

Features Prioritization and PRD

Assignment 1 – Phase 3

Product Analysis: Prime Video

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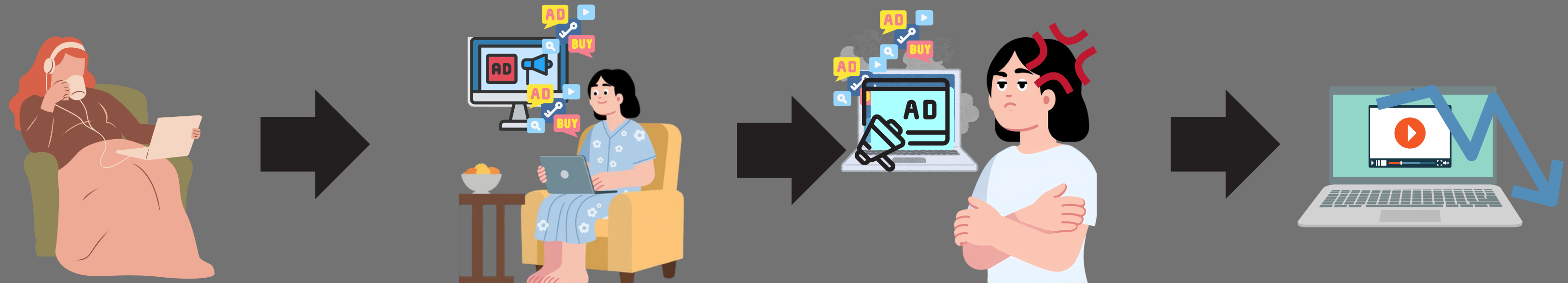
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PRD Summary

P0 Recap: Ad Interruption Impact on Retention

Prime Video subscribers experience frustration due to disruptive and repetitive ad interruptions during content consumption, leading to episode drop-offs and long-term churn risk.



Ad interruptions disrupt immersion and create frustration, increasing mid-episode drop-offs.

Lower completion rates and watch time compound into higher churn and weaker retention.

Goal : Improve subscriber retention by reducing frustration during content viewing.

From Problem to Root Causes

Ad interruptions during streaming causes frustration, negatively impact viewer immersion, lowering completion rates and contributing to retention risk.

Root Causes Behind Ad Frustration

- Poor timing (ads interrupt emotional moments)
- High frequency within a single episode
- Repetitive ads during one session
- Lack of transparency about ad load
- No user control over ad experience

Together, these factors weaken the perceived value of the subscription experience.

Brainstorming approach

- How Might We questions to reframe problems into opportunities
- Analogy Thinking inspired by Netflix and Apple TV+

- Root causes were translated into How Might We questions to systematically explore solution directions.
- Premium streaming models such as Netflix (ad-supported tier execution) and Apple TV+ (immersion-first positioning) were analyzed to derive applicable principles.

This informed a guiding principle focused on preserving viewing immersion while optimizing monetization through controlled and thoughtfully delivered ad experiences

Ad Load Optimization

(Addressing high frequency & uneven distribution)

- Cap total ad breaks per episode
- Evenly distribute ad load across a season
- Reduce ad exposure in the first 10 minutes
- Offer optional “Watch ads upfront” model

Intelligent Ad Delivery

(Addressing poor timing & context disruption)

- Implement scene-aware ad placement to avoid emotionally intense moments
- Insert ads at natural narrative pauses
- Use engagement signals to determine optimal break points

Creative Diversity & Repetition Control

(Addressing repetitive ads and creative fatigue within a session)

- Frequency cap per ad creative within a session
- Intelligent creative rotation based on user exposure history
- Suppress recently shown ads for a defined cooling-off period
- Customize creative sequencing to prevent predictable ad patterns.

