

Phase 2

Complete assignment is on Figma:

User	Type	Dump of answers	
Jeet	Just an overall OTT lover	- for recommendations: spends time on X, twitter, friends suggestions - consumes more content on weekends - genres: sci-fi, fiction, documentaries - last app used: Sony Liv - consumes more for cricket matches - Netflix: Diverse portfolio, New content with meaningful value, regional + international content, every week something new to watch; Friction: content disappears - parked something to watch but maybe removed after a point. - Prime Video: Lots of good Telugu & Marathi content, Friction: finds International content stale, Ads - 4 to 5 even in paid version & then to remove ads separately need to pay, difficult to search - Hotstar - sports, good international content (doesn't bring up content naturally - need to get there via google searches); match streaming lags - Recommendation Engine: Netflix decent (9/10 recommendations aligned to consumption), Hotstar also decent but more documentaries (1-2 episode pilots) - Innovative suggestions for OTT based on current usage: A) Universal search overall - google search says go watch here but show not always on the platform - 3rd party apps are there to make suggestions but not reliable B) Notifications to be there when content getting removed from platform - More Netflix specific frictions: What's the point of 4K+HDR on premium plans - not sure how much users care - it's quite	Jeet is a hardcore OTT lover who wants to consume OTT for movies, shows, sports. He loves to consume OTT over the weekends. Flow 1: Go to multiple sources - gather recommendations - search on platform Friction: Google searches might say content available, but not found on Netflix. Opportunity: Indication of the content being removed or not available on platform. Flow 2: Consuming Sports content - navigates to hotstar Evident friction: Lower coverage on Netflix Opportunity: Can Netflix expand its Sports coverage? Flow 3: Consuming authentic regional content Friction: Netflix lacks authenticity when it comes to regional content Opportunity:

		slow - they blame it on internet but it's actually trying to sell these qualities for premium price; Monthly tiers too many, can introduce annual plan	Exploring recommendations - friend recommends - search on google - then navigate to OTT (prefer to browse outside OTT for better understanding of content) If not found on Netflix, do a google search again then go to other platform - if still not found on that platform - go to twitter/reddit Viewing habits: weekends - fiction/non fiction/trending on social media Offlate: quick to consume - young father
Teena	Casual User of Netflix (I am not so sure what to make of this interview but in the end got some good suggestions - maybe!)	- used to be hardcore Netflix fan - would consume content with hubby but then life happened (kiddo) so consumption pattern has changed - watching once every week only - YT is more convenient in general - everywhere on all devices - lots of moving around the house so helps to switch watching experience between multiple devices - but uses YT more for learning & mom related content - Not looking for any mom friendly content on Netflix - YT is already doing that for me - Netflix is good at catching watching habits, no rental model is good. In prime you pay subscription then separately pay for exclusive content, like the "Tudum" effect, visually appealing - bold colors, design is nice, UI is good - no hiccups, good content overall. Other apps are cluttered and non user friendly. - OTT overall improvements: maybe	Teena is a new mom/mom of a toddler. She needs to consume fast paced OTT for convenience given time crunch. Flow 1: Deciding what to watch - spending excess time here & there Friction: Quick turnaround on deciding what to watch Opportunity: YT like shorts Suggestion that jumps out/insights: Persona Classification - Integrated suggestions with behavior on other apps

		show shorts to decide if worth watching - 1 min clips, tie up with content on other apps - like create a persona bucket - what all does this persona like and then generate suggestions (This may lead to privacy issues if integrated behavior across apps is studied)	Flow 2: Needing to switch between many devices Friction with Netflix - devices limitations Opportunity - all devices, everywhere - YT like model
Parul	Occasional User	Netflix loop: 2-3 months watch, content becomes stale - content not interesting - subscription ends - then come back again later if needed to watch a show to subscribe - very time constrained user (has a baby) - 15-30 mins in a day or weekends; overall OTT consumption has gone down, Scroll YT for consumption - quick given the time constraints, overall consumption changes with life - Netflix or other OTT in general - it takes time to scroll & take the decision to watch - don't have time for that; usually family combined account - disturbs recommendations - I like romantic I have messed up husband's profile - even though separate profiles can be created - it's tendency to use the same one to consume content, YT also gives glimpses of shows that you would have otherwise would have to go on OTT and consume (eg: quick glimpses of Kapil Sharma show) - Overall OTT recommendation: Recommendations improvement, YT Trailer - this is still entry point - if trailer good then you go to OTT - a way to bring users to have OTT as entry point for decisions as well	Parul has a similar persona to Teena. Needs fast content - short on time. For similar flow decisions, struggle with scrolling & deciding what to watch. Other friction identified similar to Jeet's friction of OTT not being the first entry point for decisions - explore trailers to decide.
Shiva HP (not the other Shiva)	Binger - everyday consumes content for atleast 1-2 hours daily	- lot of collection, lot of genres compared to Prime & Hotstar - Prime & Hotstart - multiple ads - Netflix has shows that you can get hooked to - you won't stop till you finish all seasons of a series	Would bucket Shiva similar to Jeet - excited about OTT in general. Flow 1: Deciding what to watch based on ratings

