content. This behavior provides a convenient escape and allows for deep entertainment experiences. However, binge-watching also poses potential risks, including negative impacts on mental and physical health, such as increased screen time leading to eye strain, disrupted sleep patterns, and feelings of guilt or regret after prolonged viewing sessions.

2.2.1. Why and How Instagram Reels/ YouTube Shorts Hook Users?

New content consumption innovations, whether technological or psychological, quickly grips the attention of the viewers and leads to increased engagement. Other social media platforms often adopt these innovations to boost user retention. One such example is TikTok's short-video format. Following TikTok's ban in India, many companies seized the opportunity to fill the gap. Instagram and YouTube have since introduced similar short videos, which are highly addictive regardless of the platform.

2.2.2. Understanding the Hook Model

Imagine these scenarios:

- You click on a YouTube short because of an interesting thumbnail and then realize you've spent 20 minutes watching shorts instead of doing what you planned.
- While waiting for a friend, you casually open Instagram and find yourself engrossed in reels.

Such scenarios are common, and here's why we get hooked:

1. Changes in Content Consumption

Traditionally, TV controlled what content we consumed. Now, on-demand content is just a click away, but the abundance of choices can lead to decision fatigue.

Short-form videos eliminate the need for choice by feeding content directly to viewers based on their preferences, which reduces choice overload and encourages continuous viewing.

2. Companies Hooking Users to Their Apps

Companies optimize their products to create habitual use among users. The Hook Model by Nir Eyal illustrates this well:

- **Trigger:** External (e.g., friends' posts, enticing ads) and Internal (e.g., passing time, avoiding FOMO).
- **Action:** Browsing or posting content to satisfy a desire.
- **Variable Reward:** Infinite variability in content keeps users coming back.
- **Investment:** Users invest time liking content, following others, and saving videos, making them less likely to abandon the app.

Figure 1: Hook Model
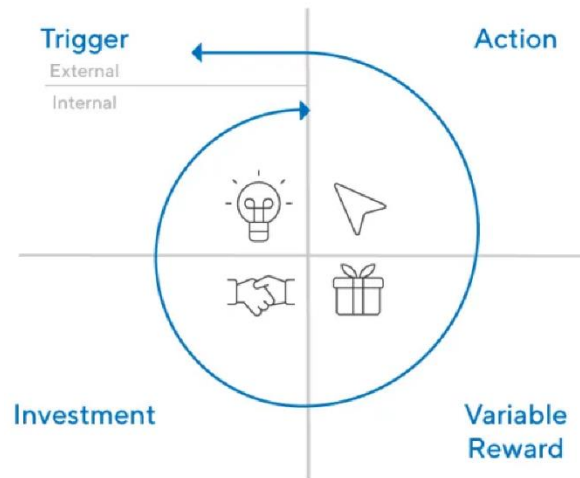
Source: Eyal, N. (2014). Hooked: How to build habit-forming products. Portfolio.

3. Avoiding Boredom

In modern times, boredom is seen as wasted time. Dopamine, a chemical associated with pleasure and reward, is released naturally and slowly, but short-form videos provide quick hits of dopamine, making them addictive. This habitually leads users to open these apps whenever they feel bored.

4. Reduced Friction Inside Apps

App design minimizes friction to make content consumption effortless:

- Full-screen, auto-playing content with minimal controls (like, scroll, pause/play).
- Multiple entry points to content.
- Vertical scrolling, the easiest interaction on mobile devices.
- No ads interrupting the videos, unlike longer YouTube videos.
- Mobile-native design and infinite scrolling ensure continuous engagement.

Avoiding the Hook:

To avoid being hooked, users need to understand why they feel frustrated or guilty after spending time on these apps. This frustration often stems from a lack of intent. Users frequently open these apps out of habit rather than intention. By consciously questioning their intent and increasing friction (e.g., removing the app from the home screen), users can better control their

consumption habits. Engaging with longer-form content like books, movies, or podcasts can also help.

2.3. <u>The Hook Model</u>

The Hook Model is a framework for creating products that form habits, consisting of four steps:
1. **Trigger:** The actuator of behavior.
2. **Action:** The behavior done in anticipation of a reward.
3. **Reward:** The benefit received after taking the action.
4. **Investment:** The effort put into the product to improve future experiences.

2.3.1. The Habit Zone

- **Habits:** Behaviors performed with little or no conscious thought, allowing focus on other tasks.
- **Benefits of Forming Habits:**
  - Increased customer lifetime value (CLTV).
  - Price flexibility as users are willing to pay more once habituated.
  - Engaged users become brand evangelists.
  - Competitive edge as users are less likely to switch products.
  - Building "mind monopoly" by creating strong user habits.
- **Factors for Habit-Forming Potential:**
  - Frequency of use.
  - Perceived utility.

2.3.2. Triggers

- **External Triggers:**
  - Paid Triggers: Advertising, search engines (short-term, costly).
  - Earned Triggers: Press mentions, viral videos (requires ongoing engagement).

- Relationship Triggers: Social invites, word-of-mouth (requires an engaged user base).
- Owned Triggers: App icons, email newsletters (supports reengagement).
- **Internal Triggers:** Coupled with emotions or routines, often negative ones like boredom, loneliness, frustration.
- **Building for Triggers:** Understand user's internal triggers and build an association with the product as a source of relief.

2.3.3. Action

- **Ingredients for Action:**
  - Sufficient motivation.
  - Ability to complete the action.
  - Presence of a trigger.
- **Increasing Likelihood of Action:**
  - Reduce the effort required (time, money, physical effort, brain cycles, social deviance, routine).
  - Apply heuristics and perception (scarcity, framing, anchoring, endowed progress effects).

2.3.4. Variable Reward

- **Nucleus Accumbens:** Activated in anticipation of a reward, driving behavior.
- **Types of Variable Rewards:**
  - Rewards of the Tribe: Social rewards like validation and approval.
  - Rewards of the Hunt: Seeking material goods, information.
  - Rewards of the Self: Personal gratification, mastery, completion.
- **Designing Reward Systems:** Ensure variable rewards match users' needs and maintain a sense of autonomy. Beware of finite variability (predictability) and focus on infinite variability for sustained engagement.

2.3.5. Investment

- **User Investment:** Encourages future use through small, consistent investments of time and effort.
- **Storing Value:** Users' investments in content, data, followers, reputation, and skill increase the likelihood of future use.
- **Loading the Next Trigger:** Design the product to prompt users to reengage, reducing the delay between cycles of the Hook model.

2.3.6. Examples

- Facebook: Combines social validation with owned triggers.
- StackOverflow: Uses upvotes and badges as social rewards.
- Twitter & Pinterest: Use infinite scrolling to provide rewards of the hunt.
- LinkedIn: Stores user data to increase engagement.
- Mint.com: Collects financial data to increase the service's value.
- Snapchat & Tinder: Make interactions simple, encouraging more frequent use.

2.4. OTT platform

OTT platforms revolutionize content delivery by streaming video directly to viewers over the internet, eliminating the need for conventional cable or satellite services. These platforms provide an extensive array of content, from movies and TV shows to documentaries and short-form videos. Their user-friendly interfaces, personalized content recommendations, and multi-device streaming capabilities enhance the viewing experience, making it convenient and tailored to individual preferences.

Figure 2: About OTT Platform
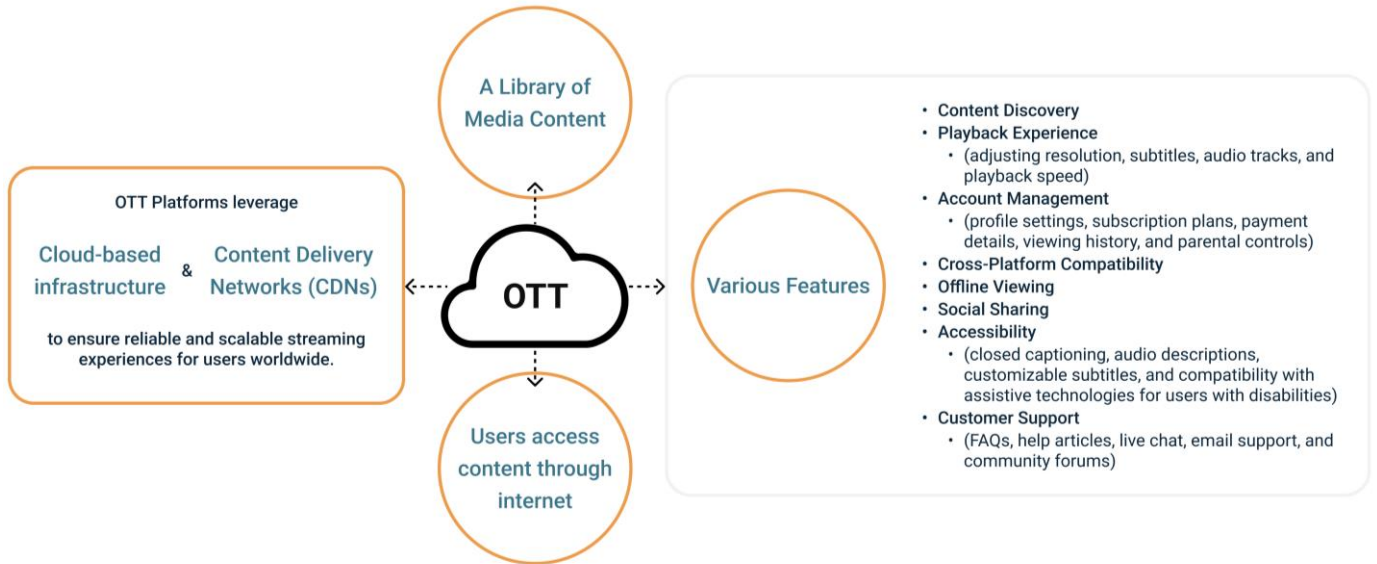
Source: Author

Note: Data based on sources:

Aasyakr. (2024, March 13). How does the OTT platform work: A complete guide. Medium.

A3logics. (2023, July 4). The challenges in OTT app development and its possible solutions. A3logics.

OTT platforms offer a wide variety of content across different genres and categories to cater to diverse audience preferences. Some types of content typically available on OTT platforms are:

Figure 3: Types of content typically available on OTT platforms

2.4.1. OTT platform system working

An OTT (Over-The-Top) platform streams media content over the internet directly to users' devices, bypassing traditional cable or satellite TV. Here's a simple breakdown of how it works:

Figure 4: Components of OTT Platform System Design

1. Content Acquisition

OTT platforms get content through licenses, partnerships, original productions, and curated libraries.

2. Content Encoding and Storage

Content is converted into digital formats for streaming. Encoded content is stored on servers or in the cloud.