Transparency & Expectation Setting

(Addressing lack of clarity around ad quantity and break timing)

- Display number of ad breaks before episode start
- Show ad countdown timer
- Provide episode-level ad load preview

User Flexibility & Trade-Off Options

(Addressing lack of user agency over ad experience)

- Limited monthly ad-skip tokens
- Option to watch ads upfront for uninterrupted viewing
- Low-ad-intensity viewing mode

Categorisation

Solution Theme	Short Description	Key Assumption	Confidence Level
Ad Load Optimization	Reduce excessive ad frequency and ensure balanced distribution across viewing experience	Lowering ad overload will directly reduce frustration without significantly harming revenue	High Confidence
Creative Diversity & Repetition Control	Limit repetitive ad exposure and increase creative variation within sessions	Reducing repetition will decrease irritation and improve ad tolerance	Low Confidence
Smart Timing & Context Awareness	Place ads at natural narrative pauses instead of emotionally intense moments	Protecting immersion through better timing will increase satisfaction and completion rates	High Confidence
Transparency & Expectation Setting	Clearly communicate ad breaks and duration before and during playback	Greater transparency will improve perceived fairness and reduce frustration	Low Confidence
User Flexibility & Control Mechanisms	Provide limited control options such as skip tokens or low-ad modes	Limited user control will improve retention without materially impacting ad revenue	Moonshot

Solution Prioritization Approach

Objective: Maximize retention impact

Method: RICE (Reach × Impact × Confidence ÷ Effort)

Solution Theme	Reach (1–3)	Impact (1–3)	Confidence (1–3)	Effort (1–3)	RICE Score	Rank
Ad Frequency Capping	3	3	3	2	13.5	
Smart Timing & Context Awareness	3	3	3	3	9	
Transparency & Expectation Setting	2	2	2	1	8	
Creative Diversity & Repetition Control	3	3	2	3	6	
User Flexibility and Control mechanism	2	3	2	3	4	

Design Approach: Mobile-First

Wireframes are designed using a mobile-first approach, as mobile accounts for the majority of active streaming sessions.

Layout and element placement may vary across larger screens (TV, tablet, desktop), but core logic remains consistent.

Prioritized Problem Areas

Rank 1: Ad Frequency Capping

Controls the number of ad breaks per session to reduce ad overload and viewing fatigue.

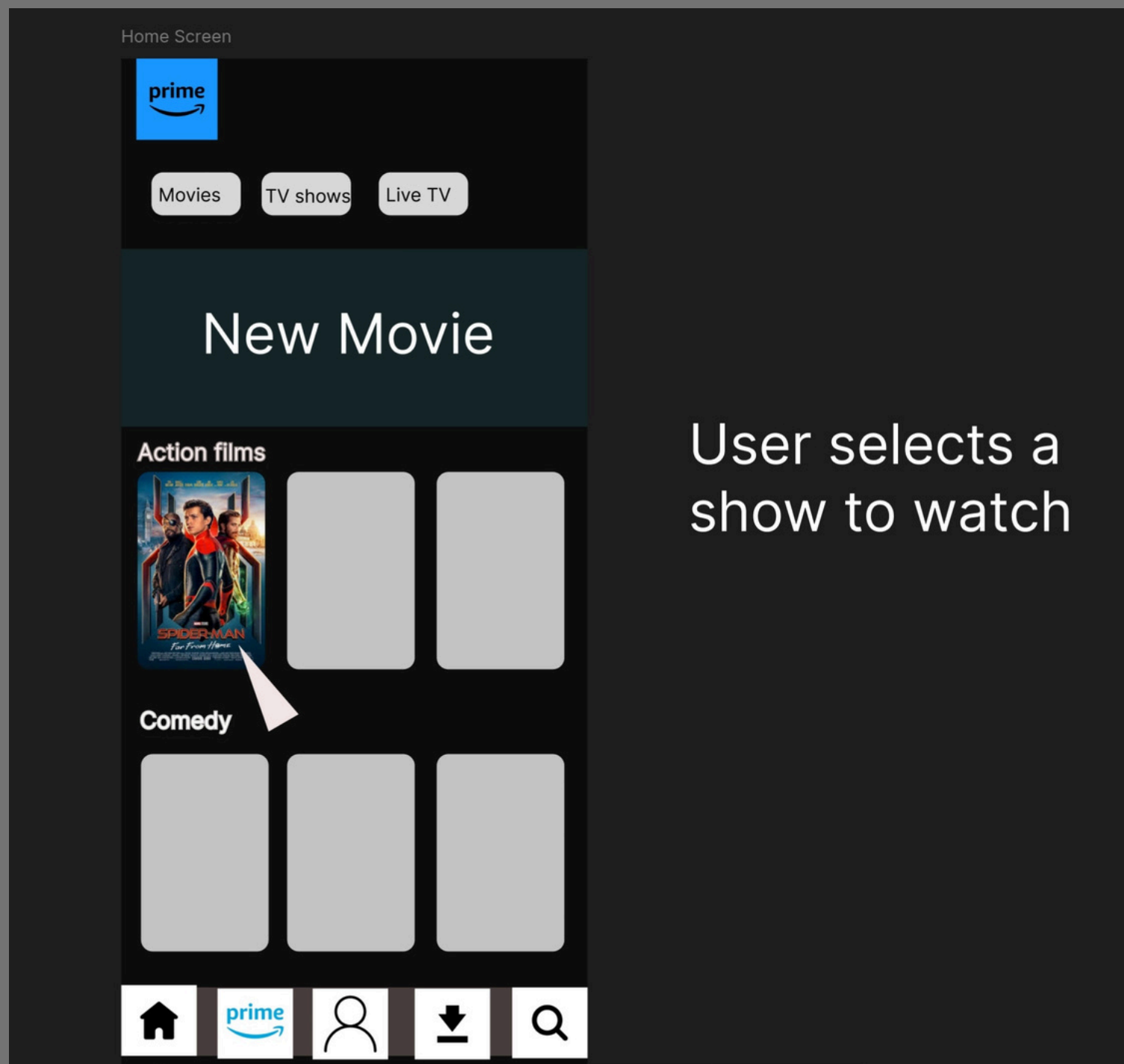
Rank 2: Smart Timing & Context Awareness