		- Netflix - subtitles seem to be shaded against a background which is a bit irritating - Netflix can integrate with IMDB, Rotten Tomatoes for reviews & shows them on the app itself - Netflix recommendations - for someone who just came for 15-20 mins, then jumping to non-useful recommendations - Just a trick: Use a premium VPN & then with Netflix you can even watch a show that is not available in your region - use case to decide what to watch - night time more chill shows - weekday - not heavy movies - short shows - Have noticed that the leaving so soon/ top 10 recommendations pop up right before weekends come - Hotstar USP: Exclusive movies - Prime USP: It's own content; Sub channels - separate pricing - friction - Netflix pricing - quite competitive, have scope to launch annual program, can introduce weekend entertainment plans - start of sat, ends on sunday midnight - pay a price & access to top content in that duration - Netflix pricing another idea: Launch portfolio pricing - OG content vs non OG content pricings - might lose customers though with this one - Netflix pricing another idea: Movie packs (award winning films - most watched most released etc), series packs (same as movie packs but also introduce local shows), entertainment packs (documentaries), international packs, kids pack - Another option: upgrade in packs - jump from one to another and pay the difference only	Friction: Not quite evident on the app Opportunity: Integrate with other ratings providers Need to understand more on if you decide to watch something on Netflix - journey taken - what jumps out to you as hindrances Flow 2: Browsing through Netflix recommendations Friction: Misalignment when browsing for less than 15-20 mins Have asked question around - do they closely align to his watch habits across various sections - if they didn't what alternate routes are taken Other opportunities identified on pricing plans capture on watch pattern as well (highlighted in green)
Jaswant	Binger	- Movie: go and watch movies in theatres, also uses OTT - prime, netflix, hotstar - can only go to OTT that has	Jaswant is a recent graduate and consumes OTT for sports & other

	rights of the movies/shows - passionate sports person - jiohotstar, sonyliv - Using Netflix for 5-6 years - on/off - using creds of friends - just graduated from MBA - Netflix has good OG content - Mobile user experience in Netflix is good - search bar type movie - starts playing - Few good old movies - go to google search it shows netflix has that- but netflix doesn't have those - Auto log out even if number of screens is also less but gets logged - move to another device if this happens to consume - Using rest time - passing time - not very over analyzing what the watch situation - just go and search on Netflix - Netflix good UI - give you a lot of options to watch - video quality is pretty good - Prime has option to watch cast of the web series - not there on Netflix - specially when you liked the show it makes you curious - Netflix recommendations - don't really follow recommendations - can't comment much on this - Situations when leaving Netflix to use other apps - copyrights driven content that is simply not there on Netflix, other apps have Sports - if Netflix introduces can get heavy viewership in a country like India which consumes a lot Sports, old show that was path breaking in India/trend setter - Netflix hasn't been able to produce something like this - can't expect every user to consume international content, as leader in industry focus on Indian viewer centricity to keep them engaged - Netflix: International content is top in class - Pricing: Jio hotstar - have reduced pricing overall compared to netflix	quick consumption content. Flow 1: Coming to Netflix for sports like cricket - jumping out - no coverage Friction - poor sports tie ups - getting beaten by jiohotstar, sonyliv Flow 2: Inside a show and wants to see on screen cast details Friction - not visible on the screen itself Prime has already banked on this opportunity Flow 3: Looking for path breaking - trend setter shows Friction - lacks authenticity, can't expect every user to consume international content Flow 4: Pricing concerns - heavily priced. Flow 5: Movie found on google - not on app Similar friction to what Jeet mentioned Let's also see if we can incorporate the even thought screens less that prescribed getting logged out issue - these are very tech specifics or glitches
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Ashish	Binger	- Go to app is Netflix, 2nd is Jio Hotstar, 3rd is Prime, YT last - Opened Netflix app - looking for latest content or just re-watch what I was watching, usually watch on TV - keep switching between app & TV - No frictions with Netflix - Frequency: Once a day go into Netflix; in the night an hour before going to bed - genres - fantasy movies (HP, Wednesday) - look for those usually, historic (war for example) - do not like chick flicks - Friction (Netflix) - some old movies - like to rewatch - don't come back on Netflix - should keep bringing it back; server issues; netflix account linked to a credit card - was not able to renew the subscription - not allowing to use to another payment - netflix didn't fix - lost all content - had to setup a fresh profile - Recommendations are good - good suggestions - good personalization - when no new content on Netflix then go to Jio Hotstar, Prime - Netflix 2-3 months to renew new content so then go to other platforms - Netflix is on higher side with payment, no annual plan - Netflix can keep refreshing to keep people to come back	Unable to bucket with other personas but some of the pain points have similar themes Flow: Looking for an old movie on Netflix that existed in the past - gets removed Friction: Not finding the movie Opportunity: to bring back some removed content Unable to renew subscription on old card - not allowing to use another payment - not fixed by netflix & hence lost all content - fresh profile setup Scenarios in which other apps use: Netflix content runs dry after 2-3 months so then go to other platforms Opportunity: content refresh Lack of annual plan, expensive
Shashwat	Occasional	- Prefers: Amazon Prime, hotstar - Indian platforms - Hotstar - usually already know what I wanted to watch - open app - continued watching, quite simple to use, Prime rental prime video is also smooth - sent message on whatsapp - payment page redirection & easily switched back to the app - Content library of Hotstar is good - tie ups with HBO, Prime - content library is good - good coverage & focus; main	Shashwat is a picky OTT guy who wants to consume content based on his on choices Flow 1: Goes to google to search - not found on platform Friction: Time lost here - need to look at other platforms - ultimately torrent downloads if no

