Assignment 1 - Phase 3

Product - Netflix

Step 1 - Brainstorming Solutions

Root Cause Analysis

Decision paralysis is primarily driven by:

- Too many options shown at once
- Repetitive recommendations
- Lack of clarity on what fits the current viewing context
- High cognitive effort during browsing

How Might We?

The following HMW questions were derived from observed user behaviors such as long browsing times, session abandonment, and platform switching:

- How might we help users decide what to watch faster without overwhelming them?
- How might we adapt discovery to session context (short vs long viewing)?
- How might we reduce cognitive load during browsing?
- How might we increase user confidence before they start watching?

Solution Brainstorming:

Solutions	Description	Key Assumptions	Confidence
Context-Aware Home Feed	Homepage adapts based on session context (time, duration, past behavior)	Context can be inferred accurately	High
Smart Play Button	One-tap “Play Something” that starts content immediately	Users trust Netflix to decide	Medium

Reduced Choice Layout	Fewer visible rows by default to lower cognitive load	Less choices will reduce paralysis	Medium
Quick Watch Mode	Dedicated section for short, low-commitment content	Users want explicit short sessions	Low
Conversational AI Assistant	Chat-based content recommendation	Users prefer reccos from a trusted friend within the app environment.	Low
Session Intent Selector	At the start of the session ask the user about their goal and recommend accordingly	Users want content curated based on their session habits	Low
Paralysis Detection	If users spends too much time scrolling, Netflix proactively suggests - Want me to pick something for you?	Users want a helping hand to help with paralysis	High
Community Behavior Indicators	“People who watch__ also liked__” OR “__ % of people who watched this, liked it”	Social proof will increase confidence in starting content	High

Step 2 - Prioritization

Prioritization Framework - ICE

The **ICE framework** was used to evaluate each solution based on:

- **Impact** – Expected impact on reducing decision effort and session abandonment
- **Confidence** – Strength of validation from user research
- **Effort** – Relative implementation complexity

Scoring Scale:
Low = 1 | Medium = 2 | High = 3
ICE Score = (Impact × Confidence) ÷ Effort

Solutions	Impact	Confidence	Effort	ICE Score
Context-Aware Home Feed	3	3	2	4.5

Paralysis Detection	3	3	1	9.0
Smart Play Button	2	2	1	4.0
Reduced Choice Layout	2	2	1	4.0
Community Behavior Indicators	2	3	2	3.0
Quick Watch Mode	2	1	2	1.0
Conversational AI Assistant	3	1	3	1.0
Session Intent Selector	2	1	2	1.0

Top Solutions:

P0 - Paralysis Detection
Detect prolonged browsing behavior and proactively offer to pick content for the user.

Reasoning:

- Directly intervenes at the moment decision paralysis occurs
- Strongly backed by observed user behavior
- Low effort with high potential impact

P1 - Context-Aware Home Feed
Homepage dynamically adapts recommendations based on inferred session context such as time of day, expected session duration, and recent viewing behavior.

Reasoning:

- Reduces decision overload **before** paralysis occurs
- Aligns content with user intent (short vs long sessions)

P2 - Smart Play Button
A one-tap “Play Something” button that intelligently selects and starts relevant content for the user.

Reasoning:

- Offers a fast escape hatch for users who don’t want to browse
- Complements Paralysis Detection by enabling instant playback

P3 - Conversational AI Assistant (Netchick - A Chicken mascot)
A chat-based conversational assistant (“Netchick”) that helps users discover content through natural language interaction by understanding preferences, mood, and intent in real time.

Reasoning:

- Has high potential to provide personalized, guided discovery beyond static recommendations
- Better suited for users who want active recommendations rather than passive browsing
- Once content discovery friction is reduced, Netchick can serve as an advanced discovery layer for Intent Users and power users who want deeper control and explanation.