Uses content-aware detection to insert ads at natural scene transitions, minimizing immersion disruption.

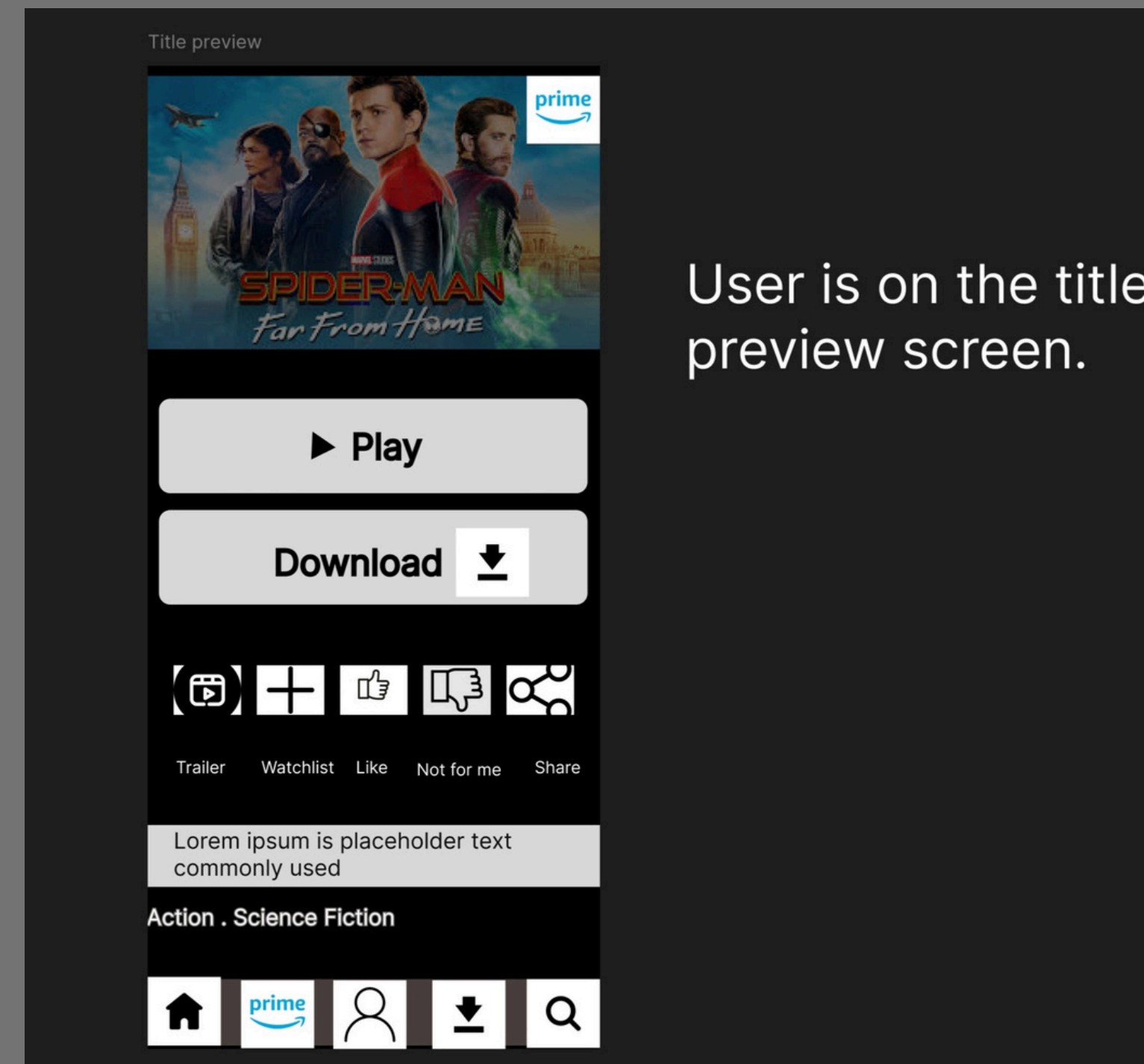
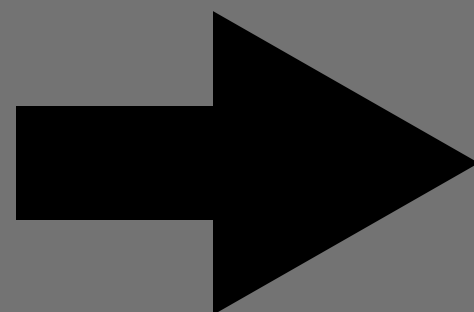
The following wireframes demonstrate how:

