Phase 3

Validated problem statement:

The abundance of recommendations on Netflix is overwhelming users, making it challenging for them to decide what to watch -> leading users to take > 5 minutes just to pick a movie

Root causes (why this exists?):

- Lack of understanding of user's mood
- Confusion due to the numerous similar recommendations
- No user ratings available to shortlist faster
- Lack of ability to understand how much time user wants to spend at that moment
- No quick filtering options for moment-based needs
- Endless scrolling down with multiple overlapping sections

Brainstorm solutions against each root cause:

Solution	Short Description	Key Assumption	Category
Mood Identifier	Prompt the user to provide the mood and understand the motivations of user before suggesting the recommendations – Is the user looking for any short series/ there for Binge watch etc	User chooses different types of content based on the mood and environment	High Confidence
Ratings & Reviews	Provide the content rating, number of reviews to user for better decision making	Higher rating shall imply better content	High Confidence
Filter based Mood search & Recommendations	Enable the user to filter content based on current mood – Time commitment, Movie length, Emotional state etc	Mood filters shall reduce the ambiguity and help in decision making	Medium Confidence

AI Chatbot to suggest content	Use AI to take inputs from user and suggest content based on the inputs provided	User can provide inputs to chatbot	Medium Confidence
Introduce Movie shorts	Create a story with multiple short form content recommendation videos	User's attention span is less	Medium Confidence
Community creation	Implement a community system within Netflix to bring people together and recommend content to each other	Users trust their friend's suggestion more than AI	Medium Confidence
Improve Transparency	Explain user about reasoning behind the recommended content in a detailed manner	User likes to see why certain content has been recommended	Low Confidence
Partner with Online review agencies	Create list of reviews provided by trusted organizations for all the content – Enables user to feel confident about the chosen item to watch	User has time to observe the reviews	Low Confidence
Emotional feedback collection	After user has watched any content, collect emotion feedback and display content accordingly	User likes to provide feedback after watching content	Low Confidence
Recommendation based on External factors	Understand the user calendar, seasonal moods, festivals and suggest content	User likes to watch content based on the environment	Medim Confidence

Prioritization:

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Notes
AI based Mood Identifier	2	3	3	2	9	Use AI to recommend content based on the inputs provided by users
Ratings & Peer Reviews	3	1	2	1	6	Impact can be lesser as this feature is just to display rating but not suggest based on the motivation of user
Filter based Mood search & Recommendations	1	2	3	2	3	Reach of this feature can be less because user might not want to go to filters and select the parameters
AI Chatbot to suggest content	1	3	3	3	3	Efforts will be higher as it involves building AI system
Introduce Movie shorts	3	2	3	3	6	This will reach many users because of less attention span
Community creation	1	2	2	2	2	Reach might be less as there are other platforms also to share about content
Improve Transparency	2	1	2	1	4	Less efforts as this is just to display more information about reasoning
Partner with Online review agencies	2	1	2	2	2	Impact can be less as the user need to trust the reviews

Emotional feedback collection	2	1	2	1	4	This needs less efforts because of simplicity in implementation
Recommendation based on External factors	2	1	2	2	2	Need to connect to other data sources like calendar, weather APIs. Hence might require more efforts

Preferred Solution: Curated Recommendations through AI based Mood Identifier

Key Metrics to track:

Metric Type	Metric Name	Definition	Why it matters
Key metric	Mood-Driven Watch Rate	Percentage of users who watch the content after selecting it through Mood.ai	Measures directly if the user is getting value from the feature
Secondary Metric	Time taken to choose a movie through Mood.ai	Average time taken by a user to select and watch a movie through the feature	This indicates whether user is spending less or more time to watch content when compared to earlier versions
Secondary Metric	User Feedback	Percentage of users who felt recommendations are relevant	This will tell us if the recommendations provided are actually useful for user or not
Guardrail Metric	Mood.ai drop off rate	Percentage of users who receive recommendations through the feature but do not watch and go back to other tabs	This could indicate that user engagement is dropping and users are not able to find the recommendations useful

Identify Pitfalls & Mitigations:

Assumption at risk	**Failure mode**	**Impact (H/M/L)**	**Likelihood (H/M/L)**	**Mitigation (practical)**	**Detection signal (metric)**	**Containment / rollback**
User is willing to spend time to suggest the mood	User does not provide the details correctly	High	Medium	Monitor the Time spent by user to provide the inputs and if it's less than certain threshold	Time spent by user to receive recommendations	Check with reduced number of filter options
AI shall provide relevant recommendations based on user's inputs	AI provides irrelevant suggestions	High	Low	Test the AI Recommendation Engine for all the scenarios	User not watching from relevant recommendations	Improve the Recommendation Engine
User is able to identify the current mood	User cannot find relevant mood in the options provided	Medium	Low	Add wide variety of moods but do not confuse the user	User taking more time than a threshold to select the mood	Reassess all the moods again and update them