3. Content Delivery Network (CDN)

CDNs distribute content globally via geographically dispersed servers, reducing latency and improving performance.

4. User Interface and Applications

OTT platforms provide interfaces and apps for various devices, allowing users to browse, search, and stream content.

5. Streaming Protocols

Protocols (HLS, DASH) are used to adjust streaming quality based on network conditions and device capabilities, for smooth playback.

6. Digital Rights Management

DRM protect copyrighted content from unauthorized access and piracy through encryption and access controls.

7. User Authentication and Personalization

Users log into their accounts, enabling personalized recommendations, watchlists, & content suggestions. Features like parental controls, multiple profiles, & synchronized viewing across devices are also supported.

8. Analytics and Reporting

Platforms collect data on user interactions, streaming performance, and content consumption to optimize recommendations, improve streaming quality, and enhance user experience.

Source: Author
Note: Data based on sources:
Aasyakr. (2024, March 13). How does the OTT platform work: A complete guide.
Medium.
A3logics. (2023, July 4). The challenges in OTT app development and its possible solutions. A3logics.

Figure 5: OTT Platform System Design
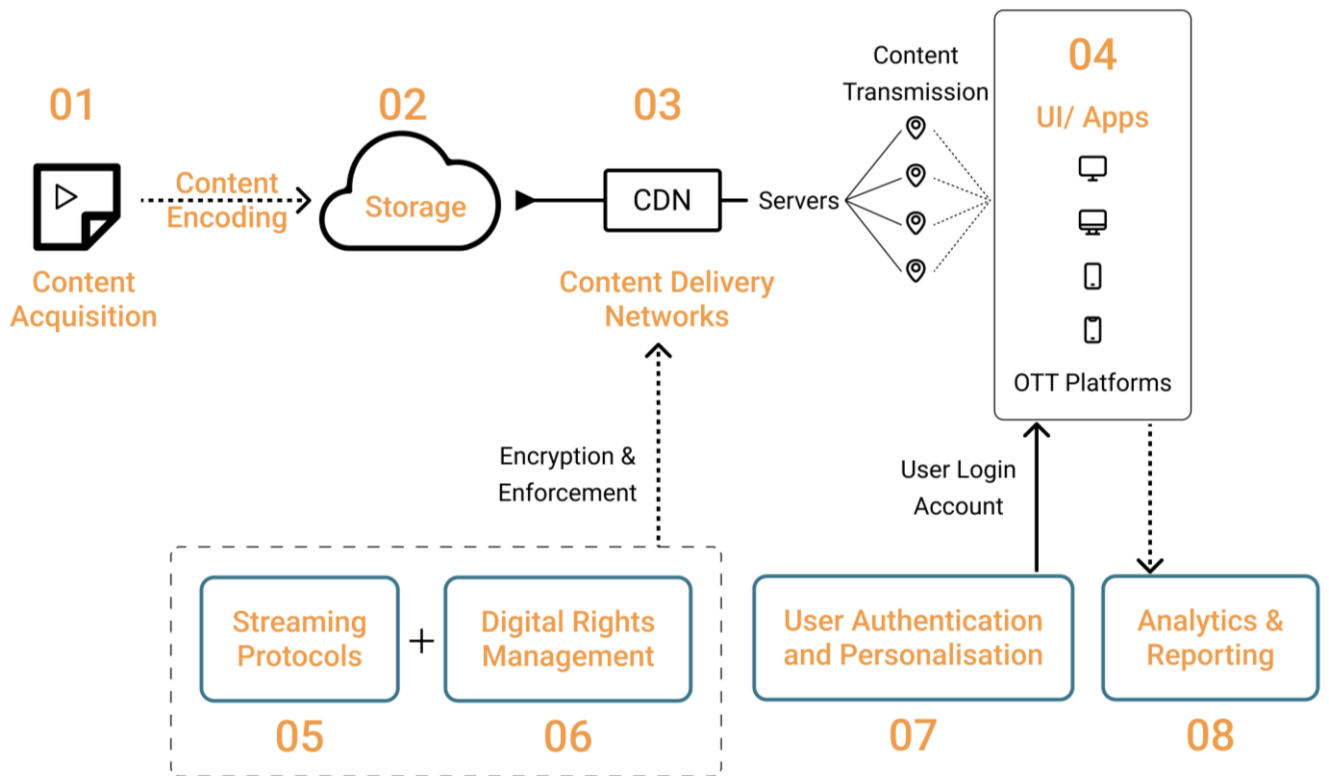
Source: Author

Figure 6: Key stakeholders and their roles throughout the process of an OTT platform

User Experience (UX) Designers

They ensure that the final product meets **user expectations and business objectives**.

Product Managers

They ensure that the **product aligns with the company's goals and objectives**.

Engineers/ Developers

They are responsible for **building and maintaining the technical infrastructure** of the OTT platform **and ensure technical feasibility**.

Content Creators/ Providers

They **supply media content** and ensure that content is optimized for delivery and playback on the platform.

Marketing and Sales Teams

They are responsible for **promoting the OTT platform, acquiring new users, and retaining existing subscribers**.

Customer Support

They provide **assistance to users,** address **user feedback** and improve the overall **customer experience**.

Quality Assurance (QA) Testers

They conduct **functional testing, usability testing, and compatibility testing** to ensure that the platform performs reliably across different devices and environments.

Business and Legal Teams

They collaborate with product managers and content creators to **establish business models, pricing strategies, and legal frameworks** for the OTT platform.

Source: Author
Note: Data based on sources:
Aasyakr. (2024, March 13). How does the OTT platform work: A complete guide. Medium.
A3logics. (2023, July 4). The challenges in OTT app development and its possible solutions. A3logics.

2.5. Social Media platform system working

Social media platforms is designed as an interactive digital platform where users are able to generate and share a vast array of content and even connect with one another. Utilizing sophisticated algorithms, these platforms personalize user feeds to deliver content that aligns

with individual interests and behaviors. Engagement features such as likes, comments, shares, and follows foster community interaction and help build a sense of connection among users, enhancing their overall experience on the platform.

Figure 7: Social Media platform system

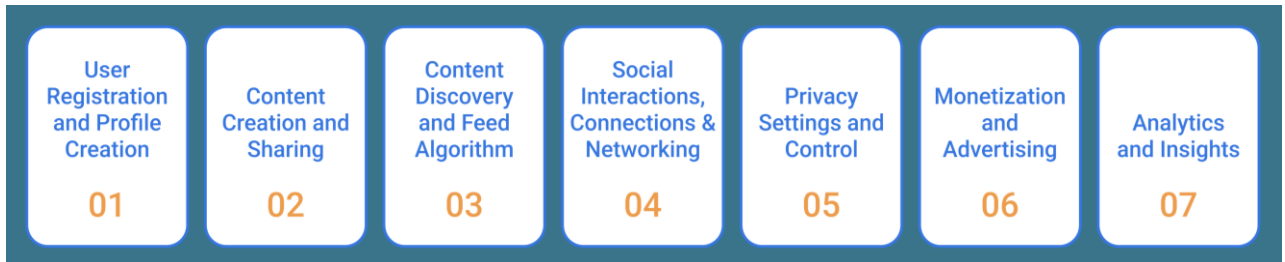| User Registration and Profile Creation	Content Creation and Sharing	Content Discovery and Feed Algorithm	Social Interactions, Connections & Networking	Privacy Settings and Control	Monetization and Advertising	Analytics and Insights
01	02	03	04	05	06	07

Source: Author
Note: Data based on sources:
Adisa, D. (2023, October 30). Everything you need to know about social media algorithms. Sprout Social.

2.5.1. Social Media Algorithms

In social media, algorithms are rules, signals and data that determine how content is filtered, ranked, selected and recommended to users. In some ways, algorithms influence our choices and what we see on social media.

Figure 8: Importance of Social Media Algorithms

Importance	Filter out the content noise	Personalize user experience

Show users more of what they're interested in	Maximize organic reach

Source: Author
Note: Data based on sources:
Adisa, D. (2023, October 30). Everything you need to know about social media algorithms. Sprout Social.

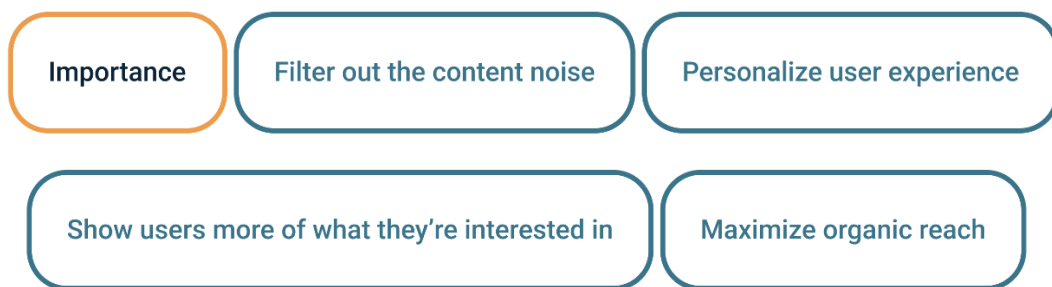**Figure 9: Signals and important factors social algorithms consider**
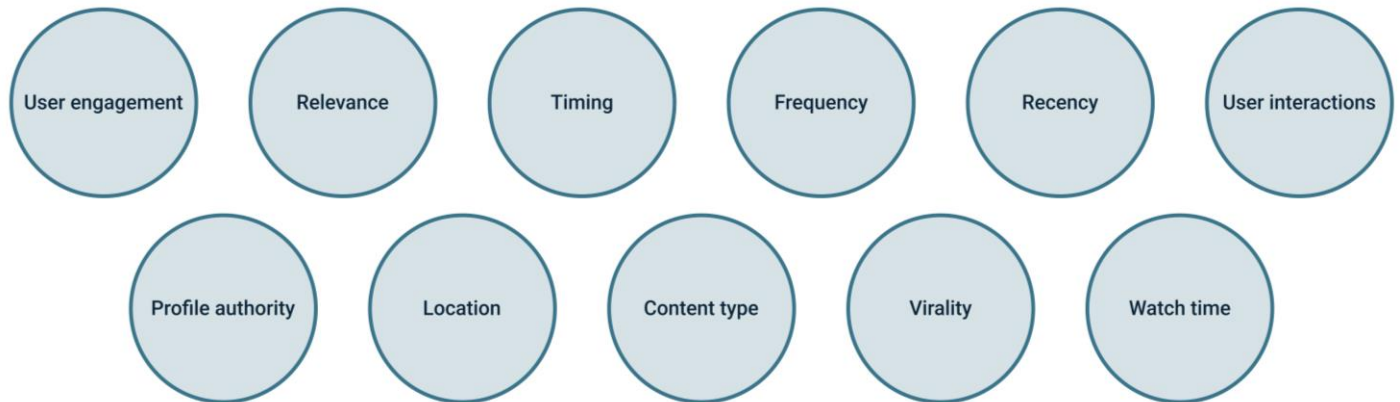
Source: Author
Note: Data based on sources:
Adisa, D. (2023, October 30). Everything you need to know about social media algorithms. Sprout Social.

