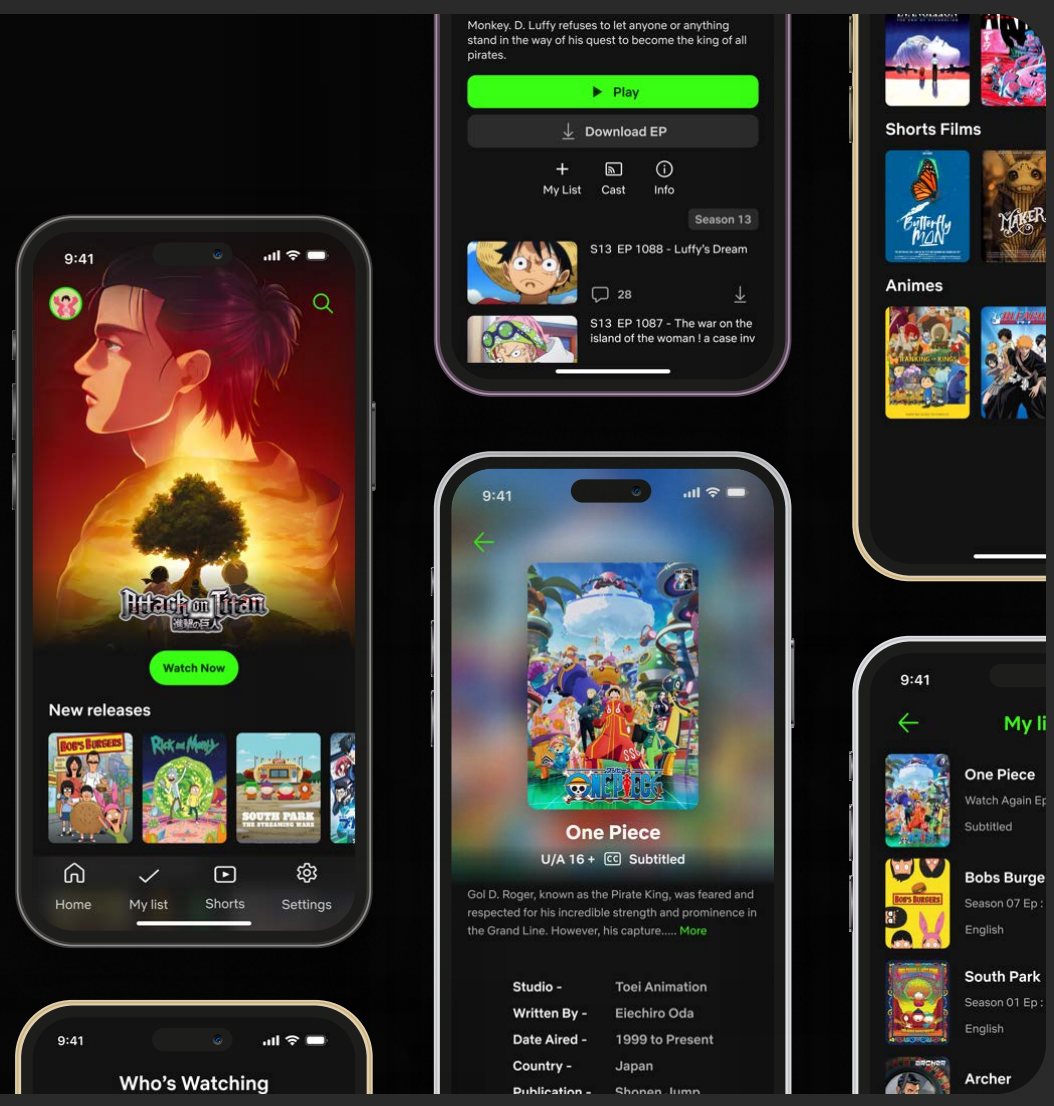
ESCAPE

Your animated getaway



About the Project

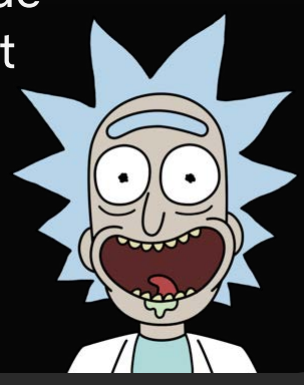
The Escape is an innovative video streaming app designed to be your personal portal to a world of animation. We believe that animation is not just for children, but a powerful medium for storytelling, entertainment, and artistic expression that can be enjoyed by audiences of all ages.

