

The background features a dark gradient with various wireframe outlines of user interface components. On the left, there are several rectangular panels, some containing grids of small squares, resembling a dashboard or a list of items. At the bottom left, a large, curved shape suggests a mobile app screen. In the center, the word 'LESS' is written in large, bold, teal letters. Below it, the word 'is' is in smaller, blue, lowercase letters. To the right of 'is', the word 'More' is written in large, red, italicized letters. To the right of 'More', the words 'time finding,' and 'time watching.' are enclosed in rounded rectangular boxes. At the bottom right, there are two paragraphs of text. In the bottom center, there is a 3D wireframe illustration of a stack of Zcash coins, with the 'Z' logo visible on the top coin.

# LESS

is

# More

time finding,

time watching.

An approach that guides the users seamlessly to their desired content, instead of overwhelming them. A visual design that is distinct in style yet keeps the familiar elements in place.

An experience that is clean, streamlined and one that encompasses our ethos of “less is more”.

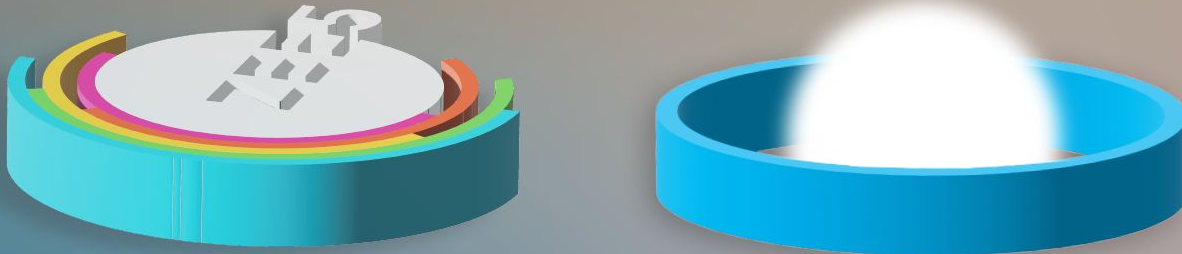
# Design

Colour

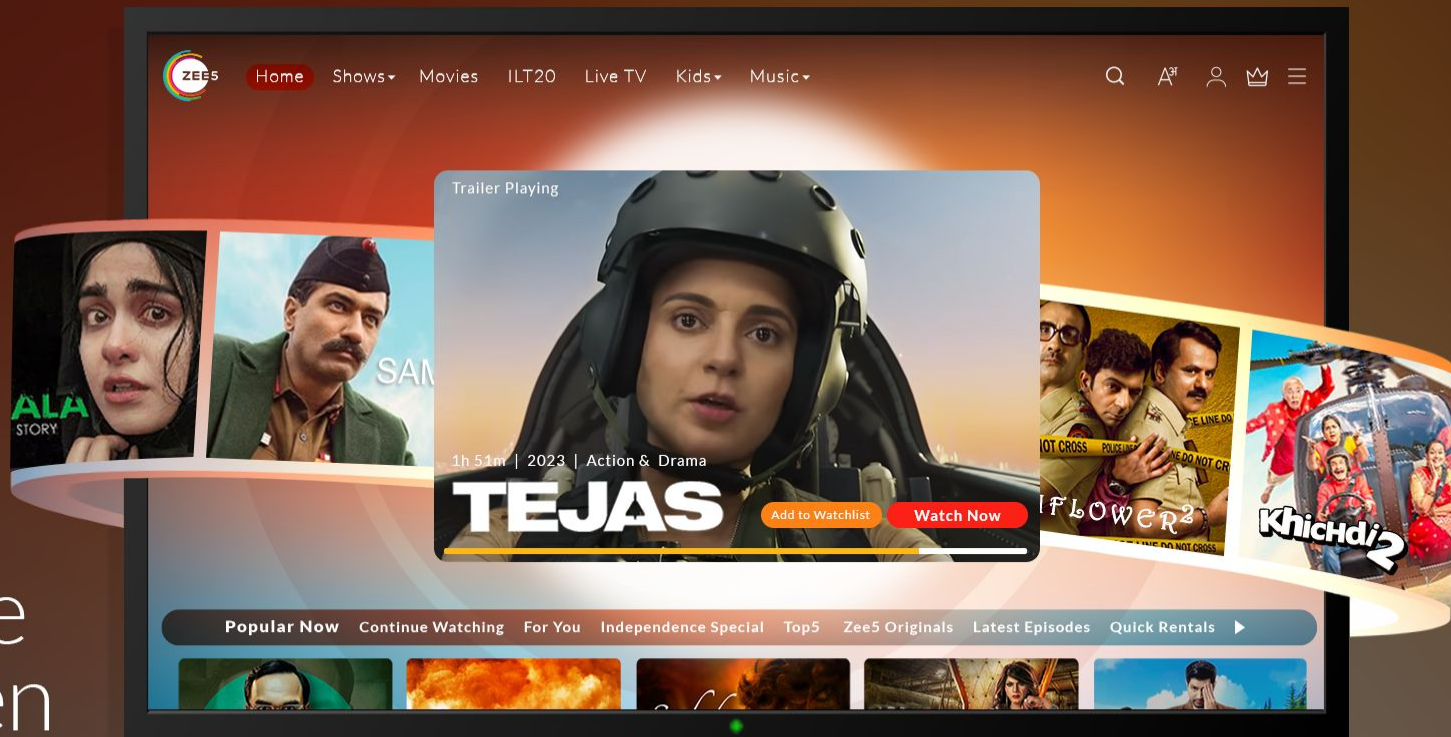


