

Netflix PRD

1. Version: netflix_contentoverloadusecase_v1 - author: Juhi (Product)

2. Objectives & Problem Statement

What is Netflix?

Netflix is the **world's leading streaming entertainment platform** that offers video content on demand via a subscription service. It evolved from a DVD-by-mail subscription business, which began in 1997, to a global video streaming company that launched its streaming service in 2007.

Today, Netflix has a global footprint, operating in over 190 countries. In 2024, the company generated \$39 billion in revenue with \$8.7 billion of net profit. By Q2 2024, Netflix had 277.6 million subscribers globally

Netflix Offerings (High-Level)

- **Movies:** Originals & licensed films across genres (Action, Drama, Comedy, Romance, Sci-Fi, Horror, Animation, Regional/International).
- **TV Shows / Series:** Originals & licensed shows in Drama, Thriller, Comedy, Reality, Animation, and Regional content.
- **Documentaries & Docuseries:** True crime, nature, history, science, sports, social issues.
- **Stand-up & Specials:** Comedy specials and live performances.
- **Interactive Content:** Choose-your-own-adventure style shows/movies.
- **Live Content (Limited):** Selected sports, concerts, or live events.

<<The above bit was taken from AI searches>>

P0 Problem Statement

Frequent Netflix/OTT consumers experience decision fatigue from excessive and poorly prioritised content choices. This friction often leads to session abandonment or shifting to competing platforms, directly impacting user retention and engagement.

Objectives

This project aims to validate proposed solutions to reduce decision fatigue on Netflix by streamlining how content is presented. The goal is to increase in-app user retention by integrating with specs that help the viewer take better watching decisions.

The document outlines primary user persona, and ideas prioritised via RICE analysis. Each proposed idea will be validated through MVP launches with success measured by improvements in engagement metrics (Detailed in later sections).

It also bridges the gap between strategy and execution by providing detailed specifications, wireframes, milestones, dependencies, pitfall anticipations & mitigation strategies.

2. Primary user persona

Nikhil - busy working professional - binges on OTT specially over the weekends given time crunch and increasing

personal responsibilities. His pain point is finding relevant content to watch quickly.

Key steps in Nikhil's journey: Content Scroll → Pick a category → Press Play

Content Scroll	Excess scroll - 12 to 15 categories Opportunity - streamlining/aggressive personalisation, shorts like features to decide what to watch, integrate with review apps
Pick a category	Category Misalignment Opportunity - pushing up categories based on watch patterns
Press play	Actual play not happening. Abandonment

Note: While this PRD focuses on *binge watchers* like Nikhil, user research indicated similar friction points among *casual viewers* as well. Hence, the proposed solutions are designed to be scalable and relevant across broader viewer types.

3. Finalised Ideas with design specs

a) Post review pop up style feedback collection

Intent ⇒ User focused approach, layered on top of existing recommendations engine, focused feedback collection

Goal ⇒ Push up most relevant content on user's screen using user feedback first approach

Business Impact ⇒ Users heard → User engagement → Focused reviews collection → Hyper personalised recommendations

Screen 1: Feedback Collection

Placement: Home Screen

Event Trigger: After a show/movie is completed & lands back to home

CTA:

Primary: 3 layered feedback, text based feedback (optional),

Secondary: Submit button, Top right - Cancel button to skip.

Screen Intent:

→ Reviews are hidden in hamburgers in current model - no explicit call outs to review - suggestions based on assumption that every previously watched show aligns to viewer's preferences

→ Text based feedback tied with groupings in backend to further push up content closer to user's preferences

→ Data collected: Reviews + Text review (optional) → Additional layer on top of existing model

→ Cancel option on top right - analytics by number of times clicked - prevent feedback collection for this user after 5 back to back declines to review

Screen 2: Post collection screen

Placement: After feedback collection - home screen

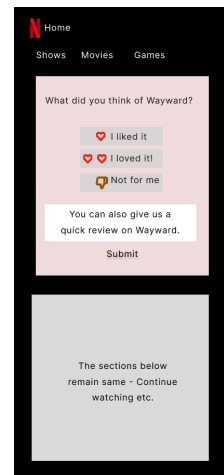
Event Trigger: Submit button clicked from previous screen

