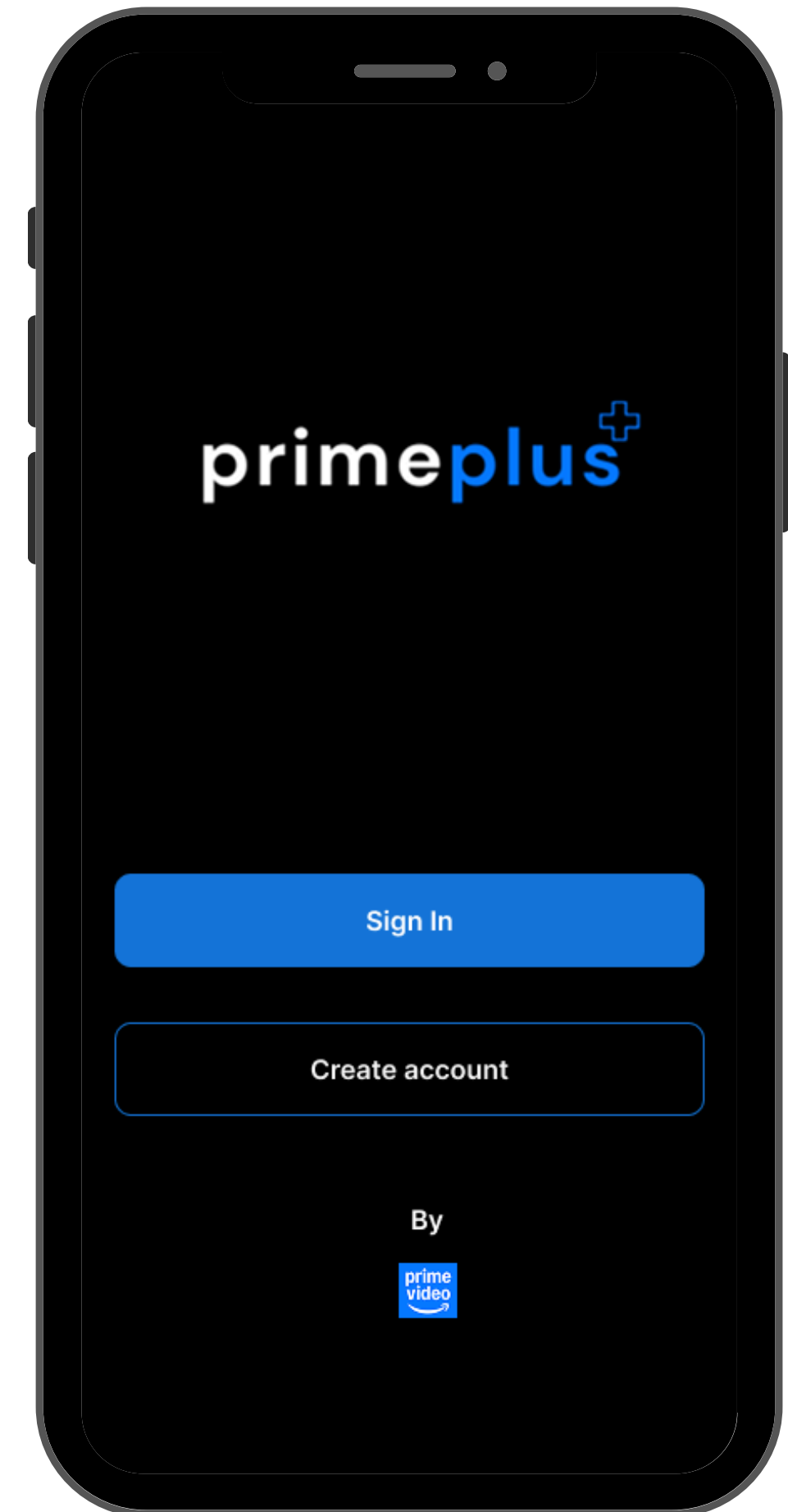


WHAT IF STREAMING FELT LIKE A CONVERSATION NOT A CATALOGUE?