		friction: where can I watch this film? - go to google - but don't find the movie listed on these platforms. - If content not available on platforms - torrent downloads - Picky consumer - not very reliant on recommendations - read reviews, watch trailers - then decide to watch - Genres: changes from time to time - both Hotstar, Prime have good coverage - Only going to netflix if movie exists in Netflix - Netflix - over produced - Indian content authenticity is missing - not satisfied with regional content; pricing - not worth as compared to hotstart & prime; churn in library - shows disappearing	platforms have the movie Watch habits picky consumer - reads reviews, watches trailers & only then decides to watch India content authenticity issue, shows disappearing - similar frictions highlighted by Jeet
Vijaya	Casual	- consume netflix once a month or so - apple tv, prime - apple tv: has a lot of original/authentic content (quality over quantity), production value is very high compared to netflix, quality is missing in netflix & prime - producing a lot but quality is missing - initially had apple free subscription - from social media came back because of severance - free membership - wasn't able to finish the show so got a subscription eventually - UI on apple is seamless - recommendations engine compared to Netflix not very intelligent - Netflix - content overload - apple tv content streamlined - watching mostly based on what friends recommendations - genres: thrillers, sci-fi - apple has good content around these genres - not highly popular but has mid level actors like Irfan Akhtar's - such movies not on Netflix - no point watching big hits on Netflix because those have a good experience on theatres (like Panchayat)	Vijaya consumes OTT for high quality/high production value shows. She values quality over quantity. Questions - when you say quality of apple tv shows is high what do you mean exactly? - like if you could elaborate more on the content bit what jumps out to you Major friction: 12/15 so many sections on OTT can be overwhelming - manual scroll is annoying Opportunity - streamline content

		- apple tv - 10\$ a month - Overall OTT: Shouldn't be overwhelming - 12/15 sections overwhelming (manual scroll is annoying), search engines improvement scope - prime has bad search engine	
Karthik (US)	Binger	- watch OTT everyday - Netflix, Prime, YT (Find even movies here that are not on other platforms), IBTV app - multiple profiles on Netflix - picking the right profile step 1, multiple devices, recommendation engine is good enough - generally pick that is recommended or watch something specifically trending or friends recommend - if i am ever searching - google search - forums explore - barely browsing within netflix trying to find a show - netflix membership from almost a decade - so tuned & dialed into the plan - but not on the premium plan - ads come in my version - initially ads were annoying now getting used to it - don't really pay attention to ads at all - genres: Hindi movies & shows or English movies & shows - don't watch regional shows from India - prime has improved content over the last 5 years - after netflix, go to prime - some shows only on prime - so just consume from prime - downloaded movies for long flights - great experience - keeps up with binge watching experience - kids don't even go into each other's profile so that their customizations don't get disturbed - gaming is a natural extension for netflix kids	- karthik & Jeet are again similar profiles - but karthik is a very ott specific enthusiast Evident friction - again now browsing within the app to find content - doing a google search first to find a show Question to ask - what do your google search looks like when looking for something to watch I always watch at night. Weekdays it's after the kids sleep and work/chores are complete - we watch to mostly relax and we watch any quick show we can find. Weekends, we watch at the same time but we try and actively watch some movie or new show because we want to watch something new The thought process is very simple - it's based on what we feel like watching at that time. Ex. If we both feel like watching an action movie, we'll search for that exactly in google.

