

ASSIGNMENT 1 – NETFLIX MOBILE

PHASE 3

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P0



P0 – Overwhelmingly Difficult Decision Making

- Causes:**
- Excessive options on home page
 - Insufficient details displayed about titles and the user's history with it(seen/unseen)
 - Excessive back and forth clicks leading to inefficiency
 - Under-utilized "My List" option



Solution - Process

Insufficient details on Home page

- Ratings by other users/standardized rating systems
- Other details available at a glance (genre, year released)
- Mini trailer on home page for preferred titles (5 to 7secs)
- Seen/Unseen titles to be distinguished

Too many options on home screen

- Quick quiz/questionnaire when signing up or later to understand mood.
- Provide filters
- Link profile to social media so that user can be understood better

Under-utilized 'My List' option

- Better visibility
- More convenience in adding new titles to list
- Organized view of list rather than all titles dumped in one place

Excessive back and forth clicks leading to inefficiency

- Save to 'My List' with a single click on home page
- Key details at a glance on home-page

CAUSES

SOLUTION



Solution - Process

		Solution	Short Description	Key Assumption	Category
More details made available		Display ratings on home page	Display of ratings for every title rated by other Netflix users or display standardized ratings (IMDB,Rotten tomatoes)	Gives proof whether a title is good or not. Aids decision making	High Confidence
		Display other non subjective decision-making factors	Details like genre. Year of release, seen/unseen etc on the home page but without over-cluttering	Seeing these details on the home-screen will reduce unnecessary navigation	High Confidence
		Mini-trailers on home page	Small peek into the content just long enough to decide to see further or continue browsing. Maybe 5-7 seconds long.	Will pique user's interest without losing too much time.	High Confidence
Find what fits you		Short and catchy questions	Asking questions to understand User's current mood so that accurate predictions can be made.	User wants to see according to their current mood and mood might be different every session	Low confidence
		Provide filters	User can choose mood, type,genre, cast, etc. Known factors can narrow down the unknowns- users will have fewer, more appropriate options to pick from	Understanding User's context will result in better recommendations	High Confidence
		Link profile to social media accounts	User's likes and dislikes can be used for predictions. Also Netflix can use social media to influence particular user's decisions.	User feels understood and trusts the recommendations more. Netflix can shape it better.	Moonshot



Solution - Process

Solution		Short Description	Key Assumption	Category
Improve 'My list'	Visibility and better access to 'My List'	The existing feature is hidden away and requires excessive scrolling and clicking to reach. Making it more available would make the user use it effectively	Choosing from already selected titles is easier than choosing from the entire displayed library.	Low confidence
	Organized 'My List'	Organized view of items In My List in proper mood/interest/genre-based categories rather than all items dumped in one place as it is currently.	Enables quick selection from already approved choices	Low confidence
	Popularity Tags	Assign a popularity tag to titles based on how many other users have viewed/liked or saved it.	Users want to stay current on trending content	High confidence
	AI generated self-made library	User expresses mood, interest and maybe a few more details and AI can generate a whole movie. Many such movies can make a personal library.	Personalization appeal added.	Moonshot



Solution - Prioritization

MOSCOW Technique

Must have: More details made available

Popularity tags

Should have: Find what fits you

Could have: Improve 'My List'

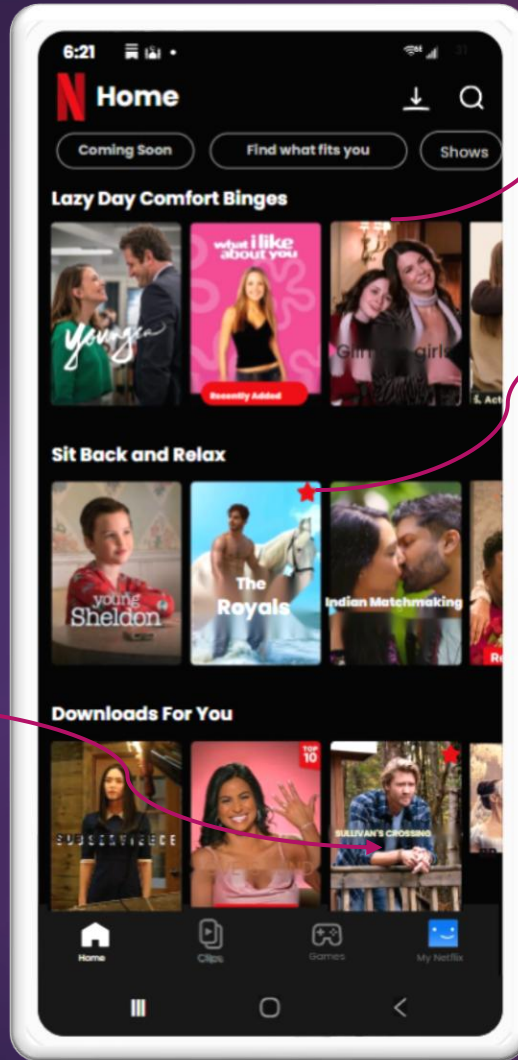
Wont have: Social media link
AI generated library