Student Name : Satina Karki (2226944)

Student Course : Business and Management





9:41

Log in

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Password

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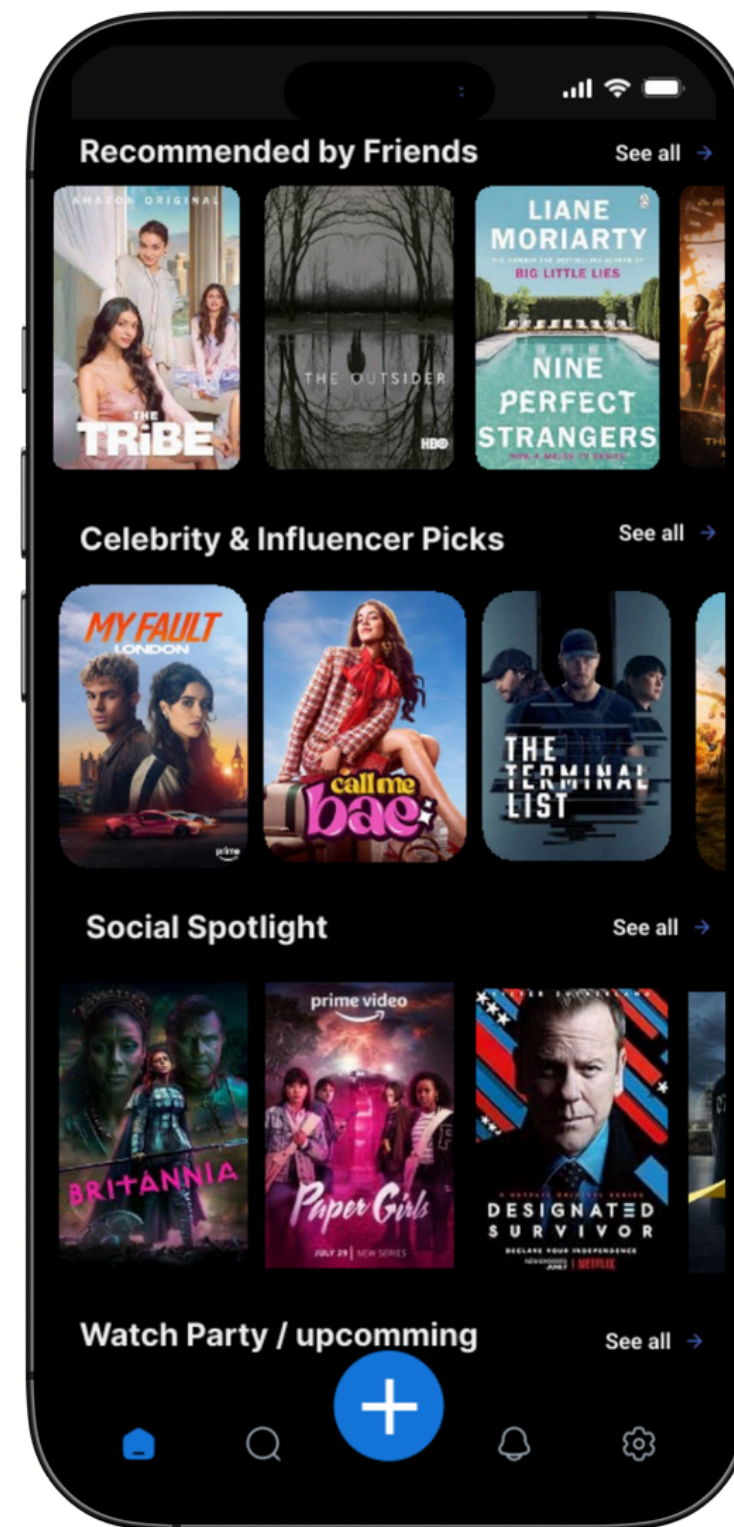
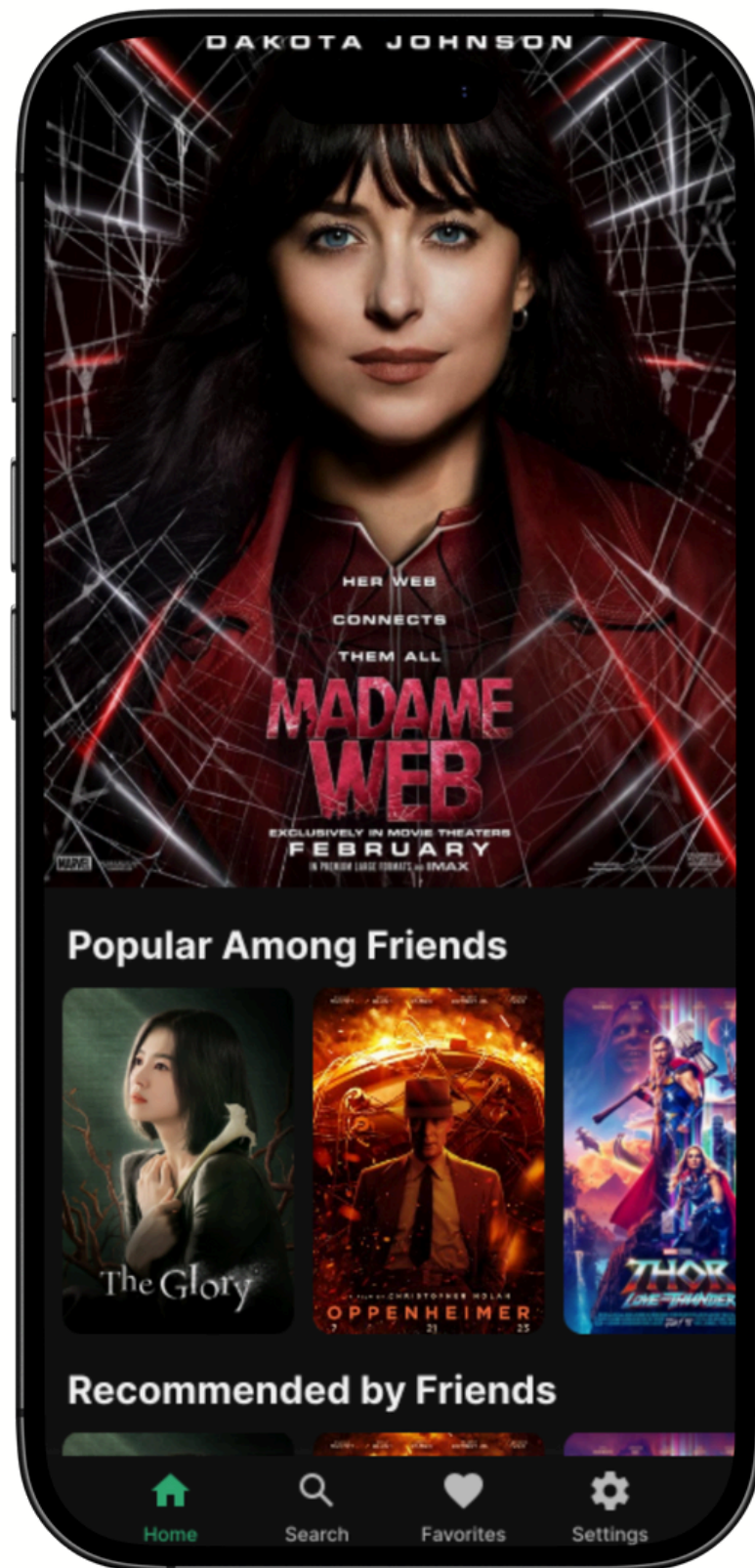
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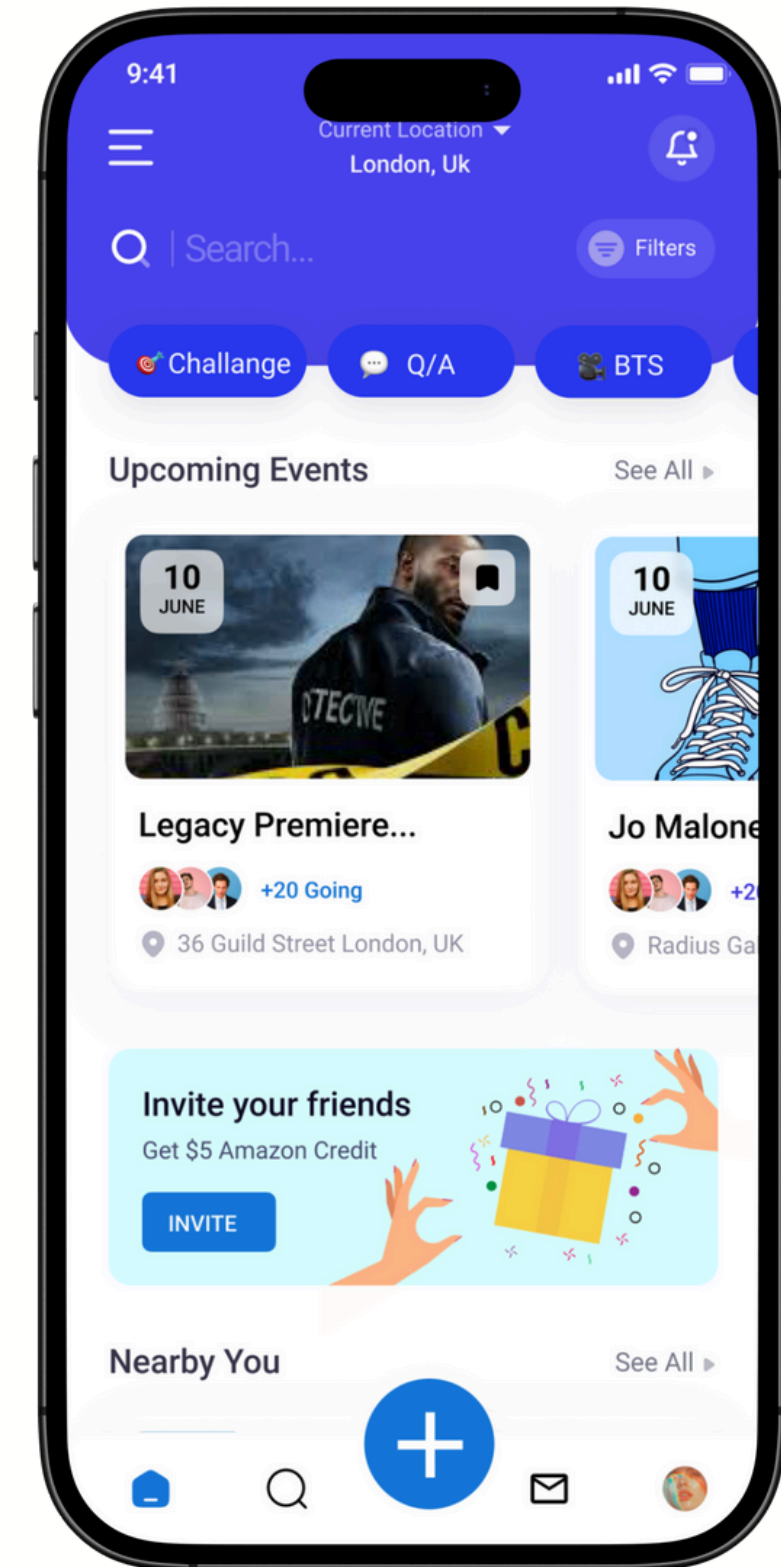
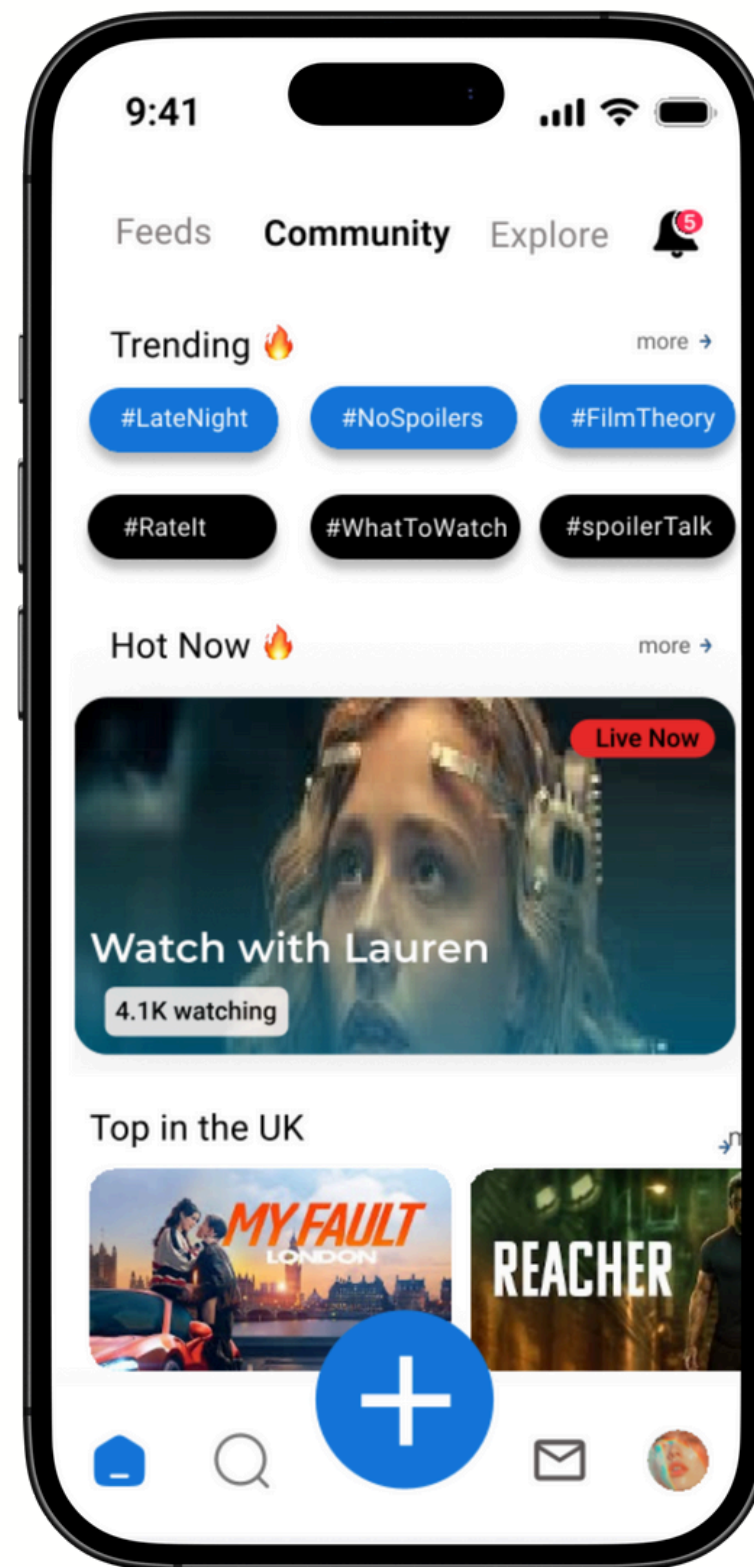