2.6. <u>Content Types</u>

Content on OTT and social media platforms encompasses a diverse range of types, including user-generated content, professionally produced material, branded content, and influencer content. Each content type fulfills distinct objectives and appeals to varied audiences, enriching the overall content ecosystem. This variety ensures that users can find content that resonates with their preferences, whether it's a DIY tutorial from a fellow user, a high-quality documentary, a brand advertisement, or an influencer's lifestyle vlog.

Media content encompasses a wide range of materials and information transmitted through various mediums such as television, radio, print, online platforms, and social media. Some examples include:

Figure 10: Content Types

Textual Content	Audio Content	Video Content	Social Media Content
Articles, news reports, blogs,.....	Podcasts, music, radio programs,....	Television shows, movies, documentaries, web series,......	Posts, stories, live streams, reels, tweets,.......

Advertising Content	Educational Content	Entertainment Content	User-Generated Content Content
Commercials, sponsored content, ...	Courses, tutorials, webinars, lectures,........	Games, puzzles, quizzes, memes,.......	user reviews, testimonials, comments, social media posts....

Source: Author
Note: Data based on sources:
Lenkert, E. (2020, September 12). What is a content creator and how to become one.
Adobe Express.

Media content serves various purposes such as informing, entertaining, educating, persuading, promoting, and engaging audiences across different channels and platforms.

2.7. Social Media vs OTT

Social media apps are not typically categorized as Over-The-Top (OTT) platforms in the traditional sense. OTT platforms primarily focus on delivering audio, video, and other media content over the internet directly to users' devices, often through subscription-based models or on-demand content delivery.

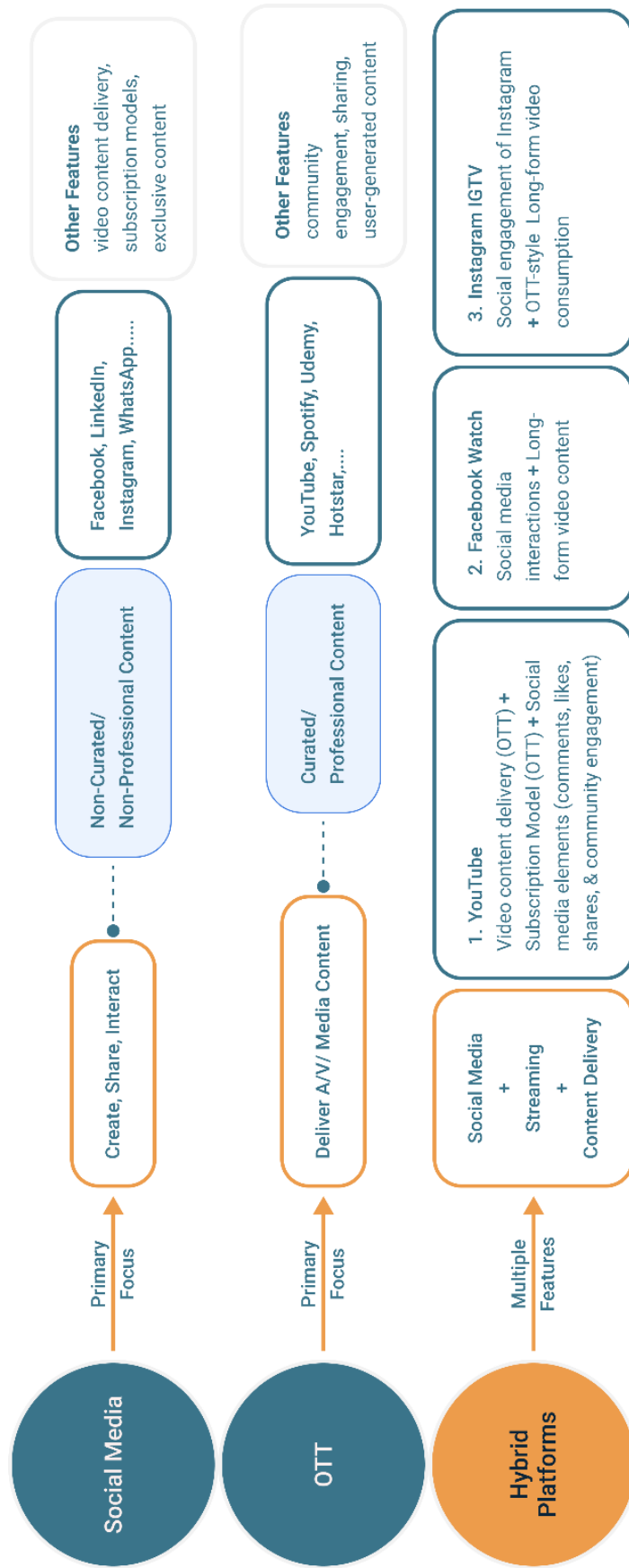Social media apps, on the other hand, are digital platforms that enable users to create, share, and interact with content in various formats, such as text, images, videos, and live streams. While social media apps may include video content and live streaming features, their primary purpose is social interaction and content sharing among users, rather than delivering professional or curated media content.

However, it's worth noting that some social media platforms have expanded their offerings to include video streaming, live events, original content production, and partnerships with content creators, blurring the lines between social media and traditional OTT platforms. These platforms may incorporate OTT-like features and content delivery mechanisms but are still primarily considered social media platforms due to their focus on user-generated content and social interactions. Examples of such platforms include:

- YouTube: While primarily known as a video-sharing platform, YouTube has evolved to offer premium content through YouTube Premium and original content through YouTube Originals, resembling features found in OTT platforms.

- Facebook Watch: Facebook's video platform, Facebook Watch, includes original shows, live events, and content from creators and publishers. It combines social interaction with video content delivery.

- Instagram TV (IGTV): Instagram's long-form video platform allows users to upload and share videos up to one hour in length, blurring the lines between social media and video content delivery platforms.

- Twitch: Although known as a live streaming platform for gamers, Twitch has expanded to include content from various categories, including music, art, cooking, and more, making it a hybrid platform with elements of social media and OTT streaming.

In summary, while social media apps primarily focus on social interactions and user-generated content, some platforms have integrated features and content delivery mechanisms similar to OTT platforms, creating a hybrid model that combines social media and streaming functionalities.

Figure 11: Some Media Content Platforms

Social Media → Primary Focus → Create, Share, Interact → Non-Curated/ Non-Professional Content → Facebook, LinkedIn, Instagram, WhatsApp.....

Other Features
video content delivery, subscription models, exclusive content

OTT → Primary Focus → Deliver A/V/ Media Content → Curated/ Professional Content → YouTube, Spotify, Udemy, Hotstar,....

Other Features
community engagement, sharing, user-generated content

Hybrid Platforms → Multiple Features → Social Media + Streaming + Content Delivery

1. YouTube
Video content delivery (OTT) + Subscription Model (OTT) + Social media elements (comments, likes, shares, & community engagement)

2. Facebook Watch
Social media interactions + Long-form video content

3. Instagram IGTV
Social engagement of Instagram + OTT-style Long-form video consumption

Source: Author

2.8. <u>About Content Creators</u>

Content creators, ranging from independent influencers and vloggers to established media companies and brands, are pivotal to the digital content landscape. They generate engaging content that captivates audiences and fosters platform engagement. The unique connection content creators establish with their followers and their knack for producing compelling content significantly contribute to the vibrancy and success of OTT and social media platforms.

Figure 12: What Content Creators do?

Source: Author

- A content creator produces engaging or educational material across various media or channels. This often involves digital content on social media, where most content is consumed and monetized.

- For businesses, content creation includes newsletters, emails, webinars, digital marketing materials, brochures, social media posts, articles, annual reports, and company communications.

- For individuals, it involves creating content for social media, such as livestreams, vlogs, photos, or videos, aiming to connect with their audience and potentially earning income through these efforts. This is commonly associated with "influencer marketing."

- Understanding what "content" is helps clarify the role of a content creator. In publishing, communication, and art, content encompasses all information and experiences conveyed through a medium to provide value to the end user.

For businesses, content is valuable material that engages users, readers, or viewers. Fundamentally, content consists of:

- The information and/or experience.
- The medium/channel for delivery.
- Any additional features enhancing the information or experience.

While the delivery medium is important, the core value lies in the information and experience provided. Businesses increasingly recognize the benefits of high-quality content created by freelancers, as it can inspire action and foster community and loyalty around the brand.

CHAPTER 03

PROBLEM IDENTIFICATION

3. PROBLEM IDENTIFICATION

3.1. Introduction

This chapter aims to identify and articulate the core problems and challenges faced by users of short-form video content platforms, which TimeWell TV seeks to address. Understanding these issues is crucial for guiding the design and development of an OTT platform that promotes intentional and mindful viewing.

3.2. Background and Context

Short-form video content has gained traction due to its ability to deliver quick, engaging entertainment content. Platforms like Facebook, YouTube, and Instagram have taken advantage of this trend, offering users a vast array of short videos that cater to their reduced attention spans. However, this rise has also led to various challenges and pain points in user experience, particularly related to binge-watching behaviors and the emotional impact of such habits.

3.3. User Behaviors and Consumption Patterns

Key Insights from Research:

- **Frequent Engagement:** Users often engage with short-form videos during short breaks, or while they are commuting, or when they get bored. The ease of access and the compelling nature of the content is the main factor for promoting this habit of binge watching.

- **Algorithm Influence:** Recommendation system using algorithms are designed to keep users engaged by suggesting similar or popular videos. This leads to longer viewing sessions than initially intended by the user. This algorithm-driven viewership can result in users watching a continuous stream of videos.

- **Passive Consumption:** When users rely on the platform's recommendations rather than actively searching for specific videos, they consume content passively. This passive approach contributes to longer viewing periods and a lack of control over the content watched.

Figure 13: Why people binge watch

Source: Author
Note: Data based on sources:
Navtake, V. (2022, April 9). Anatomy of reels. UX Design Bootcamp.

3.4. Pain Points and Challenges

- **Pain Point 1: Time Management**

Time management is affected adversely while consuming short-form videos. Endless scroll and autoplay features keep users hooked to the binge watching. This leads to unintended prolonged viewing sessions. According to user surveys, 75% of respondents reported that they lose track of time while watching short-form videos.