Step 3 - Wireframing

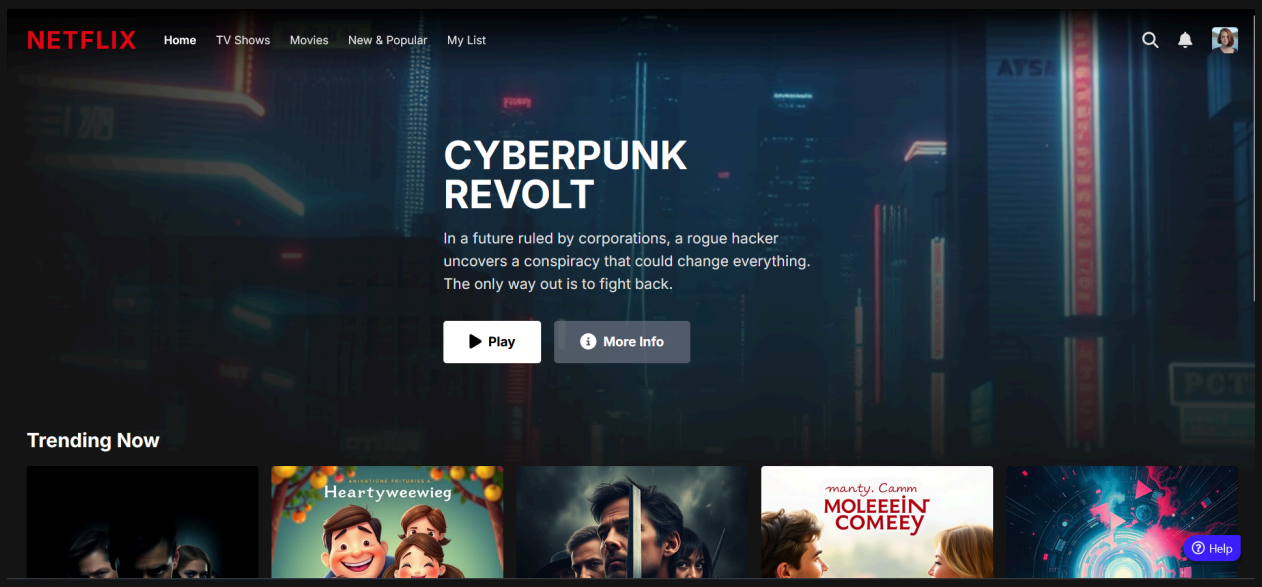
P0 - Paralysis Detection

User Context

- User opens Netflix with no specific intent
- User has been browsing content for several minutes without starting playback
- User is experiencing decision paralysis due to too many choices

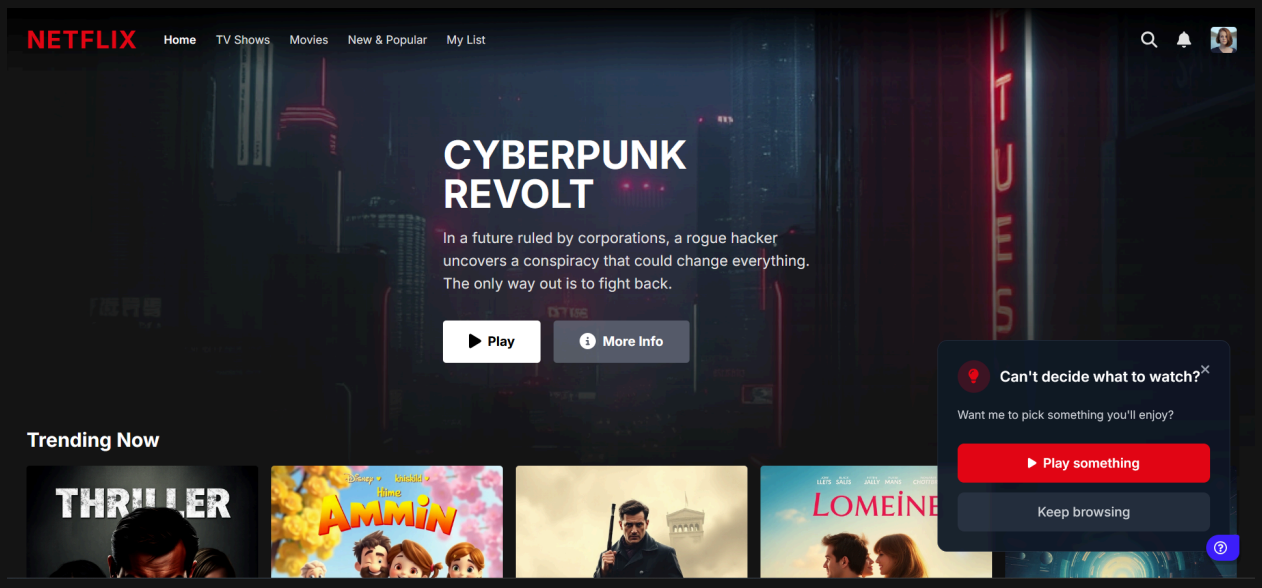
Screen 1 - Default Homescreen

- User sees a Netflix-style home feed with limited content rows
- User scrolls and previews content but does not select anything



Screen 2 - Paralysis Detection

- After prolonged browsing, a subtle overlay appears
- Prompt: *“Can’t decide what to watch?”*
- Two CTAs shown:
    - **Primary:** Play something
    - **Secondary:** Keep browsing