- Ad exposure is limited within a session
- Ad placement adapts to scene intensity
- User experience improves without fully sacrificing monetization

User Flow and Wireframes

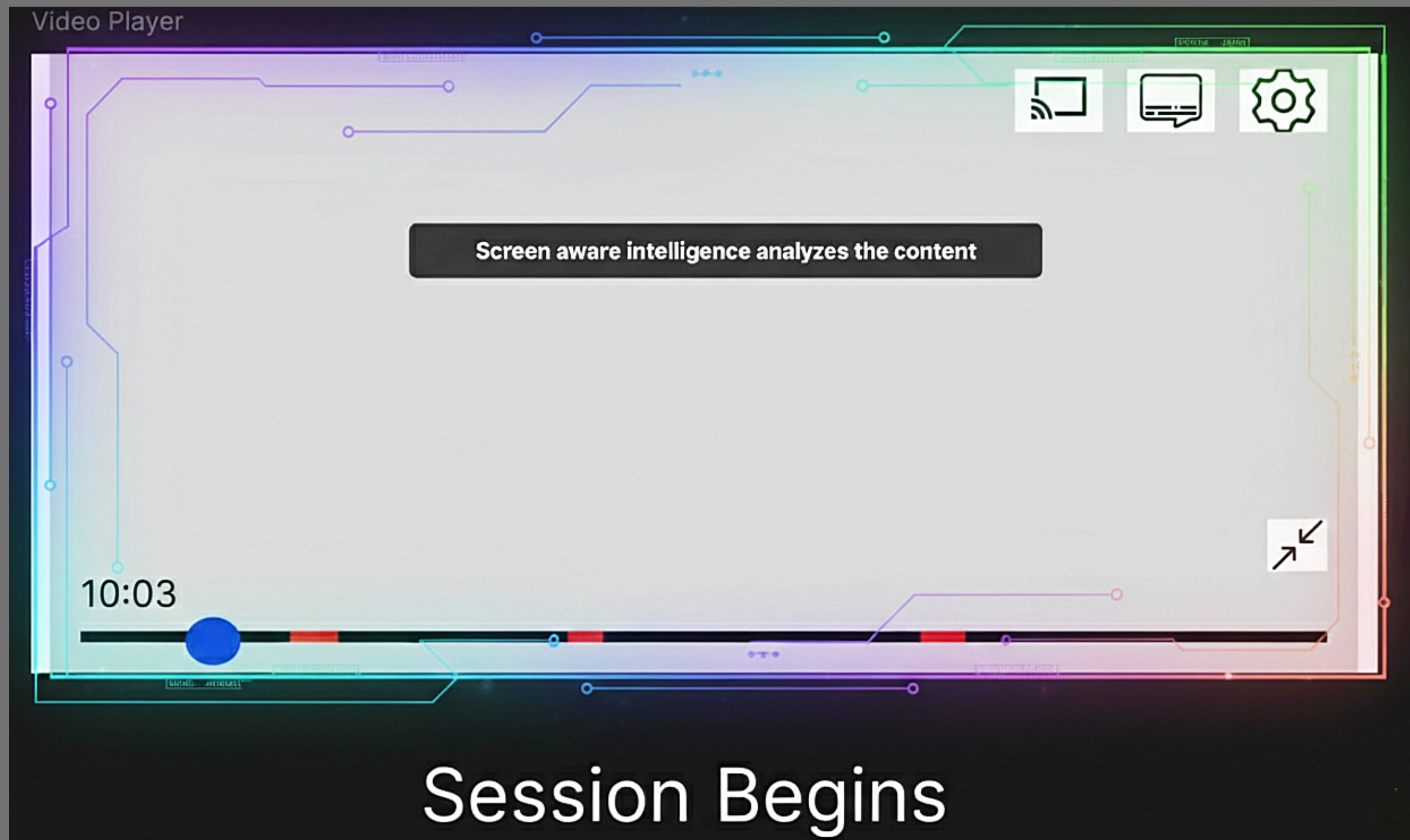


User browses content and selects a title to watch.



