

Phase 3

Breakdown of P0 Problem -

1. Lack of relevant suggestions
2. Excessive scroll - end up watching nothing
3. OG Content promotion over good content
4. Low quality, High quantity
5. Too many sections

Suggestions from users that stood out:

Short in app reels to decide what to watch - Netflix is already working on a vertical reel scroll for this - will also use this but see if I can wireframe this differently - <https://owenjoyce.com/netflix-rolls-prototype-video>

Integrate with review platforms to show ratings. - Will use this

Note: All ideas are very centered around app based experience.

Problem Areas	Solution Headline	Breakdown of solution	Technique	Assumption	Confidence
Lack of relevant suggestions	Ratings/Review Accessibility	UI improvement on collection of ratings and reviews given from within the app - this will allow bucketing of likes & dislikes of a user	SCAMPER's Modify	Users feel heard when their reviews & ratings are collected in a transparent manner	High Confidence
Lack of relevant suggestions	Ratings/Review Accessibility	Integrate with rating platforms like IMDB, Reddit, Rotten Tomatoes to show what others are saying about a movie/show - push up buzzing content	SCAMPER's Combine/Also came as a suggestion during user interviews	Community driven trust to ensure you are watching what others have good things to say about	High confidence
Excessive Scroll	Persona Mapping	Using a combination of genre selections + past ratings/reviews provided by user - break the screen down into 3 parts: A) What others are watching (Top 5) - In your genre? B) What others are watching (Top 5) - Global hits this week C) What others are watching (Top 5) - Regional hits this week Everything below this can be all others	SCAMPER's Combine	Genre driven watching + limiting top sections to top 5s to reduce scroll fatigue	Med confidence - Some users love variety - some don't - not sure if cutting categories short serves everyone. If we focus on the running short on time user persona then this may work.

		genres. But the top section is heavily focused on genre + past ratings/reviews of the user			
Excessive Scroll	Chat Panelling	Chat based selections - Not a big quiz - just 2 questions: 1. Juhi, running short on time today? a) Yes, crunched max b) Nah! I got sometime 2. What are you in the mood for today? a) Light hearted shows b) Thrillers To prevent quizzing each time, after a point can learn the persona and stick to suggestions - also allowing feedback loops - to allow changing if user is bored of their original likings (Feedback loops like - Not what I wanted)	How might we solve for Excessive Scroll	Chat driven mechanism helps improve quality of suggestions - hyper personalization based on time availability & mood settings	High confidence
Excessive Scroll	Content Removal	Separate section on you have already watched these. Want to give these another shot? <i>(Currently what you just finish watching still shows in the top lists - better to bundle and put in a different section - so that if there are more users on the same profile they still have access)</i>	SCAMPER's Eliminate	Content refreshment keeps the user coming back for more	Med Confidence
Lack of relevant suggestions	Immediate post finish feedback	Just after finishing a show, gauge reviews - similar to Instagram's Interested, Not Interested style Did it match your taste? Yeah A little bit	SCAMPER's Adapt	Immediate feedback loop implies the product is listening and honing on personalizations at all times	High Confidence

		No Let the A little bit & No be followed by "Based on your genres here's more suggestions & what users on xyz Review platform are saying about this show" - ties back to the Ratings/Review accessibility feature			
Low quality	Spotify's community consumption model	A) What are people in a certain radius watching? B) What your friends are watching? - This may require cross collaboration on how to put friend's personas in one place - Inviting friends to watch what you are watching	Adopting what another product is doing	Community driven watch experience helps drive confidence in what you are watching	Moonshot
OG Content promotion over others (This also ties back to lack of authentic content issues)	Blended viewing experience	The top 5s in the persona mapping solution should follow a ratio - OGs to other studio content - 3 OG, 2 Other Studios.	SCAMPER's Modify	Show me watch I want to watch & not what you want me to watch approach drives trust	Low Confidence
Lack of relevant suggestions	YT's scroll based feature + Tinder's swipe left/right	Introducing YT like quick reels to help decide what to watch - swipe left if it is not aligned to your taste - swipe right if it is aligned to your taste. All swipe rights get stored in a different section - then integrate with reviews & ratings to pick the best of the swiped rights to watch	Adopting what another product is doing/Also came as a suggestion during user interviews	Instead of a massive scroll on the app, quick reels to make 1st layer of decisions followed by actual watching	High Confidence

Of the 9 ideas above, proceeding to do RICE for 6 → 5 High Confidence, 1 Moonshot.