The Problem

Traditional video streaming platforms offer limited options for animated content, often focusing on only selected titles and limited viewing options. This leaves young adults without a dedicated platform to discover and enjoy animation that speaks to their interests.

The Solution

The Escape is a video streaming app designed specifically for animated content. It will offer a diverse library of shows, movies, and shorts, encomptassing various genres and styles. The app will also provide personalized recommendations, interactive features, and a vibrant community for animation enthusiasts.



About the logo

Escape: Instantly conveys a sense of adventure, excitement, and stepping outside of the ordinary. It aligns with the escapism that animation often provides.

User Persona

Name : Veronica Roy
Age : 22yr
Occupation : Student
Lives : Mumbai

Backgound

Veronica is a college student who lives in Mumbai she is a college student and a big who likes to watch various shows and movies especially when it comes to animated content from around the world

Needs

- A diverse library of animated content, including anime, Indian animation, and international shows
- Short-form content to fit her busy schedule and short attention span

Name : Mohit Jaiswal
Age : 34yr
Occupation : Developer
Lives : Bangalore

Backgound

Mohit is a Developer from a Bangalore based company. His lifestyle is very busy and chaotic but when he gets free time he loves to watch anime and he is looking for a active communities to talk about them.

Needs

- curated selection of high-quality animated content, including global and Indian animation
- Access to behind-the-scenes information and stories of Indian animation creators

- The ability to discuss or watch with her friends

Goals

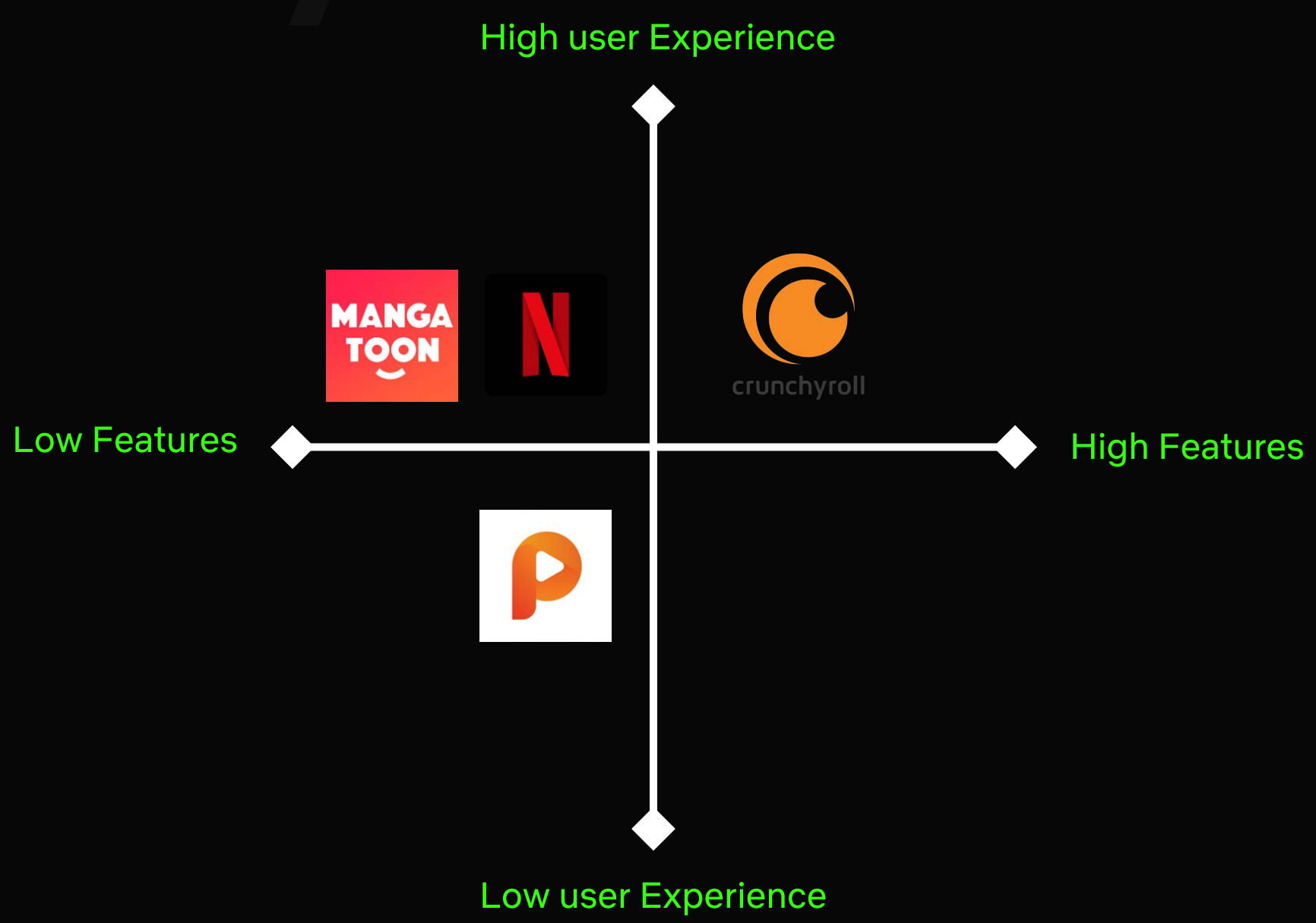
- Find a way to unwind and de-stress after a long day at work
- Explore different animation styles and discover new creators
- Connect with other animation enthusiasts online