Screen 3 - Playback Start

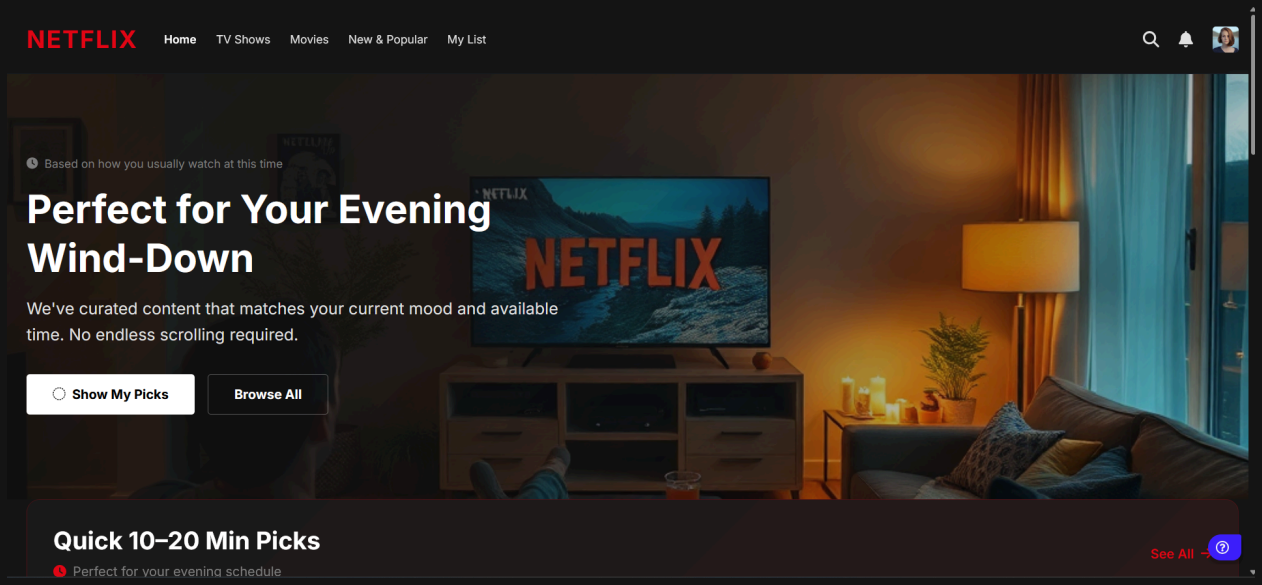
- User selects “Play something”
- Recommended content starts playing immediately

P1 - Context-Aware Home Feed

User Context

- User opens Netflix during lunch hours for a short viewing session.