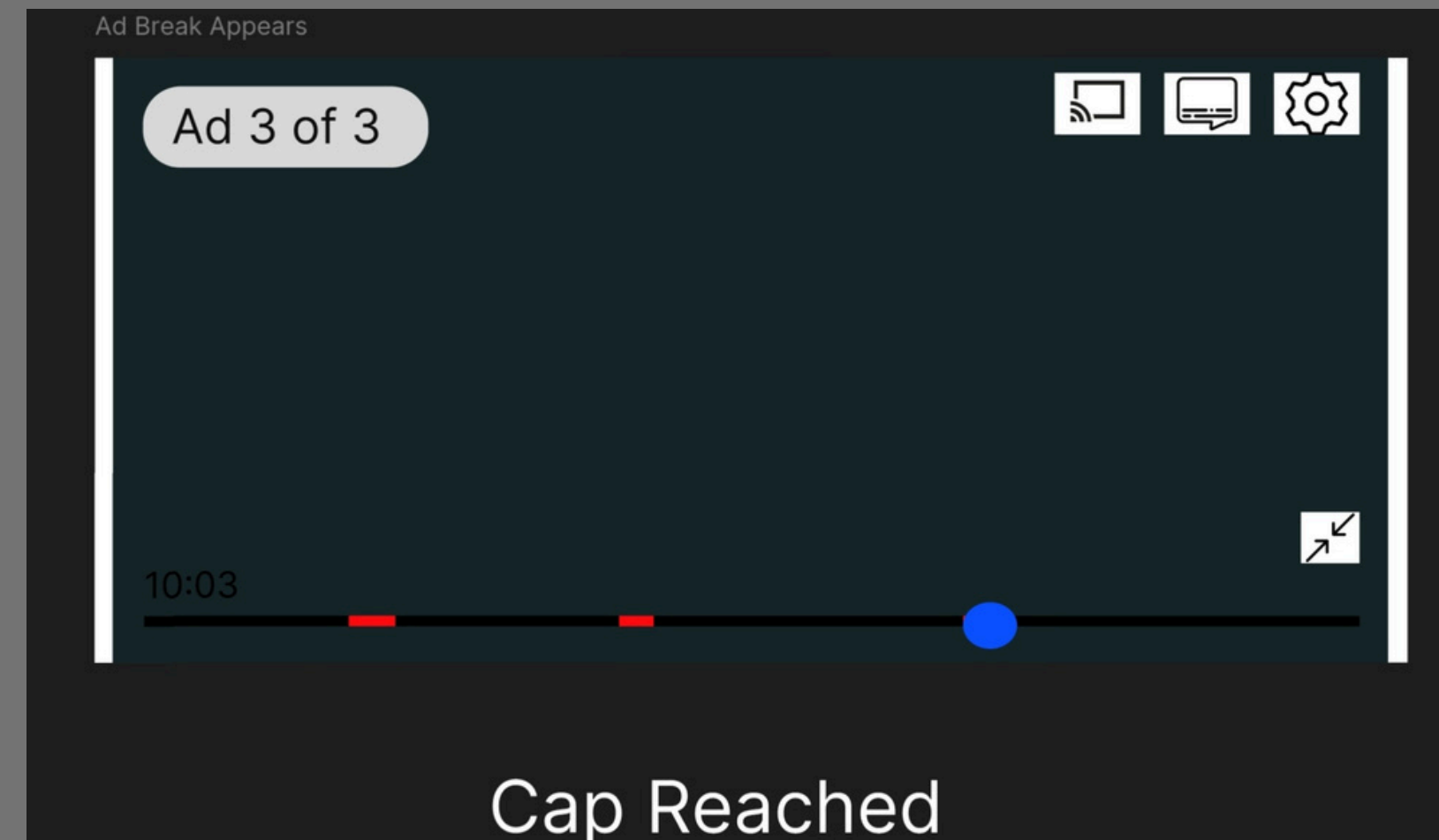
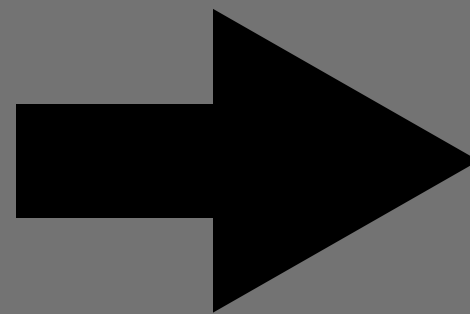
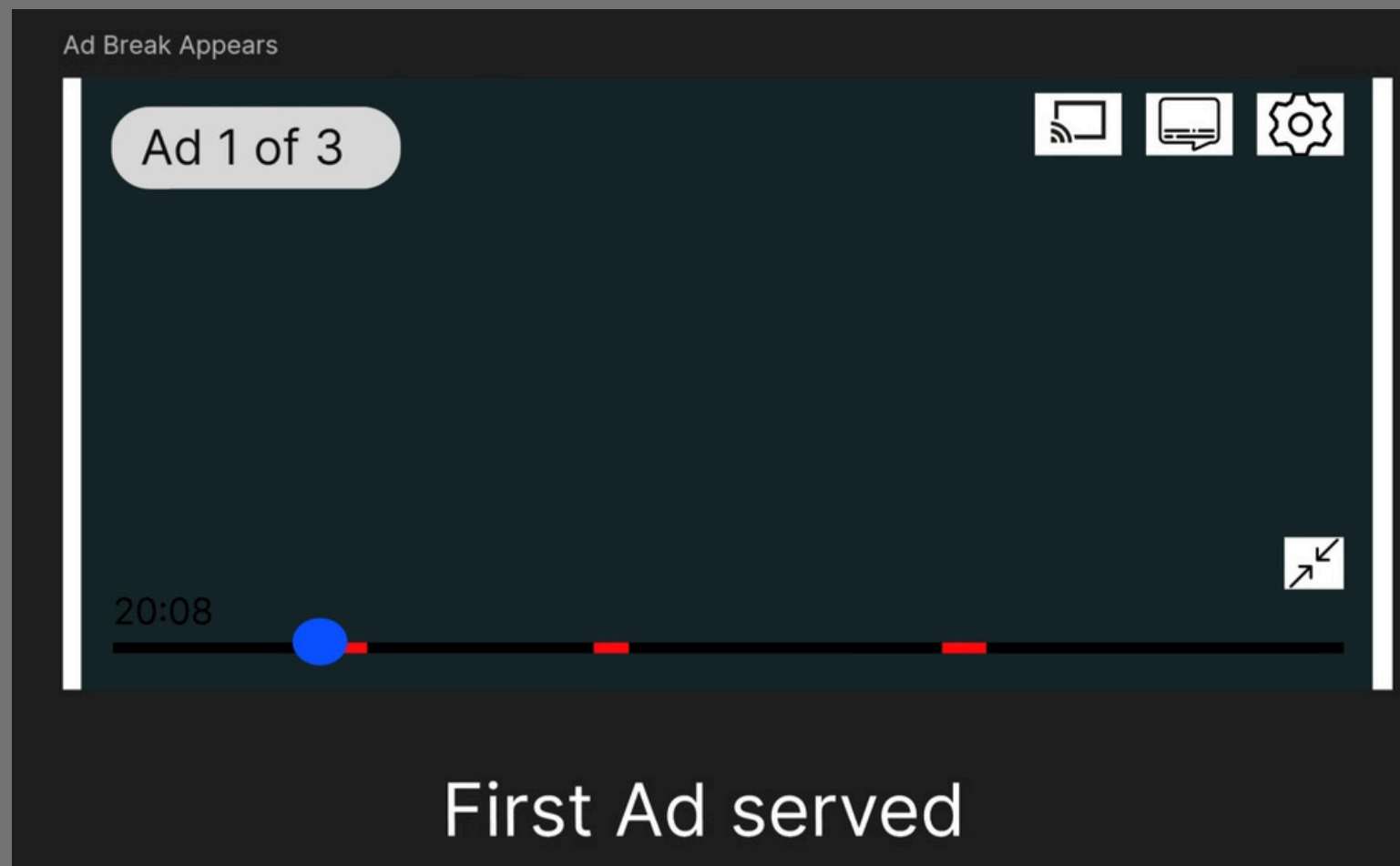
User reviews title details and initiates playback, starting a new viewing session.