- To have active community of his favourite shows in one app

Goals

- A platform with a curated selection of high-quality animated content
- Information about the creators
- The ability to watch animated content in different languages

Competitor Analysis



Pains

- Limited selection of animated content on traditional streaming services.
- Difficulty finding new animation that they will enjoy.
- Lack of interaction with other animation fans.
- Limited availability of content in different languages.

Gains

- Discover a wider variety of animated content from around the world.
- Get personalized recommendations for new shows and movies they will love.
- Connect and interact with other animation fans in a dedicated community.
- Watch their favorite content offline when they are on the go.

Color Palettes

Primary Color

50	100	200	300	400	500	600	700	800	900	950
#ebffe4	#d3ffc4	#a9ff90	#72ff50	#39ff14	#1ee600	#14b800	#0f8b00	#116d07	#115c0b	#023400

50	100	200	300	400	500	600	700	800	900	950
#f6f6f6	#e7e7e7	#d1d1d1	#b0b0b0	#888888	#6d6d6d	#5d5d5d	#4f4f4f	#454545	#3d3d3d	#121212

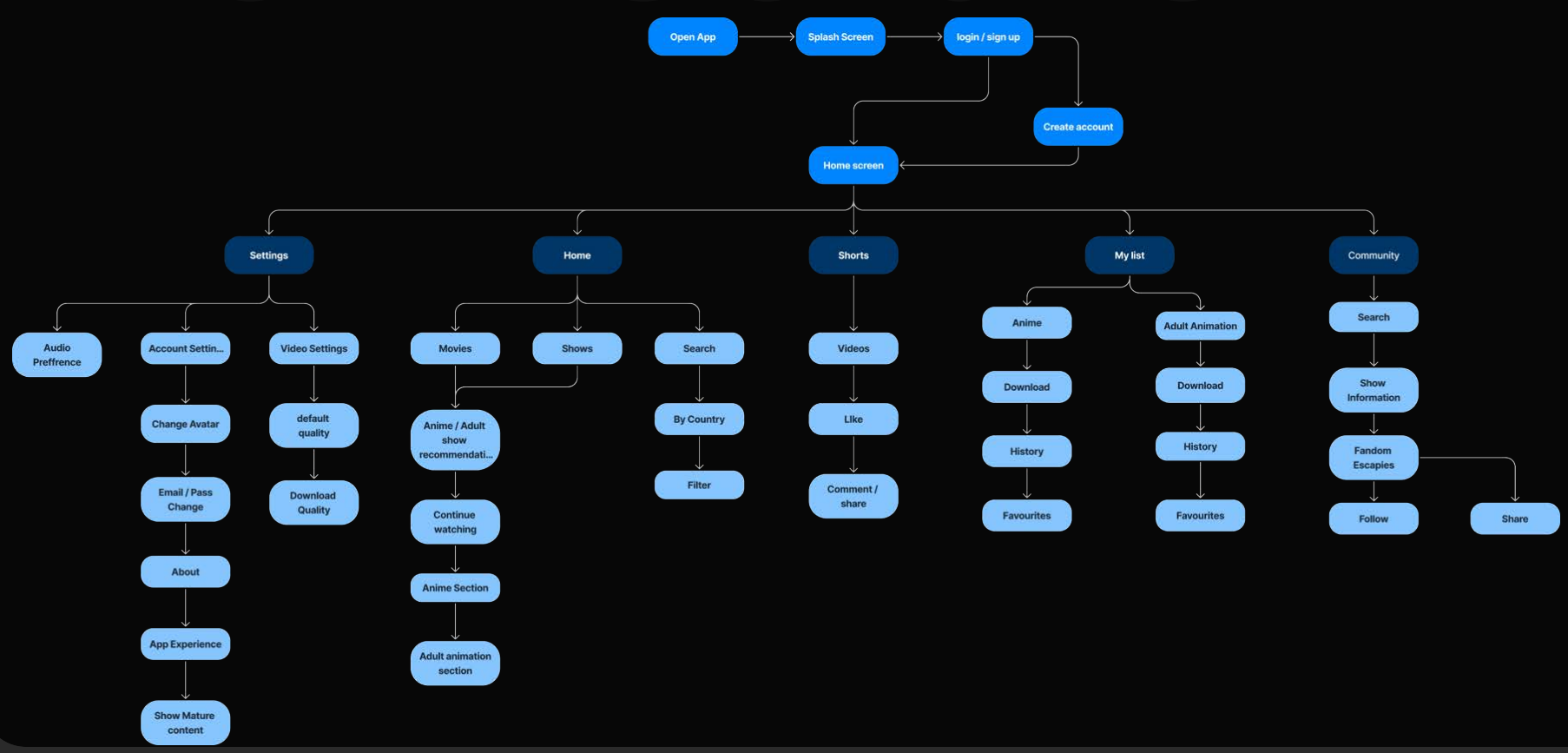
Typography

Aa

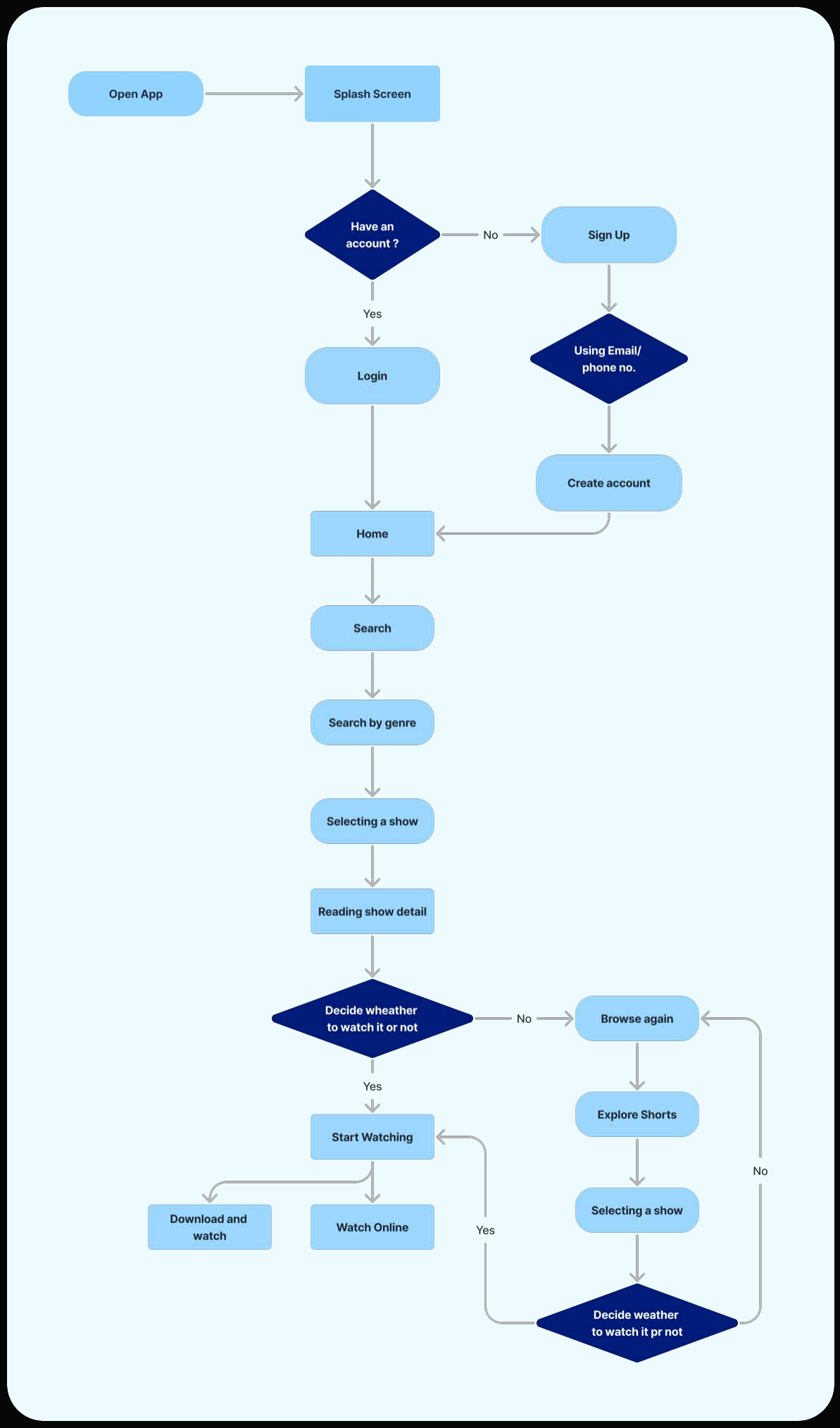
Netflix Sans

Heading	**Bold**	**24px**
Sub Heading 1	**Medium**	**20px**
Sub Heading 2	**Medium**	**18px**
Body Text	Regular	16px
Caption	Regular	14px

