

Assignment 1 - Phase 1

Product - Netflix

Step 1 - Flow & Friction

Flow 1: Netflix Onboarding Flow

(Signup → Select Plan → Payment → Setup Profile)

What Works:

1. Trending content visible before signup
 - Even without an account, the homepage shows trending titles in your country.
 - This creates FOMO as users don't want to miss what everyone is watching.
2. Low friction authentication
 - Instead of the long traditional flow (enter email → create password → verify → login), **Netflix** sends a sign-in link directly to the email first.
 - The option for signing up with a password is also present for users to opt.
 - This reduces the friction and ensures quick and seamless onboarding

Friction:

1. Onboarding also includes additional steps apart from account creation
 - After signup, users have to set up their profile and preferences to help **Netflix** tailor recommendations.
 - For users who came with a "I just want to start watching now" mindset, the onboarding may feel long
2. Visual Inconsistency
 - **Netflix's** core interface is black + red cinematic aesthetic.
 - The onboarding screens use white + red, feeling detached from the immersive entertainment vibe.

Flow 2: Netflix Discovery Flow

(Home → Browse Categories → Search (Optional) → Watch)

What Works:

1. Personalized recommendations from first session
 - Based on the shows you choose during onboarding, **Netflix** provides recommendations tailored to your tastes.

- This creates a smoother user experience.
2. Hero Section Preview
 - The hero section auto-plays a show preview as soon as you land on the home page.
 - This pulls the user in and switches him from “browsing mode” to “watching mode” instantly.

Friction:

1. Too many categories to choose from
 - The abundance of content sections on the home page (e.g. Top Picks, Trending, etc.) can overwhelm users, potentially resulting in decision paralysis.

Flow 3: Netflix Content Watching Flow

(Play → Pause / Exit → Return → Continue Watching → Autoplay Next)

What Works:

1. “Continue Watching” appears at the top
 - Users can instantly resume what they were watching without searching or navigating.
 - This ensures a smooth & quick experience for returning users.
2. Seamless resume & autoplay experience
 - **Netflix** remembers the exact timestamp where playback stopped.
 - When an episode ends, the next one starts automatically with a countdown.
 - This makes the flow efficient and reduces friction
3. Pause screen surfaces contextual information
 - When paused, **Netflix** displays show title & description.
 - This may help people around you identify the show, potentially creating more buzz around it.

Friction:

1. Cluttered Sections
 - When multiple people use the same profile, the “Continue Watching” section becomes cluttered with shows the primary user never started.
 - This makes it harder for them to find the content they actually want to resume, increasing friction

Step 2 - Company Context

Mission:

To become synonymous with entertainment.

Revenue Stream:

1. Tier-based subscription model
2. Licensing and merchandising of Netflix Originals.

Value Proposition

1. User Value: Users get relevant high quality entertainment from the comfort of their home
2. Business Value: It grows the business by driving subscription revenue through effortless access to binge worthy content

Differentiators:

1. Amazon Prime Video → Entertainment bundled with music & shopping convenience
 - Netflix stands out by solely focusing on entertainment provision.
 - The widespread use of the phrase “Netflix & Chill” reflects Netflix’s cultural significance, distinguishing it from all other streaming platforms.
2. Disney+ / JioHotstar → Family Friendly Content
 - Netflix differentiates by building a *diverse and adult-friendly catalog* across genres and regions rather than leaning on family franchises.
3. HBO → Weekly episodes
 - Netflix relies on full-season drops being the first platform to popularize binge watching
 - While some competitors allow binge-watching as well, Netflix designs for binge-watching.

Step 3 - Feature Reverse Engineering

Feature 1: Netflix Manage Profiles

Problem It Solves:

Users don’t want their recommendations, watch history, or “Continue Watching” list to be influenced by what others in the household are watching.

How It Works:

When signing in, Netflix prompts the user to choose a profile. Each profile stores unique viewing history, watchlist & recommendations.