- **Pain Point 2: Emotional Impact**

Extended binge-watching sessions often result in feelings of guilt, frustration, and regret. Users frequently realize they have spent hours watching videos, leading to a sense of wasted time and decreased productivity. Approximately 70% of users expressed experiencing these negative emotions post-viewing.

- **Pain Point 3: Lack of Intentional Viewing**

Many users lack control over the content they watch, resulting in a passive consumption experience. The algorithm-driven recommendations often lead to content that is not aligned with their interests or needs. Interviews revealed that users often felt the content shown was not always relevant or engaging to them.

- **Pain Point 4: Content Saturation**

With an overwhelming amount of content available, users find it challenging to discover high-quality, relevant videos. This saturation leads to content fatigue and decreased satisfaction with the viewing experience. Over 60% of participants reported difficulty in finding engaging and relevant content.

3.5. Impact on Users

The broader impact of these pain points on users' lives is significant, affecting both their short-term and long-term wellbeing.

- **Short-term Impact:**
    - Increased stress and anxiety due to the realization of wasted time.
    - As users spend more time than intended on video platforms, it results in reduced productivity in personal and professional tasks.
- **Long-term Impact:**
    - Development of poor time management skills, as frequent binge-watching sessions become a habitual routine.

- Decreased productivity in more meaningful activities and hobbies. Social interactions are also impacted as users prioritize passive video consumption over other pursuits.

Figure 14: Pain Points

Source: Author

3.6. <u>Opportunity for Improvement</u>

TimeWell TV addresses these pain points by introducing features that promote mindful and intentional content consumption. These features will help users manage their viewing time better and ensure that the content they watch aligns with their interests and needs.

Potential Solutions:

- **Personalized Filters:** Allow users to customize their content preferences, ensuring they receive videos that are relevant and engaging to them.

- **Time Management Tools:** Introduce features like session timers and break reminders to help users control their viewing time and take necessary breaks.

- **Mindful Viewing Prompts:** Incorporate prompts that encourage users to reflect on their viewing choices, encouraging the development of a more intentional and mindful consumption experience.

3.7. <u>Problem Statement</u>

Problem Statement

People like to consume Short-form Video content but get hooked to it and end up binge watching for hours, resulting in the feeling of fatigue, frustration and regret.

CHAPTER 04
RESEARCH METHODOLOGY

4. RESEARCH METHODOLOGY
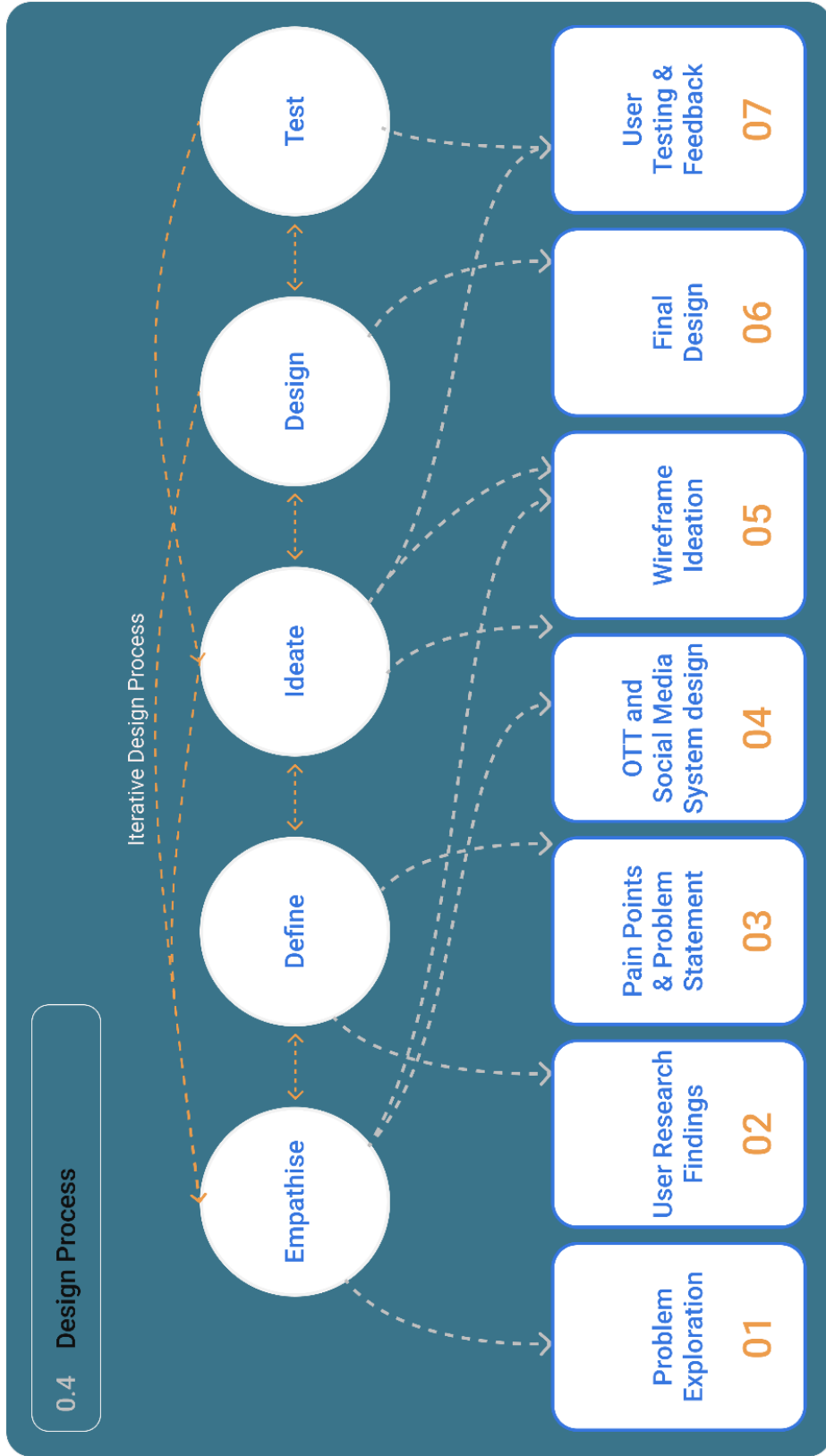
4.1. <u>Design Thinking Process</u>

4.1.1. Design Process

The design process uses an iterative approach with five main stages: Empathize, Define, Ideate, Design, and Test. This method focuses on continuous improvement and user-centered development for the OTT platform.

1. **Empathize:** Understand the users and their needs through surveys, interviews, and observations to gain insights into their behaviours, motivations, and challenges.

2. **Define:** Analyse the insights from the Empathize stage to identify core problems and user needs, creating clear problem statements to guide the design process.

3. **Ideate:** Brainstorm a wide range of ideas and potential solutions, encouraging creativity and exploring various approaches to solve the defined problems.

4. **Design:** Turn the best ideas from the Ideate stage into tangible designs, including wireframes, prototypes, and detailed UI/UX designs.

5. **Test:** Test the prototypes with users to gather feedback and evaluate their effectiveness, involving iterative testing and refinement to ensure the final product meets user needs.

4.1.2. Detficient Iterative Design Process

Figure 15: TimeWell TV Design Process

Figure 16: Detailed steps for the design research process

01 Problem Exploration

Understand the issues users face with short-form video platforms through surveys, interviews, and observations, focusing on user behaviours, needs, and pain points.

02 User Research Findings

Analyse data from the Empathize stage to identify key findings, including user demographics, viewing habits, preferences, and the psychological impact of binge-watching.

03 Pain Points & Problem Statement

Highlight specific pain points based on user research and formulate a clear problem statement to guide the design process.

04 OTT & Social Media System design

Brainstorm and ideate solutions addressing the pain points, conceptualizing the overall system design of the OTT platform with integrated social media elements for better user engagement and satisfaction.

05 Wireframe Ideation

Create preliminary wireframes to visualize the user interface and experience, serving as prototypes for initial user feedback and further refinement.

06 Final Design

Develop the final design based on feedback from the wireframe ideation, including detailed UI/UX design with features to promote mindful content consumption & enhance user control.

07 User Testing and Feedback

Test the final design with a selected group of users, collecting feedback on usability, effectiveness, and satisfaction, and using analytical tools to monitor engagement metrics and identify areas for improvement.

Source: Author
Note: Data based on sources:
Google. (n.d.). Google UX Design Professional Certificate. Coursera.

This iterative design process ensures a user-focused OTT platform that is continuously refined through feedback and testing, providing a balanced and enriching viewing experience.

4.2. <u>Data collection methods</u>

4.2.1. Qualitative Methods

- **Interviews:** I conducted semi-structured and unstructured interviews with a diverse group of users to understand their content consumption habits, preferences, and the psychological effects of binge-watching short-form videos. We asked about their motivations for watching short videos, how they feel after binge-watching, and what improvements they would like to see in these platforms.

- **Surveys:** To gather initial data on user demographics, viewing habits, and common frustrations with current short-form video platforms, we distributed online surveys to a broad audience. The surveys covered topics like frequency of use, preferred content genres, and feelings of guilt or frustration after prolonged viewing.

- **User Journey Mapping:** This method tracked users' interactions with short-form video platforms over time to identify pain points and emotional states. The user journey maps provided insights into the overall user experience and highlighted areas needing improvement.

- **Affinity Mapping:** I used affinity mapping to organize, analyse, and categorize the qualitative data from interviews and surveys. This helped us identify patterns and common themes, which were crucial for defining user needs and problems.

- **Personas:** I created detailed personas to represent different user types based on our research data. These personas guided our design decisions by focusing on specific user needs, goals, and pain points.

- **User Scenarios:** I developed user scenarios to describe how different personas might interact with the platform in various contexts. These scenarios helped us explore the functionality and usability of the platform from the user's perspective.

- **Card Sorting:** Card sorting sessions were conducted to understand how users categorize and organize information, aiding in the design of an intuitive information architecture.

4.2.2. Quantitative Methods

- **Surveys/ Questionnaires:** Quantitative surveys were designed and these helped to collect measurable data on user behavior. Average duration of binge-watching sessions, the frequency of feeling fatigued or frustrated, and the types of content most frequently consumed were recorded through the survey. These surveys included Likert scale questions and multiple-choice options.

- **A/B Testing:** A/B testing was conducted to compare different design variations and determine which one performs better in terms of user engagement and satisfaction, thus enabling us to make informed design decisions.

4.3. <u>Sample Selection</u>

I chose participants for my research based on a mix of demographics to make sure I had a diverse group representing different types of people. I looked at age, gender, where they live, and how often they use short-form video platforms. I tried to include users who use digital platforms in different ways, from those who watch occasionally to those who binge-watch often, so I could get a broad range of experiences.