Pop up wordings: Focus on user feedback value

Impact: First row curated based on feedback+existing recommendations engine

Screen Intent:

→ User should understand the value of their feedback



→ Revision of 1st row - a dislike for instance implies show finished but not preferred - next set of suggestions misalignment probability reduction

Screen 3: Combined Reviews Screen

Placement: Combined collection for shows not reviewed - home screen

Event Trigger: Cadence based pop up

CTA: Selection of 4 panelled buttons - shows not reviewed

If selected → jump back to Screen 1

After screen 1 → screen 2 flow over → come back to Screen 4

Ability to opt out → Cancel button

Screen Intent:

→ Continuing to gauge user feedback to refine we think you will like these row.

→ Fix a cadence for this screen to appear - continuous pop ups can cause friction

→ Ability to bulk review

Screen 4: Continuity on bulk reviews

Placement: Next set of shows not reviewed - home screen

Event Trigger: After previous review is completed

CTA: Next set of 4 panelled buttons - shows not reviewed

Flow same as Screen 3

Right arrow added to view all other shows not previously reviewed

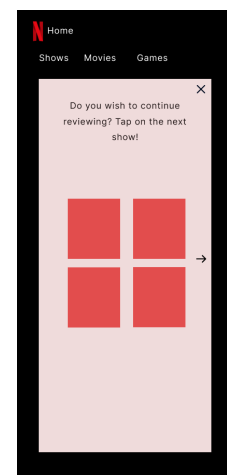
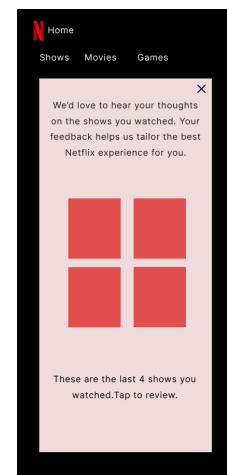
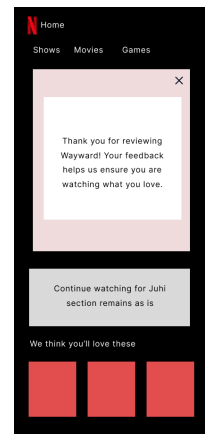
Screen Intent:

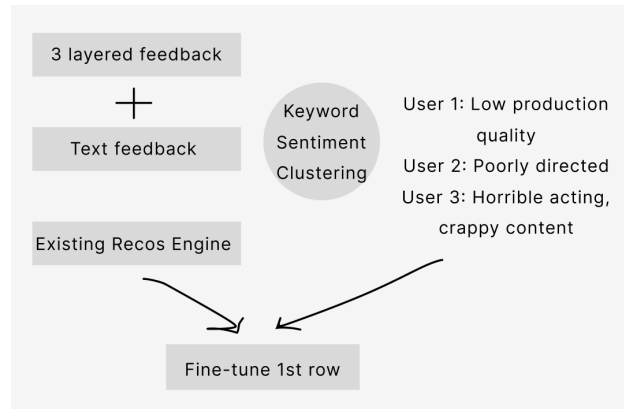
→ Continuing the review streak

→ Fine tune recommendations

Tech Layers:

(Needs Engineering brainstorming on feasibility, tech stack, integrations assessment)





b) Ratings/Reviews accessibility - Integration with rating platforms - badges

Intent ⇒ Single point of entry for review based decisions - quick blurred views on collective user sentiment from trusted platforms (Reddit, IMDB, Rotten Tomatoes)

Goal ⇒ In combination to feedback driven calibration, review badges to help trust the recommendation

Business Impact ⇒ Increased click rate on shows → Engagement enhancements

Screen 1: Trending on platform badges in show thumbnails

Placement: Home screen → Corner spots in thumbnails

Event Trigger: Shapes up based on trending most on which review platform

Pop up wordings: Trending on "Platform logo"

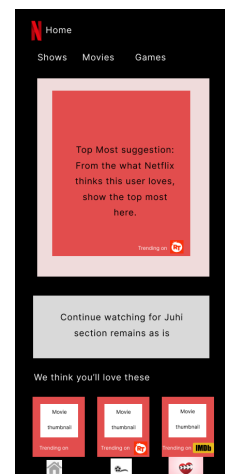
Add ons: The top most suggestion also carries the badge

CTA: Buttons not labels - when clicked → review blurbs (Next screen)

Additional CTA: Reels preview, My List (On the same line as home button) - Primary CTAs for next idea.