Solution – Wireframe - More details made available, Popularity tags

User wants to preview Young Sheldon → long taps to see video clip and details → taps on video to view show / Taps on details to go to existing preview page / does not like young Sheldon anymore so continues horizontal/vertical scrolling



Home-screen



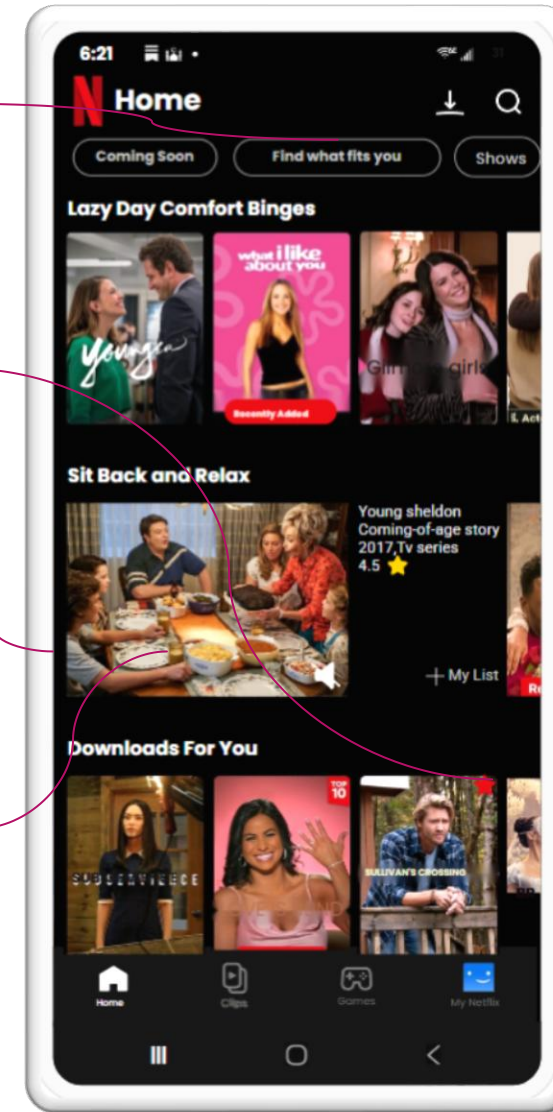
Personalization feature that puts the right content in front of the right user, faster.

Red star indicates popularity of title among users

Video clip

Long tap on title triggers the thumbnail to **expand sideways** to play a 7-10 second **video clip** with some influential **details on the side**. If user likes what they see they can go ahead and tap to view. If they want to discover more options they can continue side scrolling. User **taps on video to view the movie/show** or **taps the details to view the existing Netflix preview page**.