Idea Sr No.	Idea	Reach	Impact	Confidence	Effort	Score
1	Ratings/Review Accessibility UI improvement on collection of	2 We want to disable this being on screen	3 Assumption: Users feel heard when	2 As per research on whether a pop up based	1 This is an internal UI tweak. Hence,	12

	ratings and reviews given from within the app - this will allow bucketing of likes & dislikes of a user <i>Tighten this by pushing we think you'll love these as first row.</i>	for folks who may find it annoying. The intent is to make it more evident that ratings are being asked for than having it hidden in a hamburger menu	asked to provide ratings/reviews in a transparent manner	user review mechanism works or not - the context of when the review is being asked for really matters.	not crazed effort for Tech teams. And feeds back to Netflix's already intelligent personalization engine	
2	Ratings/Review Accessibility Integrate with rating platforms like IMDB, Reddit, Rotten Tomatoes to show what others are saying about a movie/show - push up buzzing content Right now focus on light version with labels: "Trending on Reddit" "Killing it on Rotten Tomatoes" Followed by CTA to see blurbs of reviews	3 Target to reach all. Overall integration ensures people can quickly see what others are saying about the show/movie	2 Making it a single entry point for reviews - while it may prove expensive for the business to purchase these APIs - it may prove meaningful for the users to have a single point of entry for reviews.	3 In the survey the ratings interview was voted 12 times. Additionally, this idea emerged from a user interview	2 This will require API related integrations - each platform will have its own infra setup However, a lighter integration right now.	9
3	Chat Panelling Chat based selections - Not a big quiz - just 2 questions: 1. Juhi, running short on time today? a) Yes,	2 This if implemented will be very targeted. Assuming not everyone would want to interact extensively on	3 This may hit the mark with users who have through interviews & surveys complained about excessive scroll -	2 Don't have research backing this yet. Confidence stems from eventually not always	2 It does force tech to create multiple branches but after a point expecting the systems to get trained & can feature	6

	crunched max b) Nah! I got sometime 2. What are you in the mood for today? a) Light hearted shows b) Thrillers To prevent quizzing each time, after a point can learn the persona and stick to suggestions - also allowing feedback loops - to allow changing if user is bored of their original likings (Feedback loops like - Not what I wanted)	the app. Users who tend to keep rejecting it, will bounce back on Netflix's existing AI personalizations engine. This is just an additional layer on top of it.	spending more time to decide than actually watching. This will also work for our PO problem persona.	quizzing the user. After a point the system understands for instance if the context is logs in on a weekend - seems to have more time - has repeatedly opted for thrillers. Additionally, when after a point quizzing stops - giving the option to user to feedback on - hey this is not what i wanted.	toggle off for someone who has been consistently choosing the same type of answers	
4	Immediate post finish feedback Just after finishing a show, gauge reviews - similar to Instagram's Interested, Not Interested style Did it match your taste? Yeah A little bit No Let the A little bit & No be followed by "Based on your genres here's more suggestions & what users on xyz Review	3 Want to ensure max feedback pulled from all users. Can this be annoying? - Yes. Is it stopping apps like Zomato from doing it? - No. We don't want you to keep watching the types you didn't like. Again this is hidden in hamburgers, we want to make	2 May create added friction from a UI POV, but helps business gauge specifically what is working & what is not working for a certain user.	2 Logic similar to the 1st idea in this table.	1 An existing feature just jumping out more so technical feasibility on this seems very low.	12

	platform are saying about this show" - ties back to the Ratings/Review accessibility feature	this more evident.				
5	Moonshot Spotify's community consumption model A) What are people in a certain radius watching? B) What your friends are watching? - This may require cross collaboration on how to put friend's personas in one place - Inviting friends to watch what you are watching	1 This maybe a very close knit group of individuals who opt for this. This may require a lot of information sharing hence don't foresee a big group of users opting for this.	2 Again a smaller group is impacted, this is a very core user group that wants to go above and beyond the inbuilt personalizations that Netflix is offering	2 While this idea is cool, and has worked well for Spotify, it's hard to gauge how much this will work on a streaming platform. This will also require a lot of cross info sharing.	3 I don't fully understand the tech complexities but the way this is built for Spotify requires multiple layers of technologies implemented for this to work	1.33
6	YT's scroll based feature + Tinder's swipe left/right Introducing YT like quick reels to help decide what to watch - swipe left if it is not aligned to your taste - swipe right if it is aligned to your taste. All swipe rights get stored in a different section - then integrate with reviews & ratings to pick	2 Assumption: Since this sits in a separate section of the app, users opting into this feature may not be the whole set of subscribers.	2 While content scroll is a complaint that is because there is no quick way to decide. However, the doom scrolling model for apps like YT, IG have worked. Additionally, further bucketing helps refine the personalizations for a user. Netflix can improve	3 While 2 users hinted on this during user interviews, more backing on this approach during surveys. 10 hits on this idea.	1 This is given the assumption that Netflix is already experimenting with this. The only additional bucket we are adding is the layer to store what you liked & then deciding from that bucket.	12

	the best of the swiped rights to watch		retention by hyper personalizations if this approach works.			
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Reflection: Idea 1 & 4 can be clubbed - technically it's the same thing - what varies? The timing at which reviews are asked.

So will wireframe for -

- A) Idea 1 & 4
- B) Idea 2
- C) Idea 6

Wireframes here: <https://www.figma.com/design/dwI23IBPble6FCPVrDgnKz/Netflix-JS?node-id=10-309&m=draw>