Screen intent:

→ Trust based badge approach - not only is the user watching based on their feedback, there is also great tempo on these shows on review platforms - Trending sentiment - draws closer to watch conversion



Screen 2: Thumbnails expanded to show review blurbs

Placement: Overshadows thumbnails

Event Trigger: When trending on buttons from previous screens are clicked

Pop up wordings: Short blurb summaries of actual user reviews

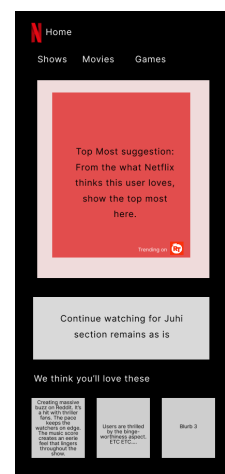
CTA (Not explicit): Re-click to go back to movie thumbnail view

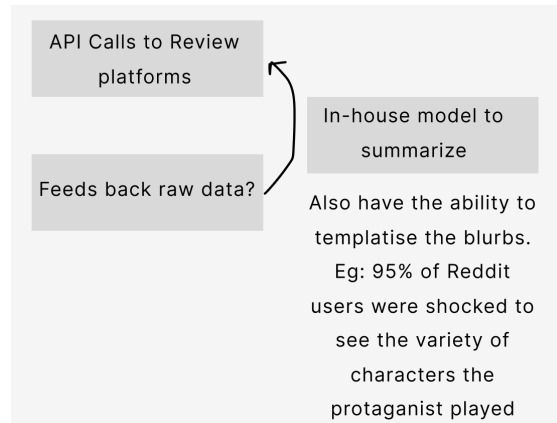
Screen intent:

→ What is the crux behind the badges - what is the community saying - social buzz

Tech layers:

(Needs Engineering brainstorming on feasibility, tech stack, integrations assessment)





c) YT Reel Scroll Model + Tinder's "Swipability".

Intent ⇒ Built on top of ongoing vertical scroll experimentation clubbing with Tinder like ability to bucket likes in one place

Goal ⇒ Ability to preview in a format that is tried & market test - further bucket - jump to bucket for viewing in future - home scroll fatigue reduction

Business Impact ⇒ Shift from high scroll time on app to preview scrolls → watching listed content → increased engagement

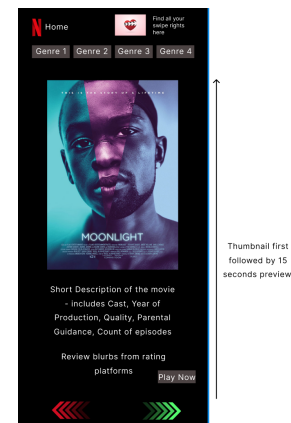
Screen: Preview + Swipe left/right

Multiple parts:

- * Genres line - stacked side to side by most watched genres - each is a CTA
- clicks help preview shows in those genres
- * Full screen - movie poster + details
- * Review blurbs - coming from review platform integrations
- * Play Now - ability to jump to play
- * Swipe left & right - left: doesn't align to preferences, right: bucketed under My list
- * Button on top to jump to My list (all swiped rights)
- * Ability to scroll up to jump to next preview - preview suggested duration: 15 seconds
- * Previews CTA available on home screen (review screen 1 of previous idea)

Screen intent:

- Taps on the doom scroll ability blends with tinder's model - quick previews to help bucket what to watch
- Add ons: Genre bucketing, play now ability, review blurbs integrated for enhancing trust factor
- Expected: Next time user visits, jumps to list - reduced friction on deciding what to watch



4. Metrics

Key Metric (North Star)	Secondary Metrics	Guardrail metric
Average lead time from app open to click & playback initiation	1. %age submission of feedback post completion of show <i>If decreasing → Cannot support key</i>	1. Subscription cancellation rate <i>%age submission of feedback decreases ↔ this metric decreases</i>