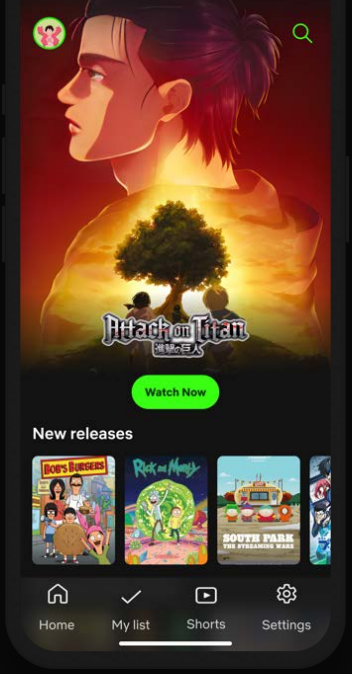
Information Architecture

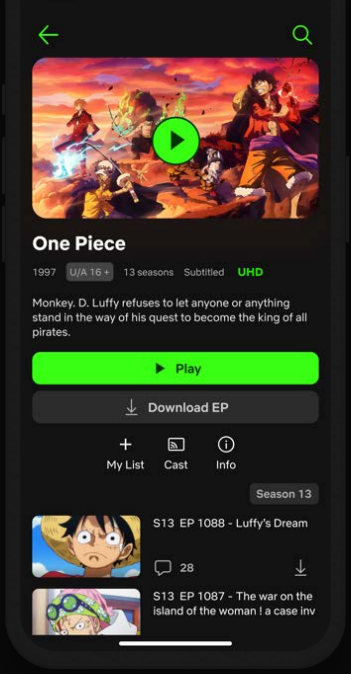


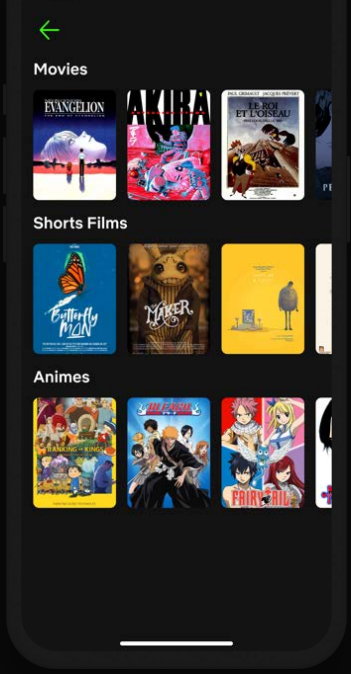
User Flow

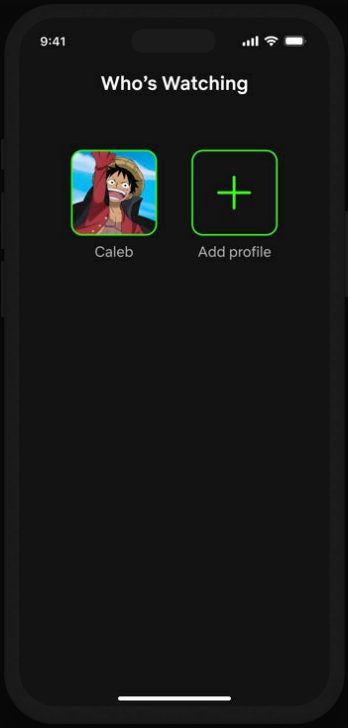

Open App
Splash Screen
Have an account ?
No
Sign Up
Yes
Login
Using Email/ phone no.
Create account
Home
Search
Search by genre
Selecting a show
Reading show detail
Decide wheather to watch it or not
No
Browse again
Yes
Explore Shorts
Start Watching
No
Download and watch
Watch Online
Yes
Selecting a show
Decide weather to watch it pr not

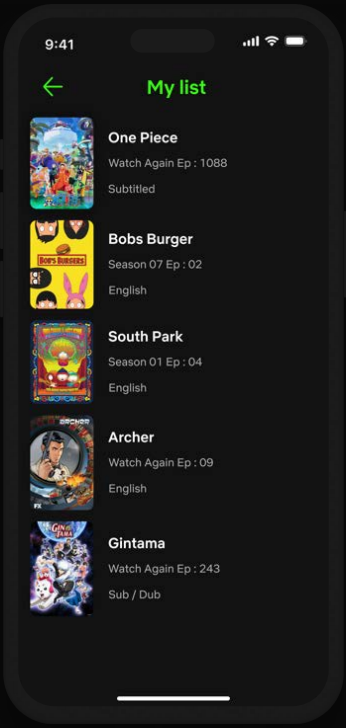
Screens

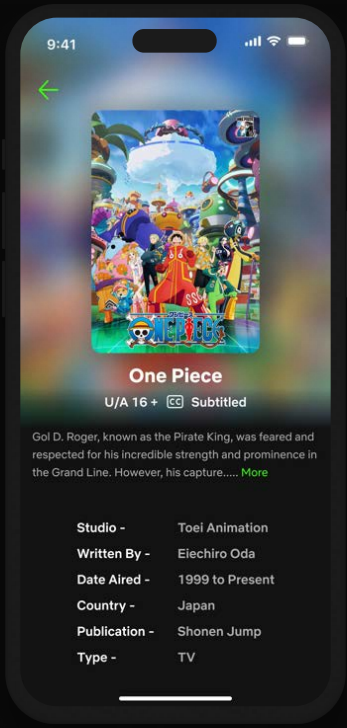

Attack on Titan
Watch Now
New releases
Home
My list
Shorts
Settings


One Piece
1997
U/A 16 +
13 seasons
Subtitled
UHD
Monkey. D. Luffy refuses to let anyone or anything stand in the way of his quest to become the king of all pirates.
Play
Download EP
My List
Cast
Info
Season 13
S13 EP 1088 - Luffy's Dream
28
S13 EP 1087 - The war on the island of the woman ! a case inv


Movies
Shorts Films
Animes


9:41
Who's Watching
Caleb
Add profile


9:41
My list
One Piece
Watch Again Ep : 1088
Subtitled
Bobs Burger
Season 07 Ep : 02
English
South Park
Season 01 Ep : 04
English
Archer
Watch Again Ep : 09
English
Gintama
Watch Again Ep : 243
Sub / Dub


9:41
One Piece
U/A 16 +
Subtitled
Gol D. Roger, known as the Pirate King, was feared and respected for his incredible strength and prominence in the Grand Line. However, his capture..... More
Studio - Toei Animation
Written By - Eiechiro Oda
Date Aired - 1999 to Present
Country - Japan
Publication - Shonen Jump
Type - TV