4.4. <u>Ethical Considerations</u>

Ethics were an important part of my research. I told participants about the study's goal, and they agreed to take part. I kept everything anonymous and private to protect their personal information. My research followed ethical guidelines to handle sensitive information with care and respect.

CHAPTER 05

RESEARCH ANALYSIS

5. RESEARCH ANALYSIS

5.1. Data Collection Summary

The research data was carefully analysed to understand how users behave and what challenges they face when binge-watching short videos on OTT platforms. This analysis helped answer research questions and guide the design of TimeWell TV, focusing on intentional and mindful viewing.

Data came from user interviews, surveys, usability testing, and user journey mapping. Participants were diverse, regularly watching short videos on platforms like Instagram, YouTube, and Facebook.

5.2. Qualitative Data Analysis

5.2.1. Thematic Analysis

The interviews and focus group discussions provided qualitative data. Thematic analysis was used to study this data. It helped to find repeated themes and patterns about why users watch, what troubles them, and what they want. The analysis brought out themes like how binge-watching affects them mentally, their favourite types of content, and what bothers them about current platforms.

- **Theme 1: Emotional Impact of Binge-Watching**
    - Description: Users frequently reported feeling a mix of guilt and frustration after extended periods of binge-watching short-form videos.
    - Example Quote: "Whenever I start watching a few short videos, and before even I know it, hours have passed by already. It makes me feel so unproductive and annoyed."
    - Interpretation: This theme highlights the need for features that promote mindful viewing and help users manage their time better.

- **Theme 2: Desire for Personalized Content**
  - Description: Many users expressed a desire for more personalized content that aligns with their interests and preferences.
  - Example Quote: "I wish the app could show me more videos related to my hobbies instead of random content."
  - Interpretation: This insight suggests the importance of robust content filtering and recommendation systems.

- **Theme 3: Avoidance of Boredom**
  - Description: Users watch short videos to beat boredom, sometimes ending up watching for longer than planned.
  - Example Quote: "Whenever I'm bored, I just open the app and start watching videos. It's like a rabbit hole."
  - Interpretation: This suggests the platform should provide interesting content while helping users manage their time well.

5.2.2. User Journey Mapping Analysis

Looking at how users interact with the platform through their journey maps revealed a lot about their actions and feelings. This helped pinpoint major issues and spots where things could get better.

- **Stages of User Journey:**

  1. **Initial Engagement:** Users open the app when they're bored or have free time.
  2. **Content Discovery:** Users start looking at content, often following suggestions from the app.
  3. **Extended Viewing:** Users get interested and keep watching more than they planned.
  4. **Ending and Reflection:** Users realize they've spent a lot of time and feel tired and annoyed.

Figure 17: User Journey Map

Going to App

User opens app:
· To **search** something
· To **remove boredom**
· Out of **habit/curiosity**

1

Discovery Phase

User's Attention catch:
· series of **intriguing thumbnails** and titles

2

Initial Engagement

User clicks on content looking interesting, **prompting** them to **watch** more.

3

First Few Videos

User is enjoying the quick and digestible format, **appreciating the variety.**

4

Continued Viewing (Variable Reward)

User **loses track of time** and keeps clicking on the "Next" button.

5

Deepening Engagement

User **starts exploring** different genres, they **extend their engagement** by saving, sharing.

6

Extended Binge-Watching

User gets **immersed** in the diverse range of content, returns quickly from short breaks.

7

Completion and Reflection

User after Binge-Watching:
· feeling **drained, frustrated**
· realizing they've spent **hours.**

8

- **Pain Points:**
  - Lack of control over viewing time.
  - Unintentional prolonged sessions.
  - Emotional guilt and frustration post-viewing.

- **Opportunities for Improvement:**
  - Add features to manage time better.
  - Enhance content personalization with user controls.
  - Use reminders or breaks to encourage mindful watching.

5.2.3. Affinity Mapping Analysis

- **Clusters and Categories:** Data points were organized into clusters such as emotional responses, content preferences, viewing habits, and user motivations.

- **Insights:**
  - Many users feel guilty or frustrated after watching,
  - People want content made just for them (personalized content),
  - Boredom often leads to watching too much at once, thus triggering binge-watching behaviours.

5.3. Quantitative Data Analysis

5.3.1. Statistical Analysis

Quantitative data from surveys were analysed using statistical techniques to identify trends and correlations. **Descriptive statistics** provided an overview of user behaviours, while **inferential statistics** were used to explore relationships between variables, such as the link between binge-watching duration and feelings of frustration.

- **Descriptive Statistics:**
  - Viewing Duration: distribution of viewing times across participants.
  - Emotional Response Post-Viewing: proportion of users reporting different emotional responses after binge-watching.

- **Inferential Statistics:**

  - **Hypothesis Testing**
    - Hypothesis: There is a significant difference in emotional response based on the length of viewing time.
    - Results: Statistical tests indicated a significant correlation between extended viewing times and negative emotional responses.

  - **Correlations and Trends**
    - Correlation Analysis: A strong positive correlation was found between the frequency of binge-watching sessions and the intensity of negative emotions reported.

5.4. <u>Mixed Methods Integration</u>

- **Convergence of Findings:** Both qualitative and quantitative data converge on the finding that extended binge-watching sessions lead to significant negative emotional responses. Users crave personalized content but often fall into unintentional extended viewing due to boredom and app design.

- **Overall Insights:** Users need tools to manage their viewing time better. Personalized content can enhance user satisfaction but needs to be balanced with features that promote mindful consumption.

5.5. Personas and User Scenarios

5.5.1. Persona Descriptions

- **Persona 1: The Busy Professional**
  - Demographics: Aged 40, full-time job, limited free time.
  - Behaviours: Uses short-form videos to unwind during breaks.
  - Needs: Efficient, engaging content that fits into short breaks without leading to extended sessions.

- **Persona 2: The Student**
  - Demographics: Aged 21, studies full-time, tech-savvy.
  - Behaviours: Frequently watches videos to avoid study-related stress.
  - Needs: Content that is both relaxing and time-bound to prevent distraction from studies.

5.5.2. User Scenarios

- **Scenario 1:** A professional uses TimeWell TV during a lunch break, watches personalized, short clips, and is prompted to return to work after a set period.

- **Scenario 2:** A student watches a series of entertaining videos, receives reminders about study time, and can set limits to prevent binge-watching.

5.6. Usability Testing Results

- **Test Sessions Overview:**
  - Conducted with 20 participants representing different user personas.
  - Tasks included exploring the app, customizing content preferences, and setting time limits.

- **Key Findings:**
  - Users appreciated the ability to customize content preferences.
  - Time management features were well-received but need more intuitive design.
  - Users found the prompts helpful in preventing extended viewing sessions.

- **User Feedback:**
  - "The customization options are great, but I wish it was easier to set time limits."
  - "I liked the reminders; they helped me stay aware of my viewing time."

5.7. Summary of Findings

- **Key Takeaways:**
  - Extended viewing sessions lead to negative emotional responses.
  - Users want personalized content but need tools to manage their time.
  - TimeWell TV can address these needs by integrating time management features and enhancing content customization.

- **Implications for Design:**
  - Focus on intuitive time management tools.
  - Improve content personalization with user-friendly controls.
  - Implement features that promote mindful and intentional viewing experiences.

Opportunity Statement

A platform that promotes mindful content consumption, enhances user wellbeing, and maximizes the value of their viewing experience.

CHAPTER 06

DESIGN IDEATION AND CONCEPT DEVELOPMENT

6. DESIGN IDEATION AND CONCEPT DEVELOPMENT

In this chapter, we dive into the design and development phase of the project, focusing on adding features like customization, a strong filter system, a time alert feature, a multiple cards system, a mini dashboard, and support for content creators. We talk about creating design ideas for an OTT platform, social media features, and the filter system. Also, we explore mind maps that guided our design process and show how our ideas evolved

6.1. <u>Features to be incorporated</u>

1. **Customization:** Let users adjust the interface, content preferences, and notifications to match their tastes. This makes sure the platform suits individual preferences and boosts user engagement.

2. **Filter System:** Develop a smart filter system for sorting and finding content based on genres, popularity, ratings, and user recommendations. This improves content discovery and user satisfaction.

3. **Time Alert:** Introduce a feature where users can set limits on binge-watching time. This helps users watch more intentionally, reducing frustration and promoting healthier viewing habits.

4. **Multiple Cards System:** Allow users to create multiple cards with different content types and binge-watching durations. This helps them organize their viewing schedule better and ensures they watch a variety of contents.

5. **Mini Dashboard:** Create a dashboard showing time spent on each genre or topic. This helps users track their viewing habits and discover new interests.

6. **Support for Content Creators:** Make it easy for viewers to switch from short videos to full-length content. Also, provide analytics and tools to help content creators

understand their audience and improve their content strategy. This feature ensures that content creators gain more viewers, particularly targeted ones.

6.2. <u>Mind Maps</u>

Mind maps were used to brainstorm and organize ideas systematically. Key mind maps created include:

1. **Customization Mind Map:** Explore customization options like theme selection and personalized content recommendations. It helps in visualizing how these features interconnect and enhance user experience.

2. **Filter System Mind Map:** Plan different filtering criteria such as genre, language, release date, and user ratings, providing a clear roadmap for developing the filter system.

3. **User Interaction Mind Map:** Focus on user interactions, content discovery, and feedback mechanisms, and social media engagement. It helps in identifying user needs and designing features that meet those needs effectively.

4. **Time Alert Mind Map:** Detail how users can set viewing limits, receive notifications, and track their watch time. It emphasizes the importance of mindful viewing habits and user control over screen time.

5. **Multiple Cards System Mind Map:** This map illustrates the various components of the multiple cards system, including card creation, customization options, and management features. It shows how users can organize their viewing schedules and ensure a balanced content diet.

6. **Mini Dashboard Mind Map:** Outline features like time tracking and genre breakdowns. It highlights how the dashboard can provide users with valuable insights into their viewing habits and encourage content diversification.

7. **Content Creator Support Mind Map:** Visualize features for content creators like analytics and promotional tools. It shows how these features benefit both viewers and content creators by enhancing discoverability and engagement.