<i>Note: This decrease is expected to not be sudden. We need to observe the spectrum of secondary metrics.</i>	<i>metric</i> 2. @%age submission of feedback on cadence (cadence TBD - Weekly/Monthly?) <i>If decreasing → Cannot support key metric</i> 3. Click through rate on Review badges <i>If increasing → feature being preferred to help convert to watch decision</i> 4. Click through rate on previews section <i>If decreasing → Redundant feature → no impact on north star.</i> 5. Average scroll time on app measured against scroll time on previews <i>Latter increasing with decrease in former - implies positive correlation</i> Additional user specific metrics: 1. Feedback screens closure rate immediately after a show is completed 2. Feedback screens closure rate for the set cadence <i>Set a threshold for these 2 metrics- instance: on an average user closes the feedback screen 5 times in a row - potential roll back for specific users - annoyed/added friction</i> 3. Click rate on review badges 4. Click rate on previews <i>If this user doesn't care for these features, this should be pulled away from their UI Experience. Important to observe behaviour for a set duration.</i>	<i>→ correlation; potential rollback on feedback taking mechanism</i> 2. App exit duration <i>From login to exit → Increases: Check movements on secondary metrics; potential rollback decisions</i> 3. App lag during playtime <i>Assessment of if driven by vertical scroll or by API calls to review platforms</i>
---	---	--

5. Pitfall Anticipation & Mitigations

Assumption at risk	Failure Mode	Impact	Likelihood	Mitigation	Detection Signal	Rollback
Viewers will provide reviews	Users consistently opt for not reviewing	High	Med	Rollback to standard recommendation engines. It is important to monitor these users interaction	Average closure of 5 times in a row	Pause review collection for such users

				& engagement with the app post rollback. If it continues to be low (excessive scroll but lower playbacks - prompt to previews feature exploration)		
Viewers will interact with review badges	Users click rate is low	Med	Med	Assess interactions with review provisions vs badges. If review provisions higher but click rate on badges is low, continue to assess in long run if user continues to interact with the feedback mechanism. If interactions are low in both cases, prompt to previews feature exploration	Over a set timeline, the rate of clicking is low	Remove badges for such users
Viewers will watch previews and save for later playback	Treated like other hamburger options (hidden→ forgotten)	Med	Low	Assess interactions with review provisions vs badges. Put them on regular Mylist features & consider thumbnail previews (Future?)	0 to rare interactions with vertical scrolls → no excitement around "Reels" like UI	Separate section for previews removed
Reviews/previews impact viewing decisions	Patterns on moderate to high usage initially - later drops in usage	High	Med	Move to phase 2 considerations of ideas that have moved out of the roadmap (Expensive - setup a timeline for beta tests with alternate user groups)	Increasing rates of interactions with the features but continued lowered engagement	Rollback end to end feature set

6. Timelines (Milestones Oriented)

Assuming we are on 0th day when this PRD is launched.

Milestone	Timeline	Activities (Roughly right) completed in order to achieve the milestone	Responsible
Feasibility Assessment on all 3 Builds (Collecting feedbacks, Badges+Review blurbs, Previews+swipes)	0th+30 days	- Build arch workflows - Events chart (Triggers flow) - Tech stack required (Re-usable vs New) - Wireframes move from low fidelity to high fidelity designs - Performance Indicators impacts - Infra requirements - Regular connects between Products & leads to call out risks/dependencies - Detailed document all the above points covered - read to handoff to delivery side	Engineering Manager, UX Lead, Arch Lead
Epics, Stories, TShirt sizing	0th+40 days	- Release planning - breakout requirements into epics with epic level AC & brainstorm with dev to breakout into stories - rough estimations to assess timeline of 3 builds - Focus: MVP launches + Post Imp support - Project Manager: High level delivery plan - release plan, call out risks, assumptions, dependencies - explicit call outs to product which may have been missed in initial stages	Project Managers, Dev Teams
Build execution in iterations (Expected 3 teams for each build - using scrum or scrums to discuss overlapping feature set)	0th+40 days to 0th+130 days	- Build in 2 week sprints - end of each sprint - release demos with product - 90 days timeline: Each build at end of 30 days - Post launch handoff to Tech support, Monitoring Engineering for performance assessment	Engineering Manager, Dev Teams
Builds Post Launch Review	0th+70 days - Build 1 0th+100 days - Build 2 0th+130 days - Build 3	- Metrics assessments by Product - Rollback vs enhance decision points - Rollback scenario established: Pushing for next builds, not thinking of enhancing MVPs or going back to ideas log	Product, Engineering Manager, Project Manager

Note: Project Manager to help enhance this plan into a more iterative & parallel build plan; Feasibility to assess if a 4th team can start to experiment with other ideas that are not on roadmap - beta users.