In our homepage redesign, we've shifted away from the dark background, opting vibrant colors drawn from our logo. The carousel design mirrors the stripes from the logo's structure and the central white ellipse as the core of the logo. Moreover, each category will now features five cards, aligning with our brand name "Zee5" for easy recognition. Renaming categories to "Top 5" emphasizes quick decision-making and reinforces our brand identity.

Shape



# Home Screen



It starts with a homepage, that respects your judgement. No overwhelming choices. No decision fatigue.

## Featured Films Carousel

We showcase only five carefully curated films at a time in a captivating spiral structure, that resembles our Zee5 logo. Clicking on a title seamlessly initiates auto-play of the trailer or directs you to watch the movie/show instantly.

## Streamlined Menu Bar

We've simplified our menu bar by distilling it down to essential tabs, ensuring easy visibility and effortless navigation for users.

## Quick Access Sections

Studying the behavioural patterns of users, we noticed that scrolling through sections make it difficult to find the movies. With a click-to-jump motion, users can go to their preferred section, easily.

## Special Sections

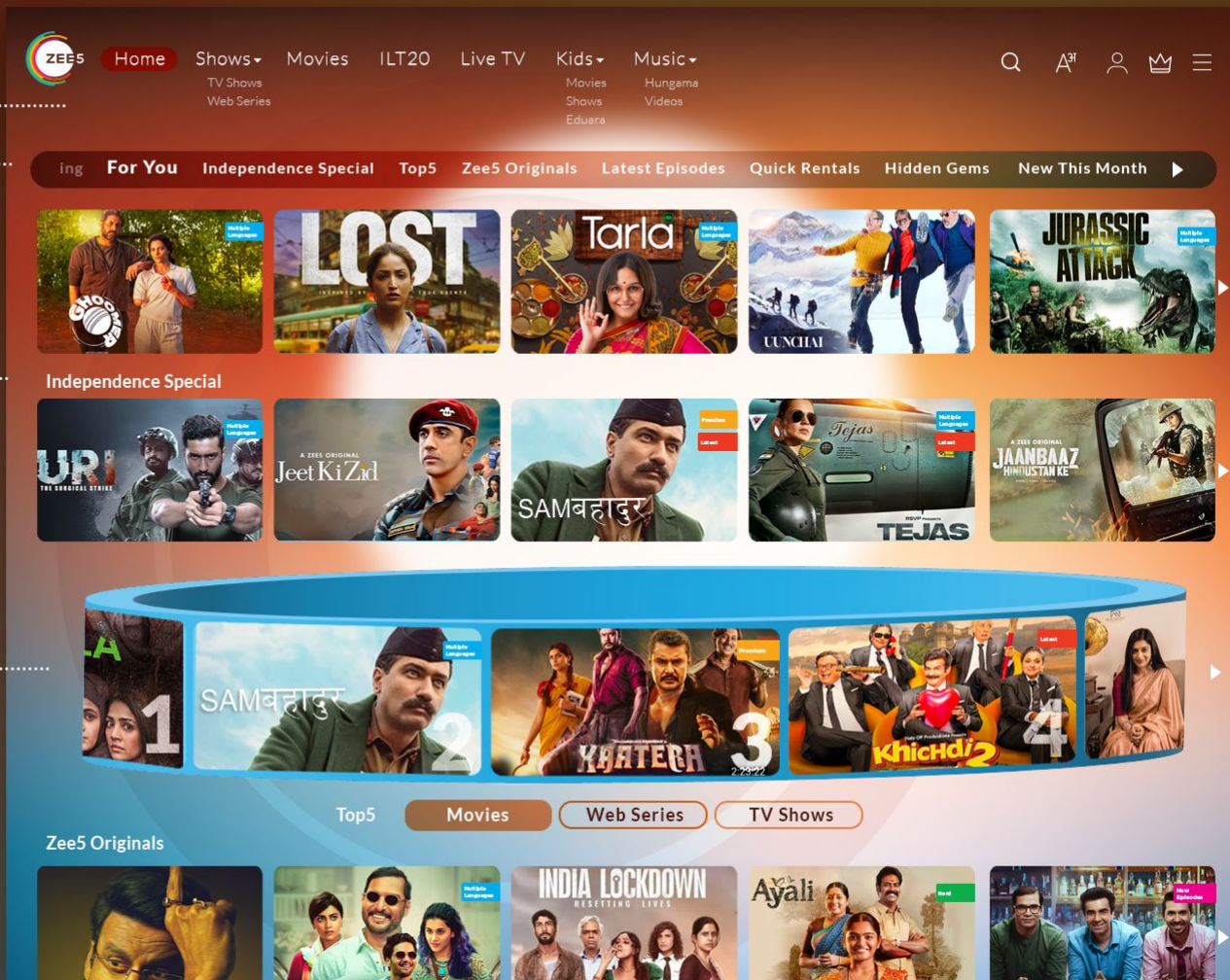
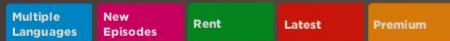
Introducing curated special sections:

**Top5:** Using our brand asset of "5", we have 5 titles in showcase, unlike other platforms that have 10 or more. This also features our "less is more" approach to organization.

**Weekly special:** Enjoy curated collections like "SRK Special," "Independence Special," offering a weekly flavor for your viewing pleasure.

## Segregation Labels

Labels that help with quick segregation of content.



# Instant Rental

A frictionless way to rent films, with an easy-to-scan QR code. Scanning takes the user directly to a payment app like Google Pay/Paytm, with the amount pre-filled. Once the purchase is done, the film is available for 48 hours to view.

This helps build additional revenue by reducing drop-off rates while keeping the viewing experience intact.

[Home](#)[Shows](#)[Movies](#)[ILT20](#)[Live TV](#)[Kids](#)[Music](#)

## Scan, Pay & Watch Instantly

Scan the QR code from your UPI app.

Pay the rent amount that is auto-generated.

Once the payment is processed, the movie will be available to watch, instantly.



Rent at just ₹ 129/-

A | 2h 53m | 2023 | Movies

Add to Watchlist



## Oppenheimer

During World War II, Robert Oppenheimer is recruited to develop an atomic bomb under the coveted Manhattan Project. While the project turns into a success, his creation comes back to haunt him.

**Audio Languages:** English, Hindi

**Genre:** Biography, Thriller, History, Drama

[View Director and Cast](#)

### More Rental For You





Add to Watchlist



Languages: English, Hindi  
Genre: Biography, Thriller, History, Drama  
Director and Cast



# SyncStream

This innovative feature lets people switch from playing the movie on their TV to taking it on-the-go on their phone, with just one click.

Once we click on the "SyncStream" button, the Zee5 app on the phone plays the same movie/show from where they left off. The bluetooth earphones/speakers also disconnect from the TV and connect to the phone automatically, building a seamless experience.

**Less clicking, more viewing.**



# AR/VR Adapt



Taking the experience to AR/VR headsets like Apple Vision Pro, we have our homepage seamlessly adapted to the virtual screen.

Unlike any other OTT platform, we have a 3D carousel displaying the films. Over and above we have now taken a leap to create an immersive experiences around the frame as you see the trailers.

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U/A | 1h 51m | 2023 | Hindi | Action & Drama

## TEJAS

Movie | Top5 | Independence Special

[Popular Now](#)[Continue Watching](#)[For you](#)[Independence Special](#)[Top 5](#)[Zee 5 Originals](#)[Latest Episodes](#)[Quick Rentals](#)

[Home](#)[Shows](#)[Movies](#)[ILT20](#)[Live TV](#)[Kids](#)[Music](#)

AAKASHDEEP ARORA  
as Ishaan

PARESH RAWAL  
as Govind Bhardwaj

ORNITHOPTER



Name: Garud

Type: Unmanned Aerial Vehicle UAV

Structure: Shape of Eagle

Range: 12km

Features: High resolution camera in eyes,  
GPS, Infrared Light, Night Vision,  
16mega pexel camera, 7.2 zoom  
Battery Life: 4 hours.

Glide Landing and one place hover possible.



1:09:41 - 2:12:35



Zee5 Lens

When a new gadget is used, a brief explainer on the tech and the features is displayed.

During a chase sequence, a map that shows the location of the chaser and the one being chased.

During courtroom scenes, a side panel that breaks down legal terms and articles.

# AR/VR Enhanced

Building a native innovation, users get real-time info on the scenes, to enhance their viewing experience.

## Cast Tracking

A cast tracking feature that follows the character and displays their name.



# Wireframe

Our approach to this brief:  
A look that feels both futuristic and familiar. With "less is more" as our north star, it strengthens our brand resonance while seamlessly integrating with the latest AR/VR tech, putting us in a distinctive space in the OTT category.

