

Assignment 1

Step 1: Flows & Friction

Registering User	First Time User	Returning User
1. Get started → Enter Email → Email Verification Works: Catchy interface, tempting get started prompt Works: Email verification from the get go - not asking to fill multiple fields Friction: FAQs listed as side bar Friction: Post email verification doesn't auto jump back to app. Further signup steps from browser - not app - doesn't auto jump to app post sign up 2. Finish sign up → Choose Plan → Plan selection Works: Quick notes on choose plan menu for easy consumption of info Works: Clean and easy to follow breakup of services per plan Works: Terms of use link highlighted Friction: Significant price jump from basic to standard plan Friction: Definition of people	1. Email address → Password → Sign in Works: Easy to follow with forgot password abilities added (recover from phone, email or locate Account options) Works: prompt to save password 2. Add profile → Name → Save and Enter Works: Quick profile setup Friction: Preferences not asked (blanket assumptions) 3. Scroll → Pick → Play Works: Quick teasers in app Works: Very crisp description (year, series parts, cast) Friction: Explicit callouts on show content type missing (TG warnings expected for instance) Friction: No explicit call outs to rate or review shows to improve algorithm	1. Enter → Select → Watch → Exit Works: Quick access to last watched shows Works: Access to top 10 Works: Vast library to pick from Works: No rent all inclusive package Works: User friendly interface Friction: Recommendations based on last watched shows buried under other categories Friction: Exit issues in desktop mode (multi-step process) Friction: Audio languages not explicitly called out unless subtitles expanded 2. Watch → Clip → Share/Save Works: On screen visibility of feature Works: Quick revisit from profile of saved clip Works: Clip link can be shared through various

living in households not very clear	Friction: Basic pop ups explaining features missing	platforms Friction: Limited to app version 3. Open file → Download → Watch Works: Ability to download for offline viewing Friction: Download available once title opened only for last watched titles Friction: Extended options in downloads only in user settings (Smart downloads for instance)
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Step 2: Company Context

Mission	To entertain the world Tagline: We want to entertain the world, whatever your taste, and no matter where you live. Provide entertainment to global audience Extensive International presence Commitment to offering a wide variety of content to cater to different interests & cultures Sophisticated recommendations to help users find new & exciting content
Revenue Streams	- Monthly subscription fees with subscription tiers - Original content production - no licensing fee for owned content & can be licensed to other platforms - Syndicate Revenue - licensing from 3rd party studios - cost: pay license fee, revenue: Subscription fees paid by viewers - Strategic partnerships - collab with telecom companies, smart TV manufacturers, ISPs to expand subscribers base
User Value	Viewers get access to a huge library of originals & other studio shows so that they can stay entertained & on top of watching trends

Business Value	Ability to watch originals → Tiered subscriptions → long term retention & annual subscriptions even after subtle annual price shifts
Key Differentiators vs Top 2-3 Competitors	- Prime: mix of content as part of prime membership bundle; Differentiator: No separate renting model - Disney + Hotstart: family friendly content, live sports coverage; Differentiator: Much larger library of International content - SonyLiv: caters to thriller enthusiasts (very region focused); Differentiator: Advanced recommendations algorithms

Primary Segment	Sub Segment	Key Needs	Hypothesized Problems
Series Consumers	Binge Watchers	- recommendations based on last watched - access to trending content - <i>top 2/3 rows solely focused on fast selling content broken out by genre consumption categories</i> - high quality downloads to not break watching streak	Recommendations buried under Netflix promoted content - not always aligned; downloads prompt available only after opening title - causes frustration; like/rate to improve recommendations not explicitly highlighted
Series Consumers	Casual Watchers	- access to top watched in region - quick to finish shows to prevent multiple revisits	Content overload makes it difficult to decide what to consume in a short span
Series Consumers	Occasional Watchers	- show me top 2/3 of what the world is watching (in and out) - easy to follow interface - low cost	No daily or weekly subscription options available; callouts on language & other app feature uses missing

		subscriptions (weekly subscription to finish the shows)	
Movie Consumers	Daily Consumers	- this is what you should watch next - categorizations - genre and language breakout categories - short duration movies; keep you on your toes content (projecting a very done & dusted - what's next behavior)	To the tee recommendations missing causing frustration and forced to scroll excessively
Movie Consumers	Weekly Consumers	- access to biggest release(s) of the week (don't miss out launches)	kept trending this week option doesn't jump out
Movie Consumers	Bi-weekly/Monthly	- low cost subscriptions based on daily packages - consume what needed for the day	No alternate bundles other than fixed plans available
Games Consumers	Netflix Originals based Gamers	- game mimics the show environment - instantly prompted to play during and after finishing the show	Experience poorly replicates the show environment
Games Consumers	Others (Not on the platform specifically for games created after a show is launched)	- smooth interface - low latency - engaging enough to want to continue to next stages - interactive/live chats	Game crashes frequent; game narratives are confusing

Step 3: Feature Reverse-Engineering

Feature	Problem it solves	How it works	Why it works
Streamlined Recommendations	After I watch a movie/show, I need to find similar titles to keep my watch streak going.	Each time a user watches a title, Netflix trains its model for personalization and spits out a "because you watched..." category to align closely to watching preferences	- For users: personalized content → prompts to keep coming back for more - For business: visibility of other studio titles → repeat licensing contracts
Staying on top of watching trends	I struggle to stay on top of watching trends in my country/region	Collective backend assessment of what a region is watching most, revisiting top 10 list, pushing category of top 10 watched in a region in 3rd row	- For users: quick access to most watched → watching what the region is watching - For business: better training of models for region specific content → increased subscriptions
Quick watches	I do not have the time to invest in long duration shows	Curating titles that can be finished quickly → Clubbing with frequently watched algorithm → Splitting out a watch in one weekend list	- For users: fast consume content → time saver - holds the "binge" watch factor - For business: increased retention → increased contracts with short series production studios → increased revenues

Step 4: User segmentation

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After watching Aakash's assignment overview, I wanted to take a different approach on this & not copy paste the segments approach he took. Hence, I started with behavior first. Happy to pivot.

Step 5: Problem Hypothesis (Top 3)

Priority	Problem Hypothesis (Problem-only framing)	Why I Picked It	Gut Confidence
P1	Casual watchers of series struggle to access quick to finish shows because they are bombarded with content across multiple genres, causing title picking delays.	During teardown - some users complained about overall content overload; there is still scope to streamline Recommendations taking priority over promoted content may positively impact retention	High
P2	Occasional watchers of series cannot find daily or weekly subscriptions leading to stepping away from long run usage	If occasional watchers are given flexible packages there is scope to convert to monthly subscribers (Impacts conversions)	Medium
P2	Binge watchers of series recommendations not necessarily improving	During teardown noticed that provide feedback is not a very explicit call out	Medium

Priority	Problem Hypothesis (Problem-only framing)	Why I Picked It	Gut Confidence
	since they are not explicitly asked to vote or rate content leading to quitting mid show (breaking streak)		

Note: Now what may seem funny is that some of these things are quite extensively solved, but I am very much assuming I am the user here who although likes the whole recommendations complexity - I still feel there's scope to streamline - maybe actually cut down content than throw so much at a user - I also had users provide other feedback that I want to list down but didn't know if I could really build a hypothesis around these:

1. Live sports coverage limited - maybe this is not really their USP anyway?
2. Some titles not available in my region
3. Favorite titles removed suddenly (most platforms do this - so is it a pain point really?)