Why It Works:

1. For Users: It makes the viewing experience tailored to a specific person’s preferences.
2. For Business: A personalized experience keeps users returning to the app because there’s always something new waiting for them in their watchlist.

Feature 2: Netflix Continue Watching

Problem It Solves:

When users stop a show midway, they don't want the hassle of searching for the title again, scrolling through episodes, or scrubbing to find the exact timestamp where they left off.

How It Works:

The home screen prominently displays a “**Continue Watching**” row that stores unfinished movies and shows.

When the user selects a title, playback starts instantly from the exact timestamp they paused

Why It Works:

1. For Users: It removes effort when returning to a show, making it easy to pick up exactly where they left off even after days or weeks.
2. For Business: Reduced friction encourages users to pick up right where they left off, increasing watch time and ultimately supporting subscription renewals.

Feature 3: Netflix Children's Section

Problem It Solves:

Parents don't want their children accidentally exposed to age-inappropriate or unsafe content.

How It Works:

On sign-in, Netflix asks “**Who's watching?**” and displays dedicated Kids profiles. Selecting the Kids profile takes the viewer to a **curated children-only experience**

Why It Works:

1. For Users: Parents gain peace of mind because their children watch only age-appropriate, safe and curated content without constant supervision.
2. For Business: Serving children creates multi-audience value within the same household, increasing daily active usage across age groups and strengthening long-term subscription retention.

Step 4 - User Segmentation

1. Grown Ups

- **Pop Culture Fans:** Users who want to stay updated, watch what everyone is talking about, and not miss cultural moments.

Key Needs: A catalog with the latest, most talked-about shows and movies.

User Problems:

- **Netflix** doesn't always secure rights to every trending title, which may cause dissatisfaction.
 - Trends vary by geography; some global hits may arrive late or not at all.
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- **Specific Content Watchers:** People who open **Netflix** with a clear title in mind (e.g., a trending show or a highly recommended movie).
Key Needs: The specific content they want should be available instantly.
User Problem:
 - When the title isn't available due to licensing constraints, they may leave the platform.
 - Regional content availability changes may cause confusion.
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- **Casual Browsers:** People who open **Netflix** without knowing what they want to watch. They just want to watch something good.
Key Needs: Strong & relevant recommendations they can just start watching
User Problem:
 - Too much content makes it hard to pick something causing decision paralysis.
 - Recommendations can feel repetitive or "off" if taste changes over time.
 - No content available for the user if he just wants to view something short for snack time watching.
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- **Casual Gamers** (*Listed here as it's unavailable in Kid's Profile. But kids may play*) : People who occasionally play **Netflix's** mobile/TV games for fun which also includes games based on **Netflix** Originals.
Key Needs: Easy access to fun, recognizable games for downtime.
User Problems: Limited game catalog may reduce usage.
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2. **Kids:** Children who need safe content; parents need peace of mind.
Key Needs: A safe, age-appropriate catalog they can enjoy guilt-free.
User Problem:
 - Lack of their favourite shows creates frustration.
 - Younger kids may struggle with navigation inside the Kids UI.
 - Excessive bingeing may worry parents as there is no time restriction for kids.

Step 5 - Problem Hypothesis

Problem 1:

Casual Browsers struggle to choose something to watch because the large volume of content triggers decision paralysis, leading to long browsing sessions or session abandonment without viewing anything.

Why I Picked This:

Reducing time to find content is directly tied to higher content completion, binge frequency and retention. When users spend more time browsing than watching, they lose trust in the recommendations and become less likely to return.

Priority: High

Gut Confidence: Medium

Problem 2:

Casual Browsers struggle to find short, low commitment content during snack time viewing, which leads them to switch to platforms like YouTube instead of staying on **Netflix**.

Why I Picked This:

Short form consumption behaviour is increasing across platforms. **Netflix** does not currently serve “micro moment viewing” needs, resulting in lost viewing hours and weakened habit formation.

Priority: Medium

Gut Confidence: Medium