Figure 18: Mind Map Ideation
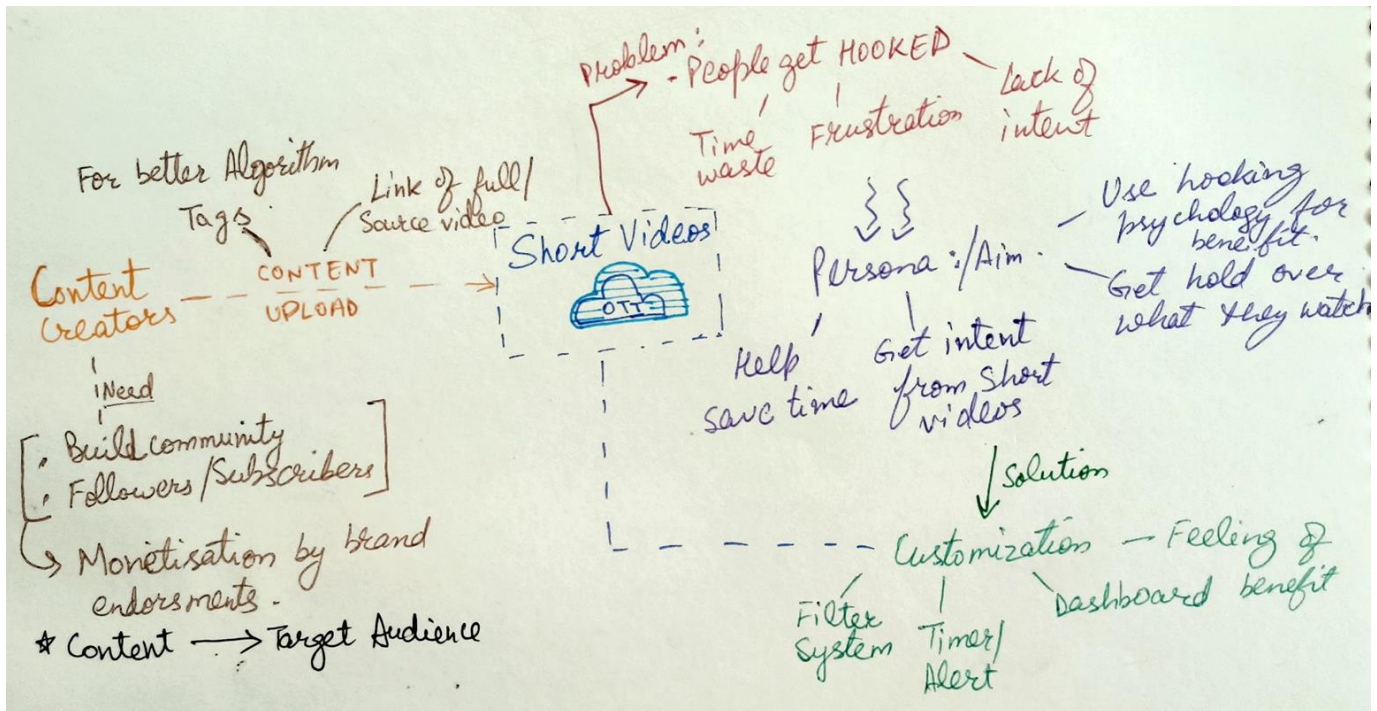
Source: Author

6.3. <u>Wireframe Ideation</u>
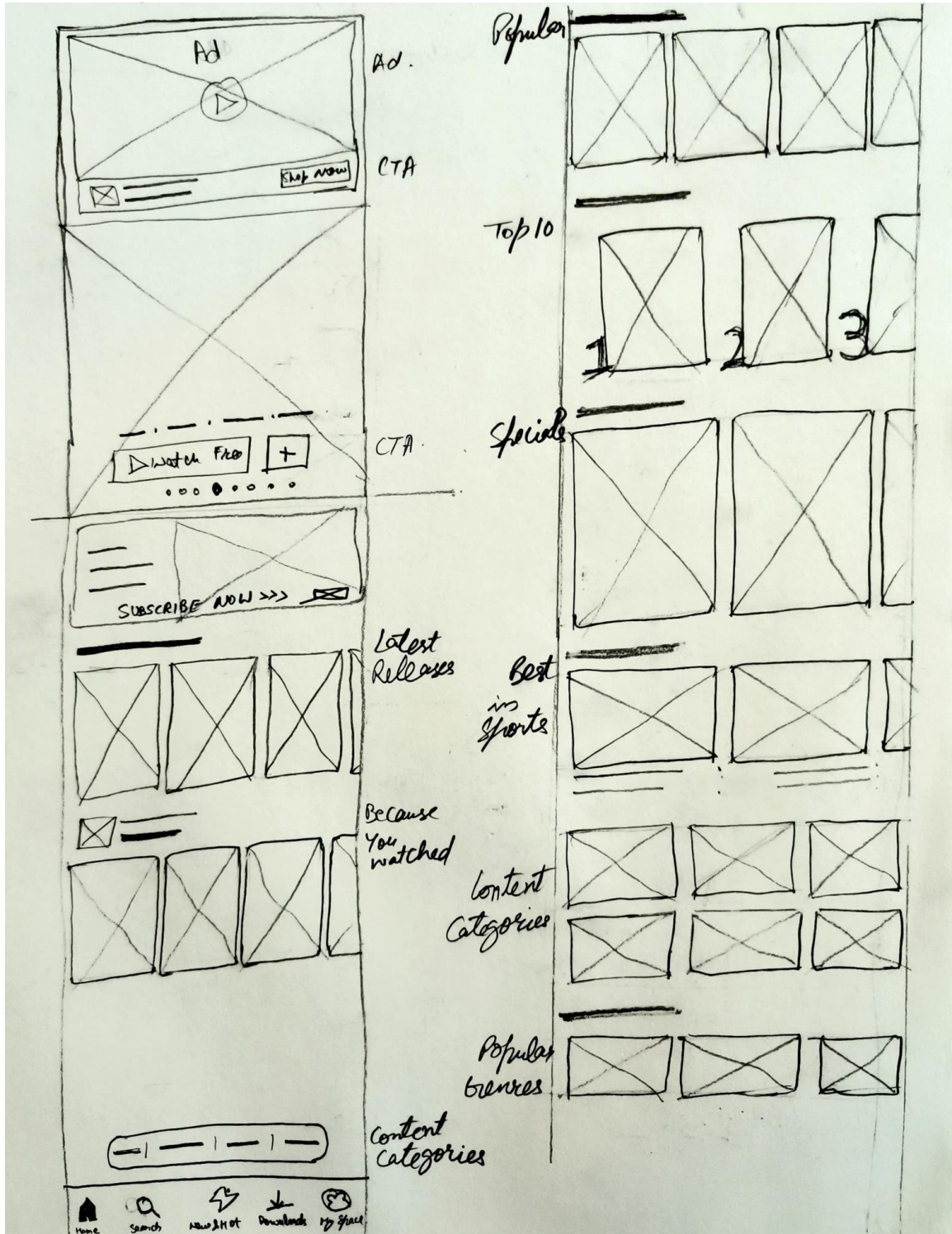
6.3.1. Understanding structure of existing OTT apps

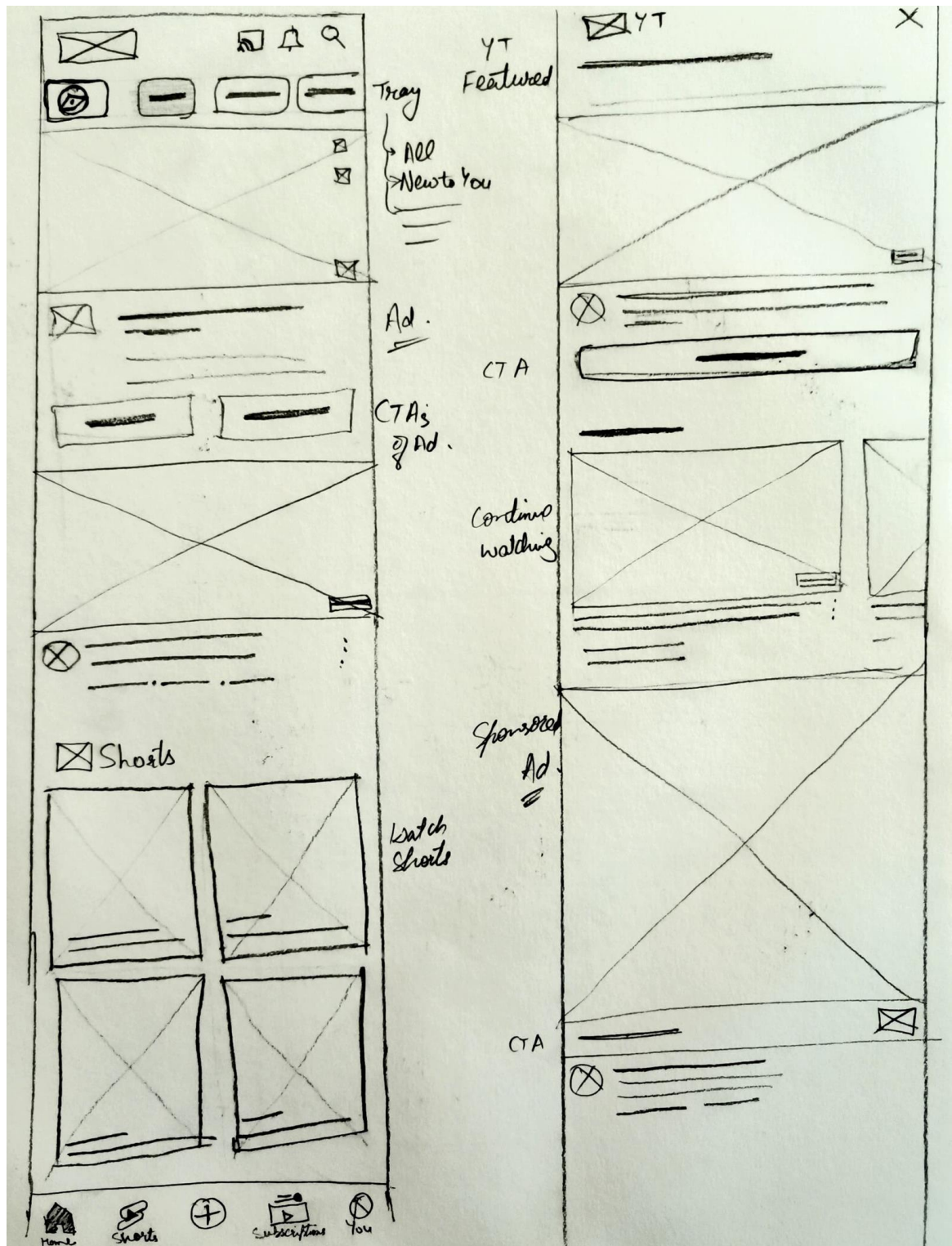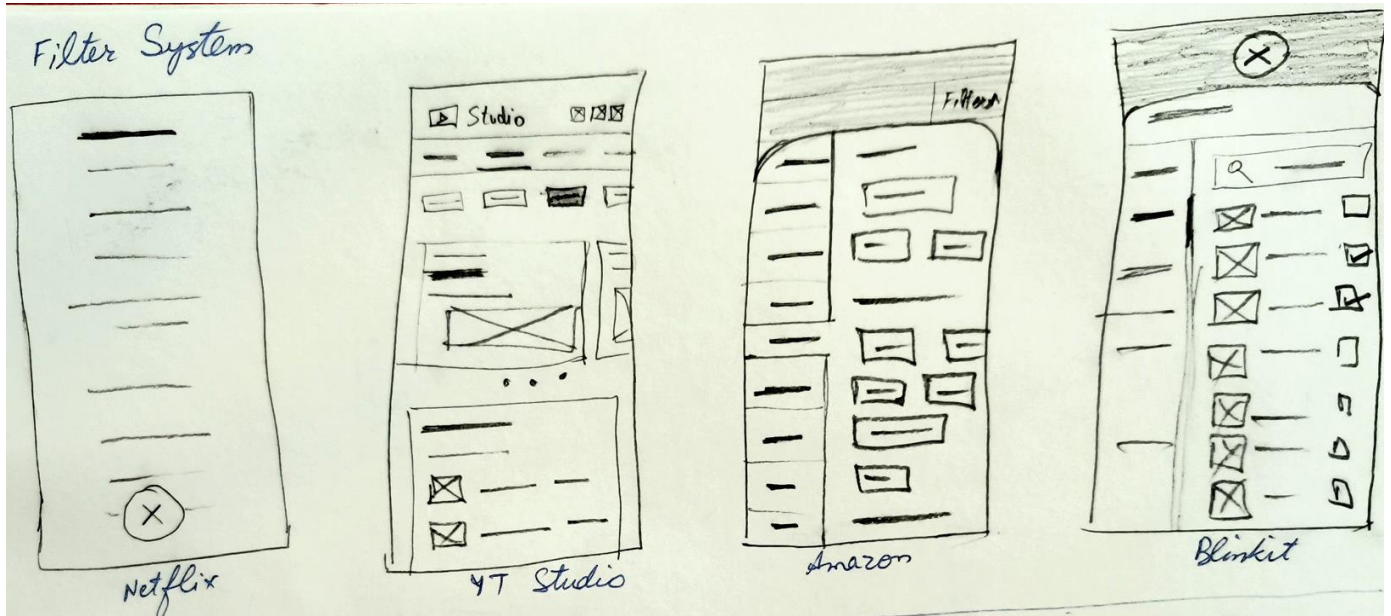**Figure 19 a:** Understanding structure of existing OTT apps like Youtube, Netflix, Disney Hotstar.