All metrics established need to be monitored by Product as part of Launch reviews

7. Dependencies

Calls out a high level list of dependencies

- Current infra support for builds - if any new technology needs to be integrated - cost impacts
- Tech acumen of build teams - impacts timeline - training support
- Accurate in-app metrics tracking with ability to understand key drivers - drives rollback vs next phase decisions
- Additional bandwidth & resource availability to beta test ideas not in current phase
- API Conversations between Netflix & Review platforms - cost, speed impacts

- On Production build performances - test cases coverage should be detailed
- Coordinations between teams - cross functional exchange of information
- Tracking of helpdesk - curate complaints on the 3 builds - assess patterns
- Callouts to point the new features - context overlay to help understand the new features
- Monitoring Engineering support to handle production breakdowns
- Integration with current systems - should not hamper what is running smoothly
- Leadership wise dependency - Engineering Manager - clear comms with dev to understand requirements + rolling up dev ideas to product, Project Manager - execution responsibility - highlighting potential risks before they become realities, UX - clear articulation of wireframes & prototypes, Arch - diagrammatic understanding of triggers at all stages of workflow + infra support assessment

8. Ideas that were put in the recycle bin

Why are these being called out? - Our rollbacks may require us to beta test these ideas to minimise failure rates.

Idea	Description	Initial Confidence Ratings	RICE Scores
Persona Mapping	Using the user's genre preferences and past viewing habits, structure the screen into three key sections: A) Top 5 in your genre – What others with similar interests are watching B) Top 5 global hits – Trending worldwide this week C) Top 5 regional hits – Popular in your region this week Below these, display content from other genres. The top section should stay personalised and driven by the user's genre and preview history.	Med Confidence	NA
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.	Low Confidence	NA
Chat Panelling	A quick, 2-question interaction instead of a long quiz: <i>Juhi, running short on time today?</i> a) Yes, super crunched b) Nah, I've got some time <i>What are you in the mood for today?</i> a) Light-hearted shows b) Thrillers ... Over time, the system learns your viewing persona and tailors suggestions accordingly. Feedback loops (e.g., <i>"Not what I wanted"</i>) keep recommendations adaptive and fresh, ensuring preferences evolve with the user.	High Confidence	6
Community driven watch experiences	A) What's trending nearby – What people within your radius are watching B) What your friends are watching – May need collaboration to unify and display	Moonshot	1.33

	friends' viewing personas.		
	Also enables inviting friends to join or watch what you're currently watching.		

9. **Distribution Channels**

- In app call outs - overlays to explain the features launched
- Quick snapshot of what the info collected from reviews help the Netflix team gauge
- Social Media marketing - Instagram, LinkedIn, X - Everything new at Netflix - script on the lines of "Can't decide what to watch?" - Here's 3 things that Netflix is experimenting with
- Review platforms marketing - working backwards - Netflix users are watching high rated shows on this platform
- For new users of Netflix, key highlights section to showcase these features
- Netflix tech blogs promotion

10. **Open Questions - Triggers to further discussions & supplementing more content to the PRD**

- Have our competitors tried something like this? - How have their metrics looked like post launch?
- What groups are expected to take lead on the rollback plans? - Clarity on timelines & implementation approach
- What is our cost to loss analysis look like? For every failed execution (Poor secondary metrics) - what do losses look like
- Similarly, we need to map what long term impacts look like if these succeed (in totality or as phases) - do we want to map out capabilities to train recommendation models to learn the user enough to disable reviews collections at some point
- We are very focused on app launches right now, how are we planning to create versions for our users on other device types
- If we over personalise, how do we ensure that Netflix OGs are still promoted to such users
- If a user is preferring content from studios with limited license deals, how are we ensuring this user has access to similar content?
- What are the strengths of these features - any pre-execution betas?
- A/B versioning is missing - UX to create high fid diagrams but in various versions keeping potential user likability in mind