Home-screen

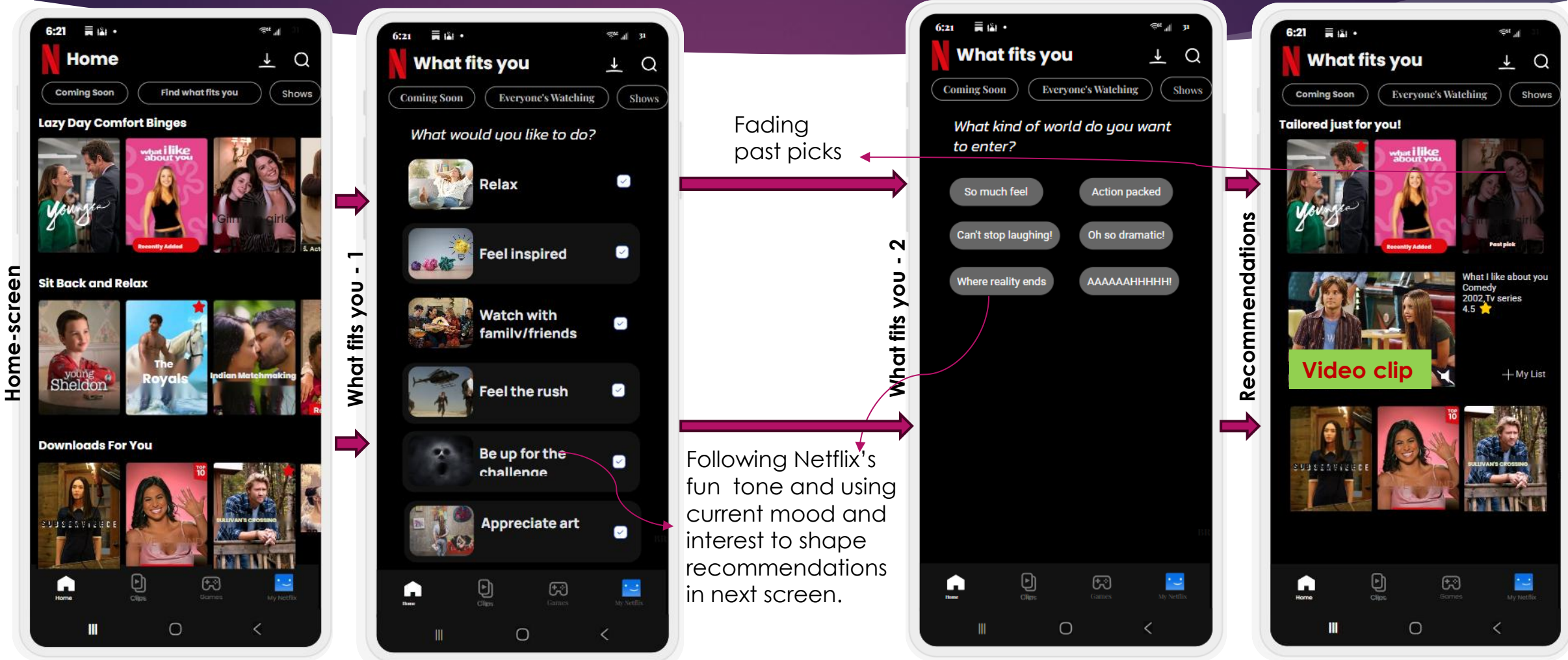




Solution – Wireframe

What fits you, Popularity tags

User chooses 'what fits you' → conveys mood → Conveys intent → Lands on relevant recommendations → long taps on preferred titles to see mini clip and details → Makes selection





Success metrics

Metric type	Metric name	Definition	Why it matters
Key metric	Preview to play rate	% of users selecting a title after viewing video clip and details on the home screen	Measures if feature is helping user decide
Secondary metric	Tagged titles conversion rate	% of users selecting the tagged titles	Measures if popularity of a title actually attracts interest
Secondary metric	Mood-match click rate	% of users interested in conveying their mood and interest to get narrowed down recommendations	Measures if users are interested in saving time over free-browsing.
Guardrail metrics	Browse to play time	Time take for user to select title is same, lesser or more than before	Ensures feature does not hurt experience



Pitfalls and Mitigations

Assumption at risk	Failure mode	Impact	Likelihood	Mitigation	Detection signal	Containment/Rollback
Users want to choose quickly	They spend more time than before browsing because they get to see video clips for any title	high	Medium	Keeping the length of clip 10 sec or less	Time taken to select title does not improve	Reduce option to view clip to only top 3 titles in each category
Users will input their preferences correctly	The preferences entered is not their actual current mood/Interest	medium	medium	Show a few other options based on their viewing history, regardless of the preferences stated	Users answer the questions but do not choose from the recommendations	Limit preference based recommendations to 50% and remaining based on viewing history

Thank you