Figure 19 b: Understanding structure of existing OTT apps like Youtube, Netflix, Disney Hotstar.

6.3.2. Understanding Filter systems of existing apps

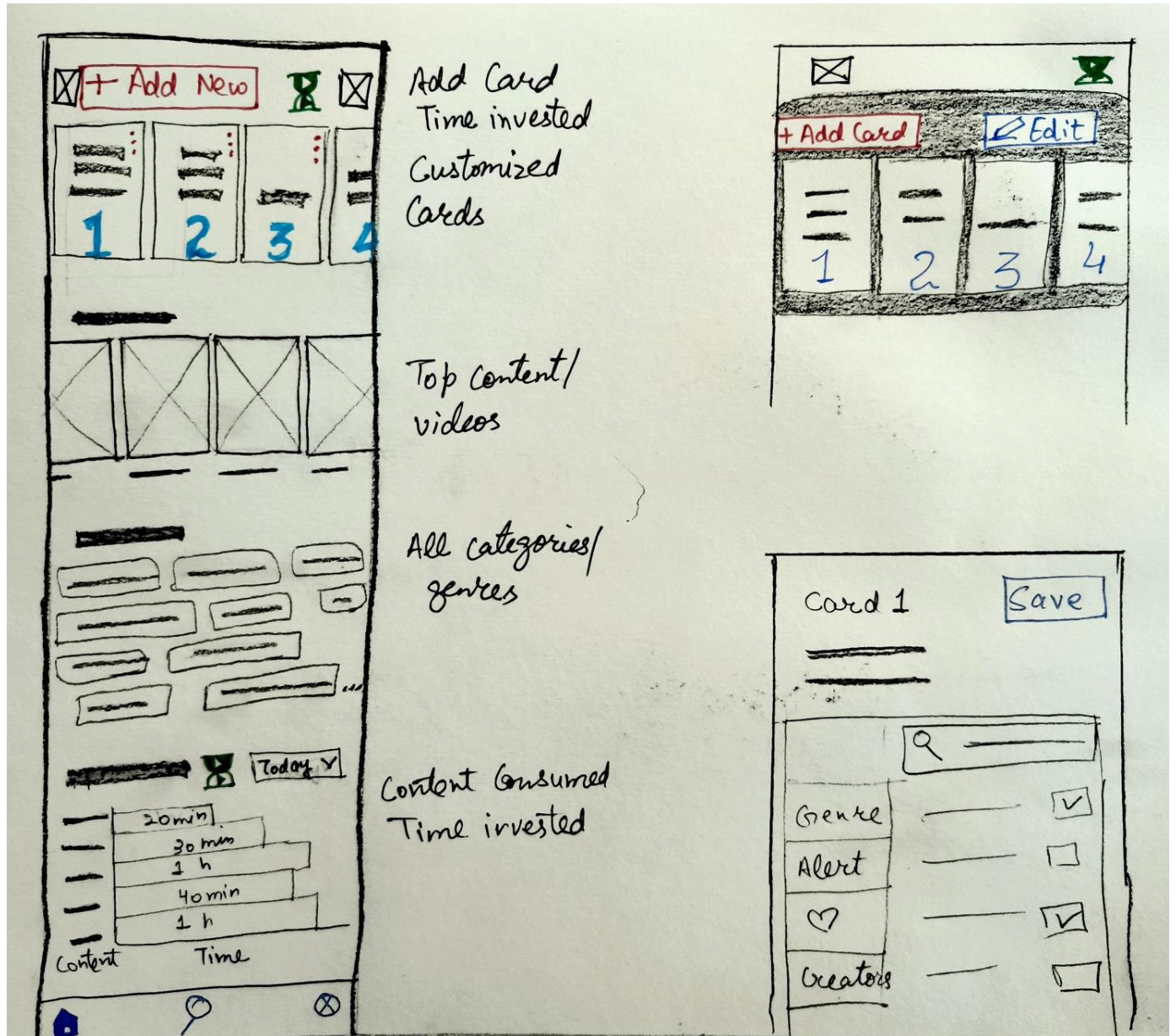**Figure 20:** Understanding Filter systems of various apps like myntra, blinkit, amazon, etc.

6.3.3. Understanding short-form video content interfaces

Figure 21: Understanding short-form video content interfaces of apps like Youtube shorts, Facebook and Instagram reels.
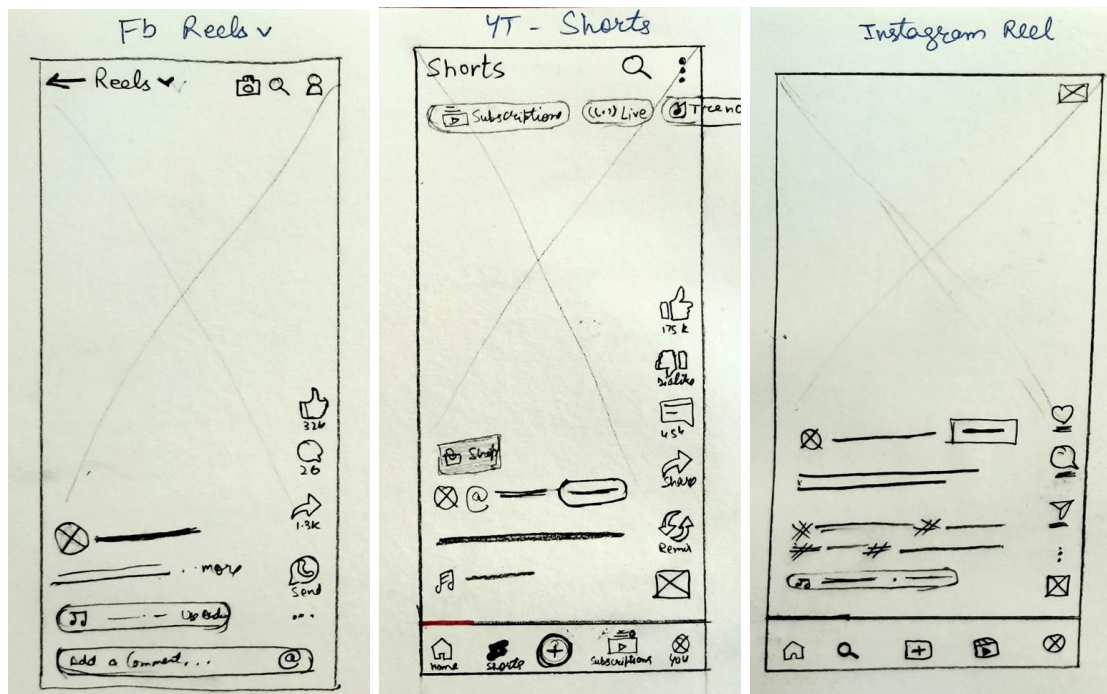
6.3.4. New Design Wireframe Ideation