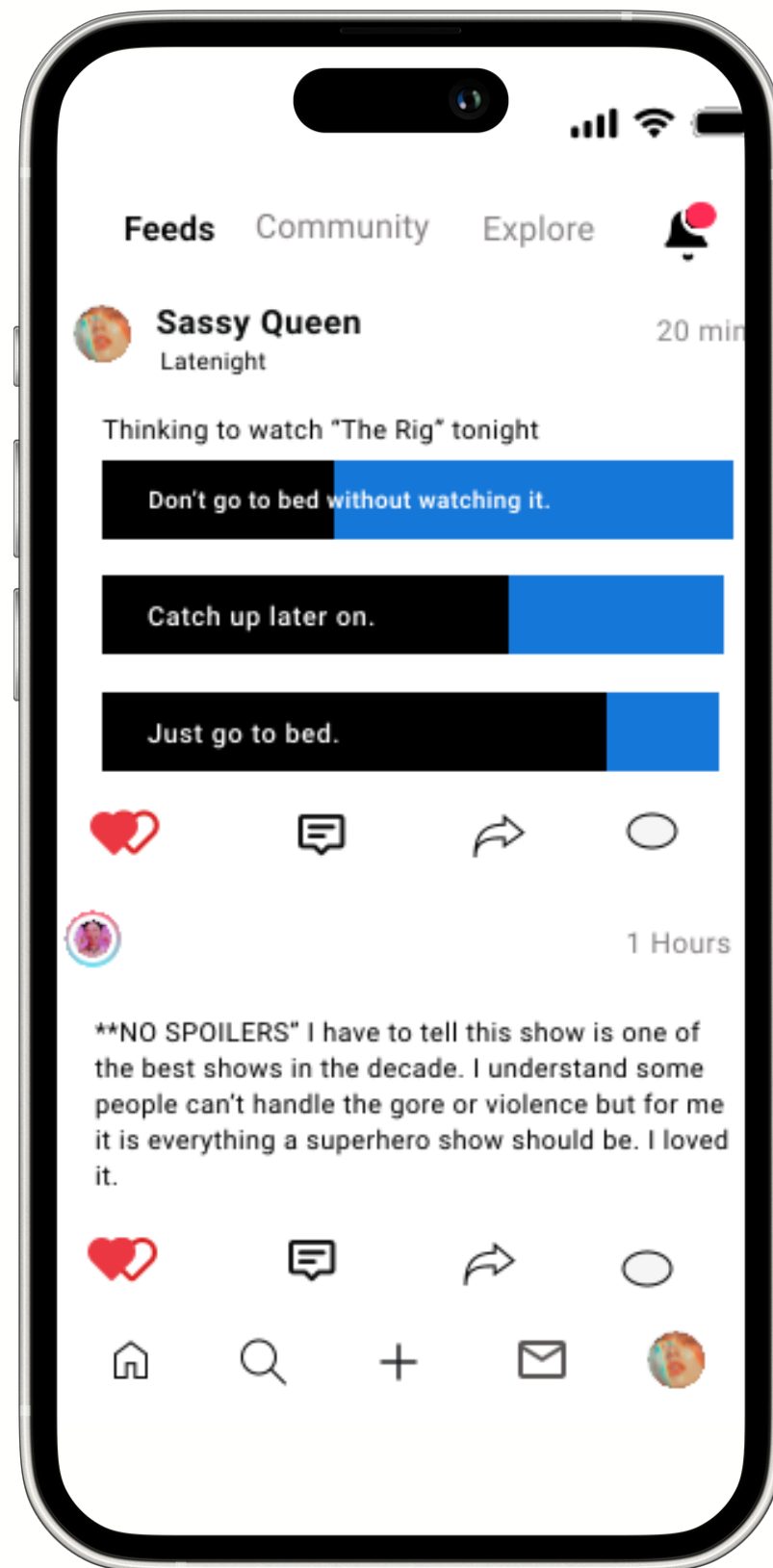
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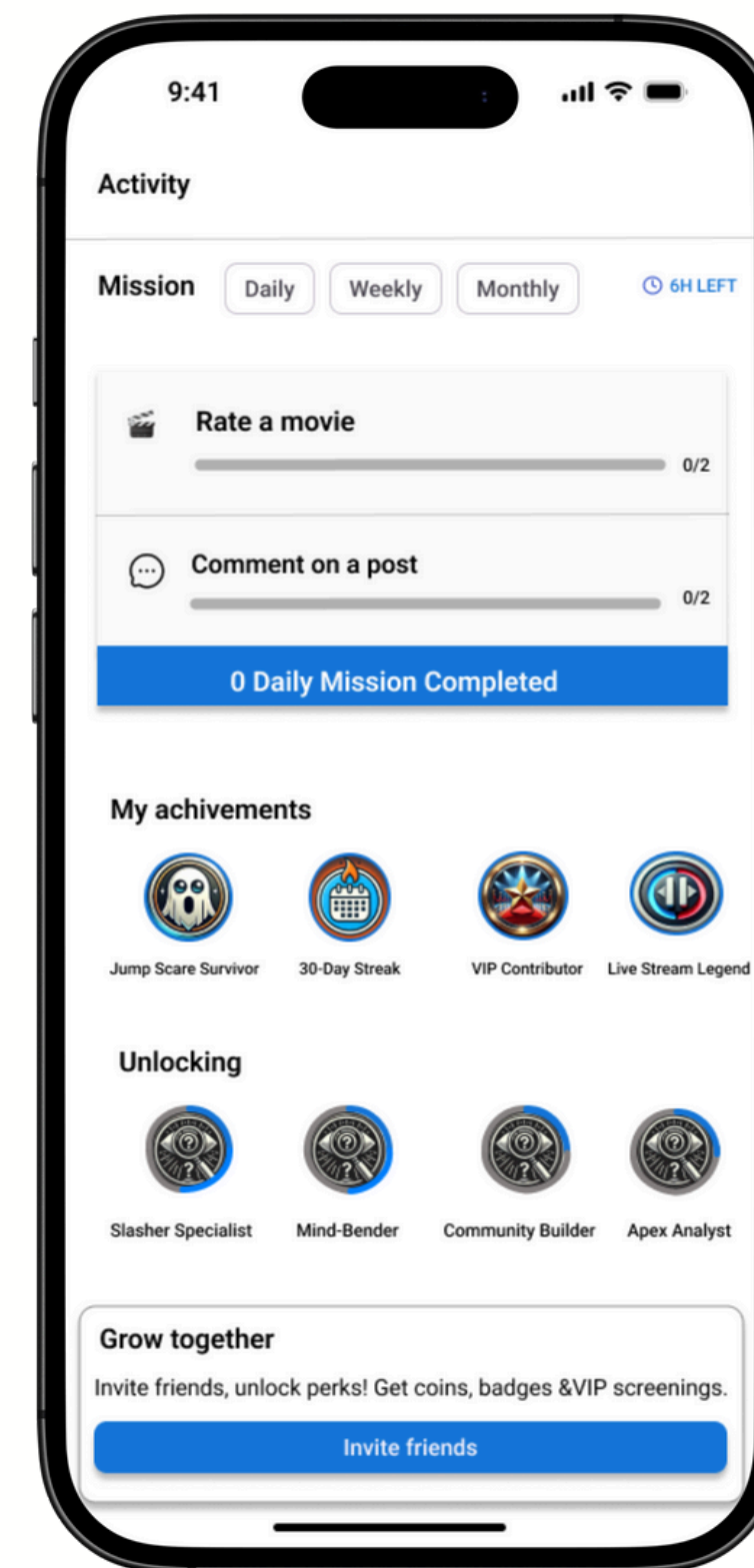
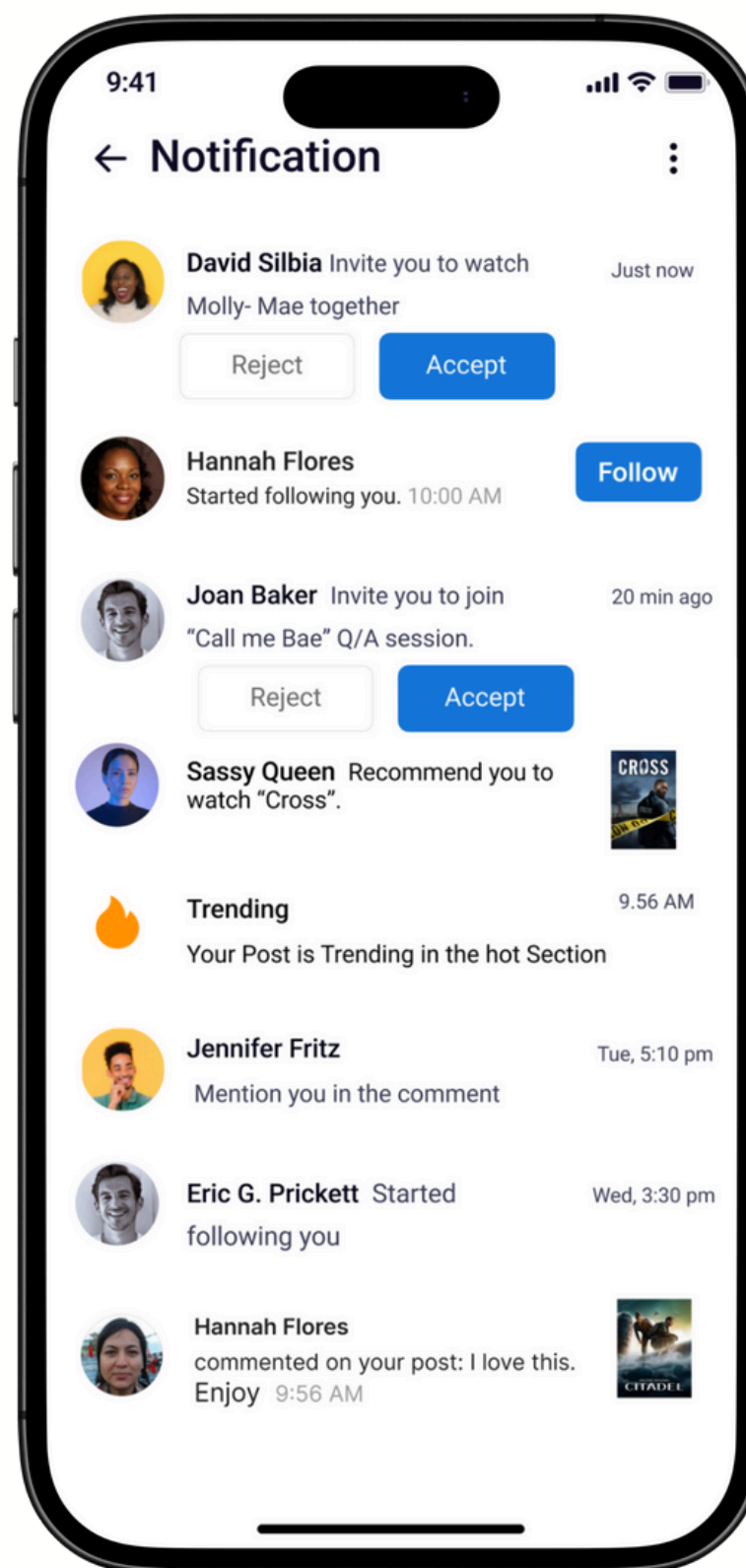
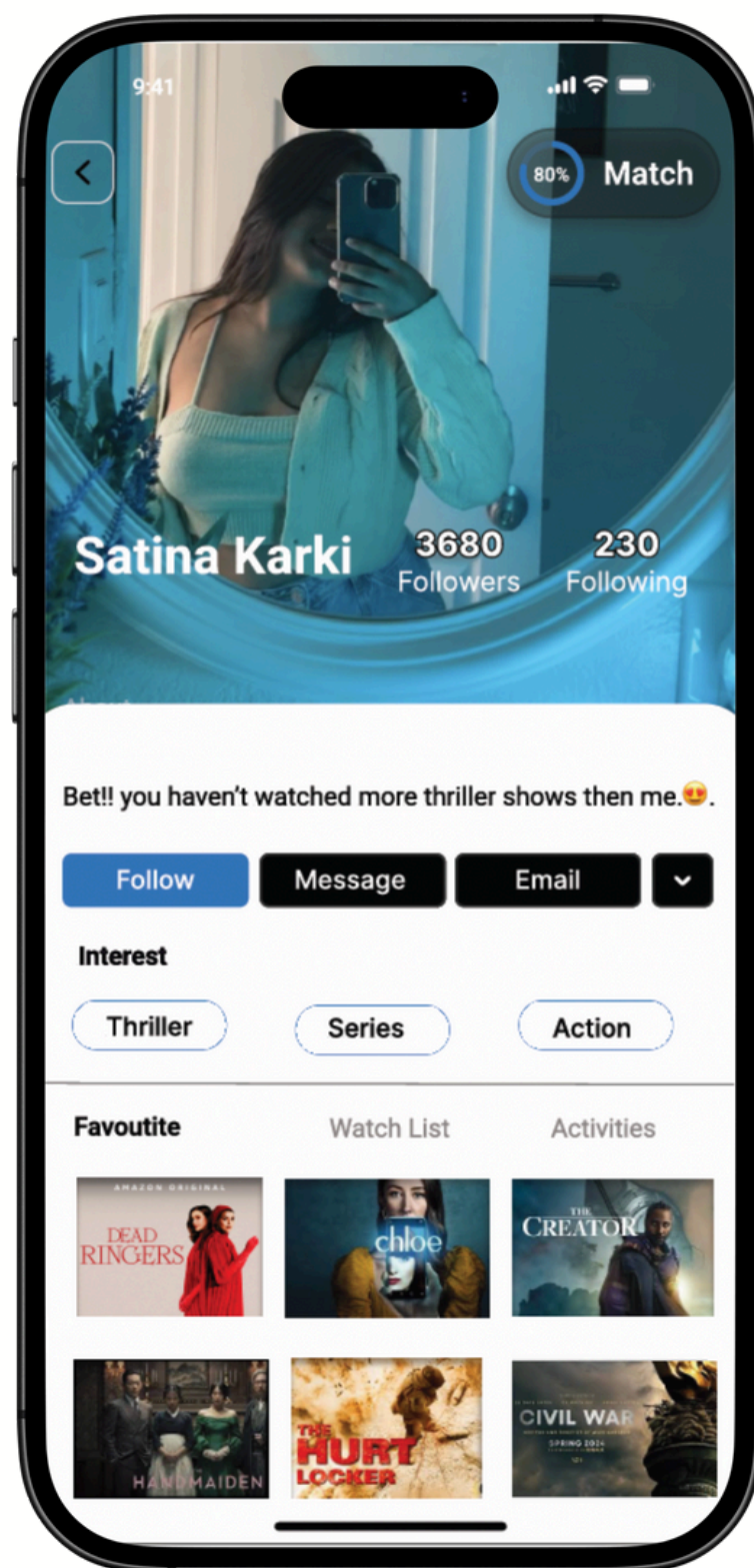
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“The Story Behind Prime Plus”



Streaming should be effortless, but it's become another chore. You've ordered your favorite food, ready to relax, but you scroll for 20 minutes, unsure of