			The search returns a bunch of movies, who's acted in them, ratings, a quick summary of the plot, etc. we look at all that info to decide what we're most excited by. And we pick that
Jawahar (US)	Binger	- Netflix - look & feel is appealing, good navigation, clarity of video, UI feels - sophisticated experience, good shows, smooth - Also have prime, hotstar subscriptions - genre: regional, prefer - 4 to 5 hours completion shows/movies (same day), - if something new - search via trailer, or just search by self only, suggestions provided also pretty accurate, friend/family recommendations - Netflix - content overload - lunchtime - scrolling too much - don't end up watching anything - Netflix is reasonably priced - there could be weeks when I don't watch anything - ended up just scrolling but didn't watch - Netflix - Native language - dubbed version of low quality - dubbing doesn't feel natural - if playing with subtitles very focused on subtitles - lose enjoyment of the show - You can unsubscribe hassle free - payment users - card gets declined - Netflix games - what's the point of this - Netflix doesn't blend profile recommendations between profiles - content loss	

- Cricket matches/sports - 2
- content disappearance - 4
- Regional content authenticity lacking - 2
- Google search confirms on platform but not actually there - 2

- Content becoming stale - 2
- Scroll heavy/content overload - 4
- Devising recommendations even for someone with short viewership span - 1
- Missing few good old movies - 2
- Path breaking content hasn't been able to produce - 1
- Expensive compared to other platforms - 1
- Credit card declines/payment issues - 2
- Dubbed version quality low/subtitles watching takes away the experience - 1

Ideas:

- Notifications to be there when content getting removed from platform - 1
- Annual plans - 3
- Everywhere on all devices - 1
- Show shorts - 2
- Way to bring users as entry point to OTT for decisions - 1
- Integrate with reviews platforms to show in app reviews - 1
- Customized plans (weekend, movies/entertainment/shows packs, Og vs non og packs), upgrade by paying the difference - 1
- Integrate cast info - 1

Insights:

- Top 10/Leaving so soon sections pop right up
- Integrate with premium VPN to watch shows not in your region
- Not really consuming recommendations within the app - friends/family, google searches, watching trailers

Priority	Problem Hypothesis (Problem-only framing)	Why I Picked It	Gut Confidence	Comments
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 streamlineRecommendations taking priority over promoted content may positively impact retention	High	4 out of 10 interviewed users think there is content overload - difficult to decide what to watch - doom scrolling
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	Contradicted - Users are more focused on annual plans
P2	Binge watchers of series recommendations not necessarily improving since they are not explicitly asked to vote or rate content leading to quitting mid show (breaking streak)	During teardown noticed that provide feedback is not a very explicit call out	Medium	Contradicted - nobody cares about giving feedbacks for what they are watching

Survey based on interview:

1. How often do you use Netflix -
 - a. Daily
 - b. A few times a week
 - c. Once or twice a month
 - d. Occasional/Need based
 - e. Not a fan/prefer other apps

2. What do you usually consume Netflix for -
 - a. International Movies & Shows
 - b. Regional Movies & Shows
 - c. Live Events/Sports Documentaries
 - d. Other (you can give share categories that are not listed above)

3. Which of these are potential frictions with Netflix -
 - a. Lack of authentic regional content
 - b. Poor sports coverage
 - c. Content overload
 - d. Content becomes stale
 - e. Payment issues
 - f. Content disappearance
 - g. Inconsistent content quality
 - h. Any other specifics you want to call out:

4. What are your thoughts on Netflix recommendations -
 - a. They are fully aligned to my watch habits
 - b. They are partially aligned to my watch habits
 - c. They are not aligned to my watch habits
 - d. Neutral about recommendations (Don't notice that much)
 - d. I don't really care for recommendations
 - e. If you selected d, could you elaborate more (for instance: I prefer to read reviews online before viewing content):

5. Which content related feature suggestions stand out to you -
 - a. Getting notified when content is about to get removed
 - b. Short in-app reels to decide what to watch
 - c. Integrate with review platforms to show ratings
 - d. In-app cast & crew info
 - g. Any other feature suggestions:

6. What plan structure related suggestions stand out to you -
 - a. Annual Plans
 - b. Category Packs (Example: Movie Packs, Show Packs, Documentaries packs)
 - c. Upgrade from one pack to another (pay the difference)
 - d. Flexible Plans (Example: Single day, one week, weekends only)
 - e. Any other plan structure related suggestions:

6. If there are 1 or 2 major improvements that Netflix could make, what would those be:

<https://docs.google.com/document/d/1trWIPipqlExu9p8-TyKUYIaDe6iYOpbxtNTol9X65-Q/edit?tab=t.0>

Complete assignment on Figma

<https://www.figma.com/board/avAn6kPxSSOZs1DCyrlr7Q/Problem-Space-HelloPM-Assignment-1-Phase-2?node-id=0-1&p=f&t=0PRLyTnsp4RxT60W-0>