Screen 1 - Home feed adapts to short-session content

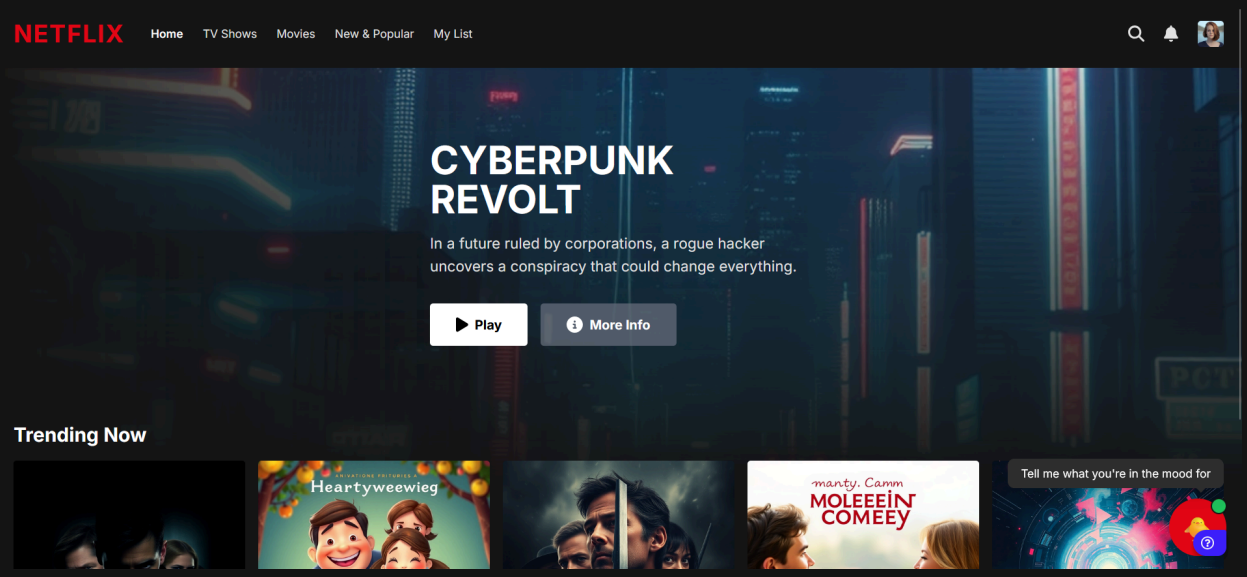


P3 - Netchick the AI assistant

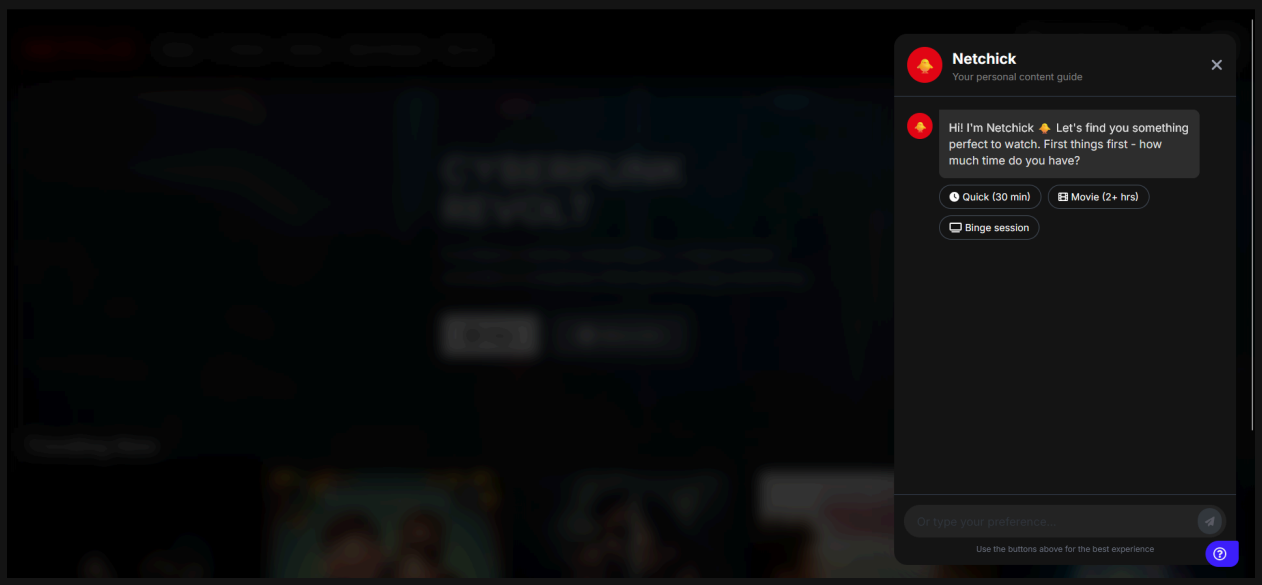
User Context

- User wants guided recommendations instead of browsing.

Screen 1 - “Ask Netchick” icon on the home screen



Scream 2 - “Ask Netchick” panel



Step 4 - Success Metrics

Goal

Reduce decision paralysis for Casual Browsers and improve session success and retention.

Metrics Table - Paralysis Detection

Metric Type	Metric Name	Definition	Why It Matters?
Key Metric	Time to First Play	Average time taken from app open to content playback	Direct measure of decision effort; lower time indicates reduced paralysis
Secondary Metric	Session Abandonment Rate	% of sessions that end without any playback	High abandonment indicates unresolved decision paralysis
Secondary Metric	Average Watch Time per Session	Average minutes watched after playback starts	Ensures faster decisions don't compromise content relevance
Guardrail Metric	Intervention Dismissal Rate	% of users dismissing the paralysis detection prompt	Detects annoyance or mistimed intervention
Guardrail Metric	Early Playback Drop-off Rate	% of sessions where playback stops within first 2 minutes	Ensures recommended content maintains trust and quality

Step 5 - Pitfalls & Mitigation

Objective

To identify potential risks associated with the P0 solution (Paralysis Detection), assess their likelihood and impact, and define clear mitigation and monitoring strategies.

Mitigation Table - Paralysis Detection

Assumptions at risk	What could go wrong	Impact / Likelihood	Mitigation Strategy	Detection Signal

Users find the intervention annoying	Users dismiss the prompt repeatedly and feel interrupted	H / M	Trigger only after prolonged browsing; show once per session	High dismissal rate
Incorrect paralysis detection	Prompt appears too early or too late	M / M	Tune thresholds via A/B testing and behavioral data	High dismissal rate
Loss of user autonomy	Users feel Netflix is forcing content	H / L	Make intervention fully optional and dismissible	Negative feedback & high dismissal
Poor content selection	Suggested content feels irrelevant	H / M	Use high-confidence signals (recent views, likes)	Early playback drop-off rate

Step 6 - Product Requirement Document

This section outlines the execution approach for the P0 solution. A detailed Product Requirements Document (PRD) will be created separately and linked here.

Problem Recap

Casual Browsers frequently abandon sessions due to decision paralysis caused by discovery overload.

Proposed Solution (Summary)

Detect prolonged browsing behavior and gently prompt users with an optional intervention to help them start watching content without forcing a decision.

PRD Link

PRD Assignment 1 - Phase 3 - Shrinivas_C48