what to watch. The food gets cold, the mood fades, and the moment is lost. That's where Prime Plus comes in.

Hi, I'm Satina Karki, a Business and Management graduate from the University for the Creative Arts. My final-year project, Prime Plus, reimagines Amazon Prime Video as a bold social extension. It transforms content discovery and retention, not just as a standalone app.

Prime Plus isn't about gaining more subscribers; it's about keeping the ones already slipping away. With rising subscription costs and endless content, audiences aren't just switching off; they're leaving. My concept confronts this head-on by offering a new kind of streaming experience: social, curated, and built around community, not just algorithms. I approached this project by deeply understanding what users like me experience: frustration, decision fatigue, and disconnection. I then used tools like Figma and Canva to design intuitive interfaces that merge user interaction, shared watchlists, and real-time engagement features.

With Gen Z and Millennials shifting their attention to social video, memes, and real-time commentary, traditional SVOD services risk becoming obsolete. Prime Plus responds to this challenge by embedding features like user profiles, discussion threads, watch party challenges, and gamified fan achievements directly into the streaming experience. This turns viewers into participants.

This isn't just a concept; it's a pitch-ready business solution backed by behavioral research, UI/UX wireframes, a Lean Model Canvas, and a fully developed value proposition for Amazon's ecosystem. My research identified key market gaps, explored competitive landscapes (Netflix, YouTube, Reddit), and led to a design that speaks directly to the fragmented, creator-led entertainment culture of 2025.

Prime Plus, a platform designed for the next era of digital storytelling, offers a space where content and community converge. Whether it's debating alternate endings, comparing watchlists with friends, or earning badges like "Jump Scare Pro," Prime Plus provides an engaging environment for users to connect and share their experiences.

Let's move beyond streaming alone and embrace a social aspect to our streaming experience.