User Flow and Wireframes



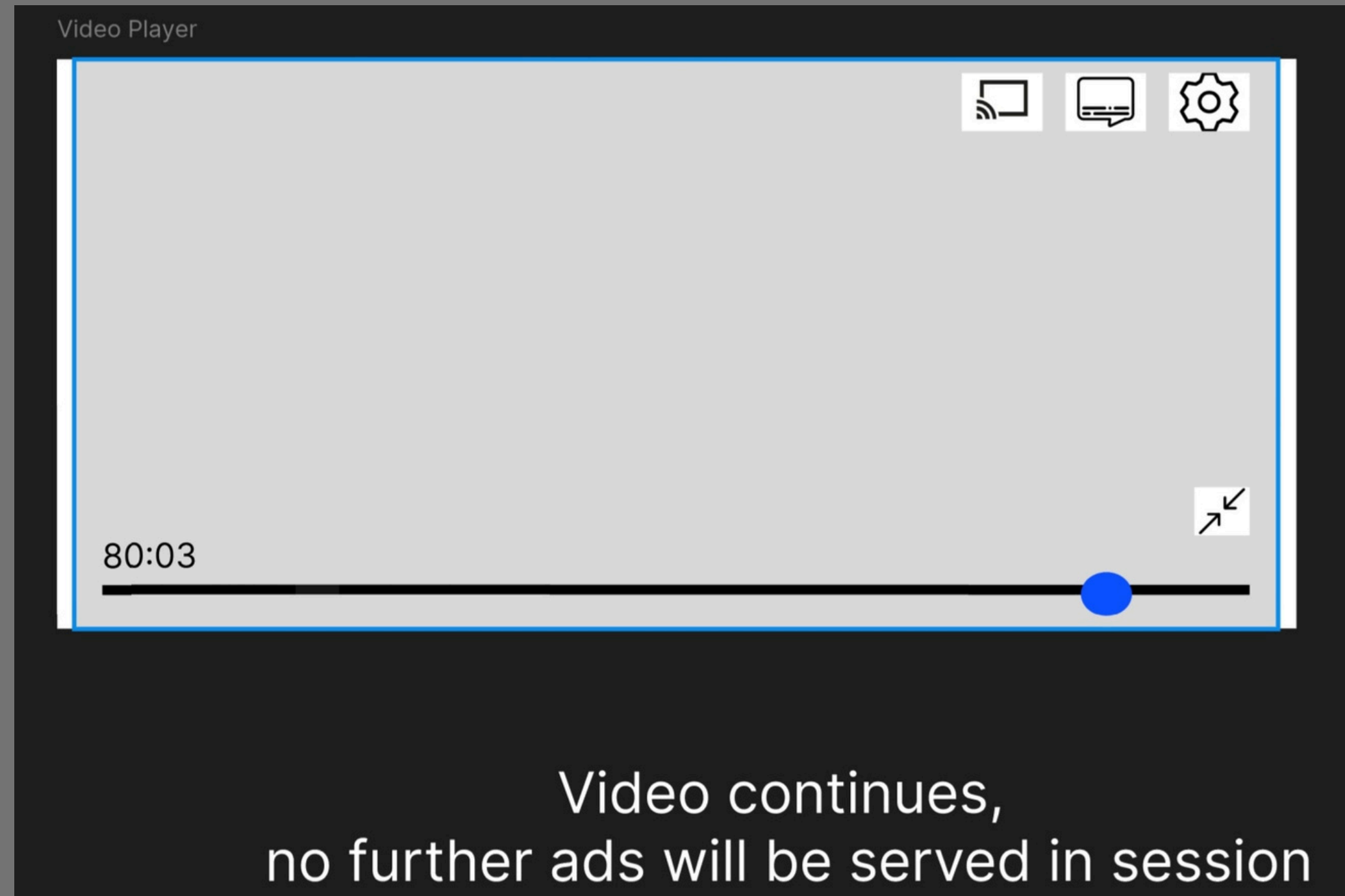
System analyzes scene transition, story intensity and dialogue pace to detect optimal ad insertion points.