Figure 22: New Design Wireframe Ideation

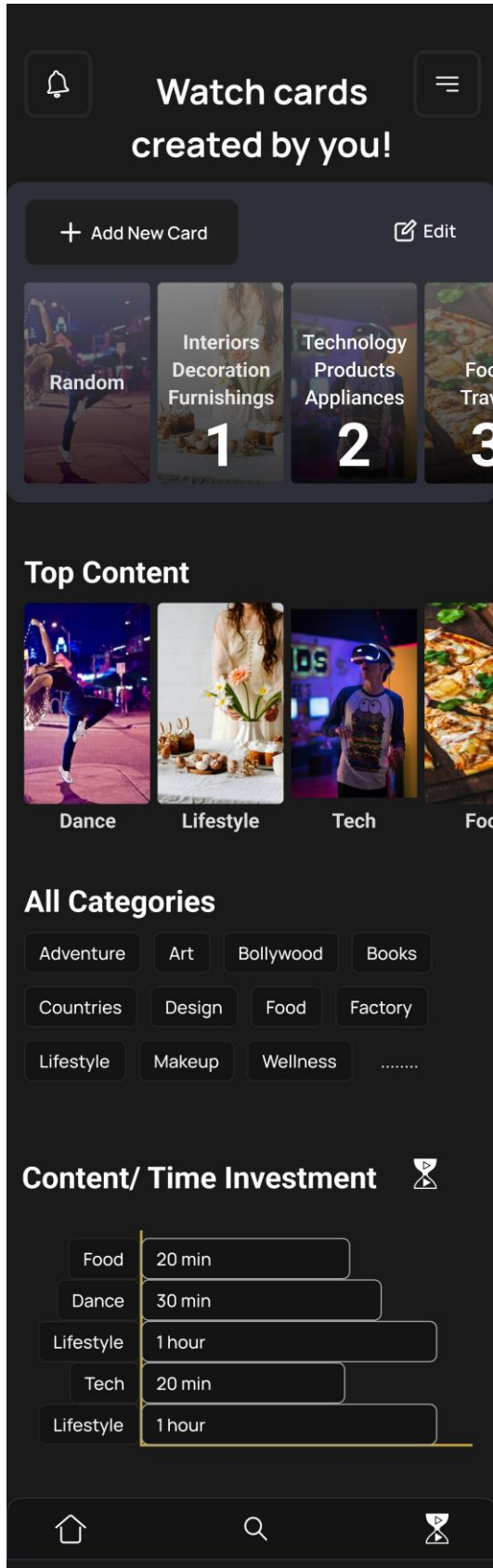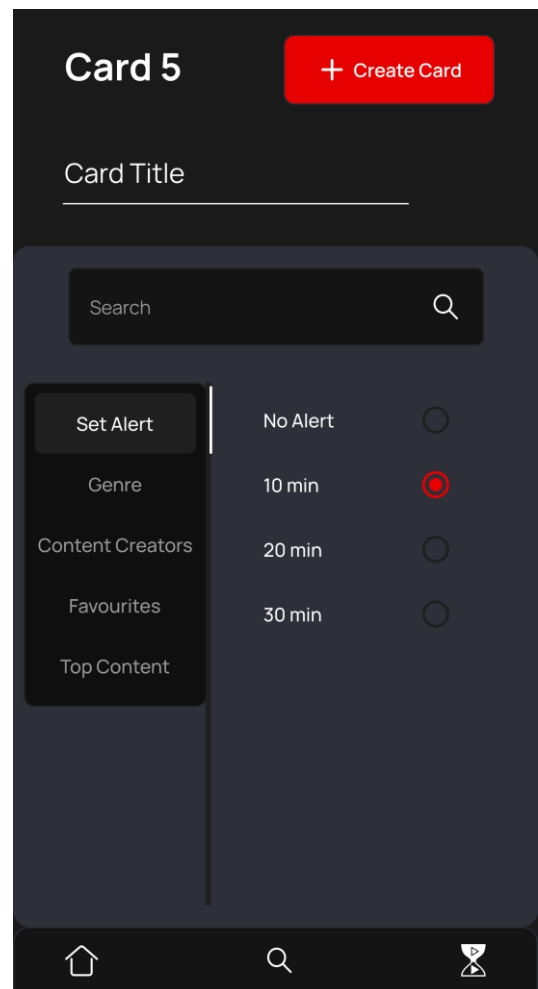### 6.3.5. High Fidelity Design Ideation

Figure 23 a: High Fidelity Design Ideation - Homepage

Figure 23 b: High Fidelity Design Ideation – Create Card page

6.4. <u>Design Development Process</u>

The design process went through several stages to ensure a user-friendly experience:

- **Prototyping:** Basic versions of the design were tested to see how they worked and how users interacted with them. These early versions were then improved to include more details and features.

- **User Testing:** We asked a diverse group of people to use the design and give us feedback. This helped us understand what worked well and what needed improvement.

- **Implementation:** The final design was put into action on the platform. We made sure that all the features like customization, the filter system, social media features, the time alert feature, the multiple cards system, the mini dashboard, and support for content creators worked seamlessly together. We kept testing and making improvements to ensure everything ran smoothly and met the needs of users.

CHAPTER 07
CONCLUSION

7. CONCLUSION

7.1. Summary of Key Findings

In this project, the goal was to make an OTT platform that's all about the users. We aimed to add social media features, a smart filter system, a way to manage screen time, a system for organizing viewing, a dashboard for insights, and strong support for content creators. Here's what we found out:

1. **Customization Matters:** Letting users personalize their experience makes them happier and more engaged. It's all about giving them what they like.

2. **Filtering Made Easy:** People love being able to find what they want quickly. A good filter system helps them do just that, keeping them satisfied and coming back for more.

3. **Time Management is Key:** Giving users control over their screen time helps them watch more mindfully, avoiding that tired feeling after binge-watching.

4. **Organized Viewing:** Our system lets users plan their watchlist with different cards for different types of content and durations. It's a great way to keep things balanced.

5. **Insightful Dashboard:** The mini dashboard shows users what they've been watching, helping them explore new things they might like.

6. **Social Media and OTT Together:** Mixing social features with our platform makes it more fun and interactive. Users can connect with others and enjoy a sense of community.

7. **Supporting Creators:** Our platform helps content creators by getting their work to the right audience and giving them tools to improve.

7.2. <u>Future Directions</u>

Based on the project's success, future developments could include:

- **Enhanced AI Recommendations:** Leveraging artificial intelligence to provide more accurate and personalized content recommendations based on user behaviour and preferences.

- **Expanded Customization Options:** Introducing more customization options, such as user-generated themes, advanced notification settings, and personalized user interfaces.

- **Interactive Content:** Developing interactive content formats, such as live streaming with real-time user interaction, to further engage users and create immersive experiences.

7.3. <u>Final Thoughts</u>

In the end, this project shows how important it is to think about users first when designing digital platforms. Our focus on customization, smart filtering, time management, organized viewing, insightful analytics, social media, and helping content creators has made a platform that's enjoyable and comprehensive. Keeping an eye on feedback and evolving with user needs will keep our platform relevant and user-friendly in the future

CHAPTER 08

REFERENCES

8. REFERENCES

1. Eyal, N. (2014). Hooked: How to build habit-forming products. Portfolio.

2. A3logics. (2023, July 4). The challenges in OTT app development and its possible solutions. A3logics. Retrieved from https://www.a3logics.com/blog/the-challenges-in-ott-app-development-and-its-possible-solutions#The_Future_of_OTT_App_Development_Platform

3. Krings, E. (2024, May 15). OTT content management systems. Dacast. Retrieved from https://www.dacast.com/blog/video-management-platform/

4. Mobiotics. (2023, May 26). Why do education content creators need an OTT app?. Mobiotics. Retrieved from https://www.mobiotics.com/resources/blogs/why-do-education-content-creators-need-an-ott-app

5. Alava, P.C. (2021, July 1). How to monetize video – AVOD, SVOD, TVOD & PVOD explained. Kaltura Blog. Retrieved from https://corp.kaltura.com/blog/avod-svod-tvod-explained/#:~:text=SVOD%20%E2%80%93%20Subscription%20Video%20on%20Demand,TVOD%20%E2%80%93%20Transactional%20Video%20on%20Demand

6. ByteMonk. (2023, March 6). How video streaming works | system design [Video]. YouTube. https://www.youtube.com/watch?v=kCAXpAikMVc&t=4s&ab_channel=ByteMonk

7. Kelkar, S. (2022, August 27). How OTT platforms earn money? [Video]. YouTube. https://www.youtube.com/watch?v=4lm6kg8X2H8&ab_channel=ShoneKelkar

8. Navtake, V. (2022, April 9). Anatomy of reels. UX Design Bootcamp. Retrieved from https://bootcamp.uxdesign.cc/anatomy-of-reels-fdac818612fc

9. Gupta, P. (2018, March 8). Hooked by Nir Eyal: The compressed version. Medium. https://priyankaiitk.medium.com/hooked-by-nir-eyal-the-compressed-version-7392fa2d6701

10. Hong, S. (2022, April 22). The Instagram reels effect. University of Michigan. Retrieved from https://deepblue.lib.umich.edu/bitstream/handle/2027.42/172883/Stephanie%20Hong.pdf?sequence=1

11. Sharma, A. (2022, July 22). Reasons you need a social media content creator. Acadium. Retrieved from https://acadium.com/blog/social-media-content-creator/

12. Lenkert, E. (2020, September 12). What is a content creator and how to become one. Adobe Express. Retrieved from https://www.adobe.com/express/learn/blog/content-creator

13. Influencity. (2024, January 10). Social media content creators: Who they are & benefits of working with them. Influencity. Retrieved from https://influencity.com/blog/en/social-media-content-creators-who-they-are-benefits-of-working-with-them_en

14. Adisa, D. (2023, October 30). Everything you need to know about social media algorithms. Sprout Social. Retrieved from https://sproutsocial.com/insights/social-media-algorithms/

15. Nyst, A. (2024, April 25). 11 social media content types and examples. Search Engine Journal. Retrieved from https://www.searchenginejournal.com/social-media-content/492311/

16. Aasyakr. (2024, March 13). How does the OTT platform work: A complete guide. Medium. Retrieved from https://medium.com/@aasyakr456/how-does-the-ott-platform-work-a-complete-guide-

4b319766ef93#:~:text=OTT%20platforms%20stream%20movies%20and,gadget%20compatibility%2C%20and%20earning%20revenue.

17. Google. (n.d.). Google UX Design Professional Certificate. Coursera. Retrieved from https://www.coursera.org/professional-certificates/google-ux-design

9. APPENDIX

Internship Offer Letter:

PLANETCAST MEDIA SERVICES LIMITED

C-34, Sector-62, Electronic City, Noida - 201307 (U.P.), INDIA
Tel: +91 120 2400780, 2402301 Fax: +91 120 2400474
CIN: U64200DL1996PLC078558
E-mail : pmsl@planetc.net
www.planetc.net

20th February, 2024

To,

Ms. Oshin Koul
Jammu

Dear Oshin,

On behalf of Planetcast Media Services Limited, I am pleased to offer you a project training as an Intern in Software Division (UI/UX) from 23rd Feb 2024 to 22nd June, 2024. This position is based in Noida.

You are hereby advised for making suitable arrangements of your own, for traveling, boarding, lodging during the training period, if any. It is expected to strictly follow company rules and regulation and display good conduct, failing which permission can be withdrawn any time without assigning any reasons.

During your project training with the company, you may have access to confidential information. By accepting this training, you acknowledge that this information must remain confidential and agree to refrain from using it for your own purpose or disclosing it to anyone outside. You will be bound by the rules and regulations of the company, as applicable from time to time.

Please note: As discussed and mutually agreed, it will be an unpaid internship.

For Planetcast Media Services Limited

(Shweta Ranjan),
GM-HR