User Flow and Wireframes



Ad triggered at natural scene break to reduce immersion disruption.

User Flow and Wireframes



After the session cap is reached, additional ad requests are suppressed, allowing uninterrupted viewing.

User continues streaming without further ad interruptions, improving overall session experience.

Success Metrics

	Metric Type	Metric Name	Definition	Why it Matters	
	Key Metric	30-Days Retention Rate for Ad-Supported user group	Percentage of ad-supported subscribers active 30 days after exposure to optimized ad experience	Directly measures whether improvements in ad experience reduce churn	
	Secondary Metric	Ad Repetition Rate per User	Average number of times the same ad creative is shown to a user within a defined time window	Confirms whether frequency capping effectively reduces overexposure	
	Secondary Metric	Session Abandonment During Ad Breaks	Percentage of sessions where users exit during or immediately after an ad break	Indicates whether ad irritation is decreasing in-session drop-offs	
	Secondary Metric	Average Watch Time per Session	Average minutes watched per session after implementation	Higher watch time signals improved viewing experience and reduced frustration	
	Guardrail Metric	Ad Revenue per User	Average advertising revenue generated per ad-supported user	Ensures retention gains do not materially reduce monetization	
	Guardrail Metric	Effective CPM (eCPM)	Revenue earned per 1,000 ad impressions	Protects advertiser value and platform pricing power	

Key Risks & Mitigation Plan

Based on our RICE prioritization framework, Ad Frequency Capping emerged as the highest-scoring PO solution. However, its success depends on several critical assumptions that must hold true.

Core Assumptions

- Ad repetition is a primary driver of churn, not the presence of ads itself.
- Reducing repetition will improve perceived experience and retention.
- Revenue impact will be limited, as improved retention offsets slight impression reduction.
- Frequency caps can be reliably enforced at scale despite variable viewing behavior.

Key Risks & Mitigation Plan

Assumption at Risk	Failure Mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (Practical)	Detection Signal (Metric)	Containment / Rollback
Repetition drives churn	Retention does not improve after reducing repetition	High	Medium	A/B test multiple cap thresholds before full rollout	30-Day Retention Rate (Ad Tier)	Revert to previous cap level
Revenue impact will be limited	Ad Revenue per User declines materially due to fewer impressions	High	Medium	Pilot on limited traffic (20%); protect premium inventory	Ad Revenue per User (ARPU)	Adjust cap thresholds upward
Reduced repetition improves perceived value	Users still report high ad fatigue or abandon sessions	Medium	Medium	Run quick in-app perception survey during pilot	Session Abandonment Rate	Reassess cap level or ad mix
Frequency caps can be reliably enforced despite variable viewing patterns	Inconsistent enforcement across volatile sessions; users still see repeated ads	Medium	Medium	Start with session-level caps; QA monitoring before scale	Ad Repetition Rate per Session	Pause rollout; fix enforcement logic

PRD-:Product Requirement Document & User Stories

PRD

https://docs.google.com/document/d/17zNtHt1m_2czfopmELQgsi2atglAGpYMKtveVXYvVKA/edit?usp=sharing

User Stories

<https://docs.google.com/document/d/1OauSWVAULDtiBpL4aHcS2YB16l8gBPQtmKYNLvX8X14/edit?usp=sharing>

Thank You

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