

INDUSTRY PROJECT 3 - CONTENT BASED PRODUCT



PRESENTED BY HARSHA, NIRAJ, PRANAV & PRATISH



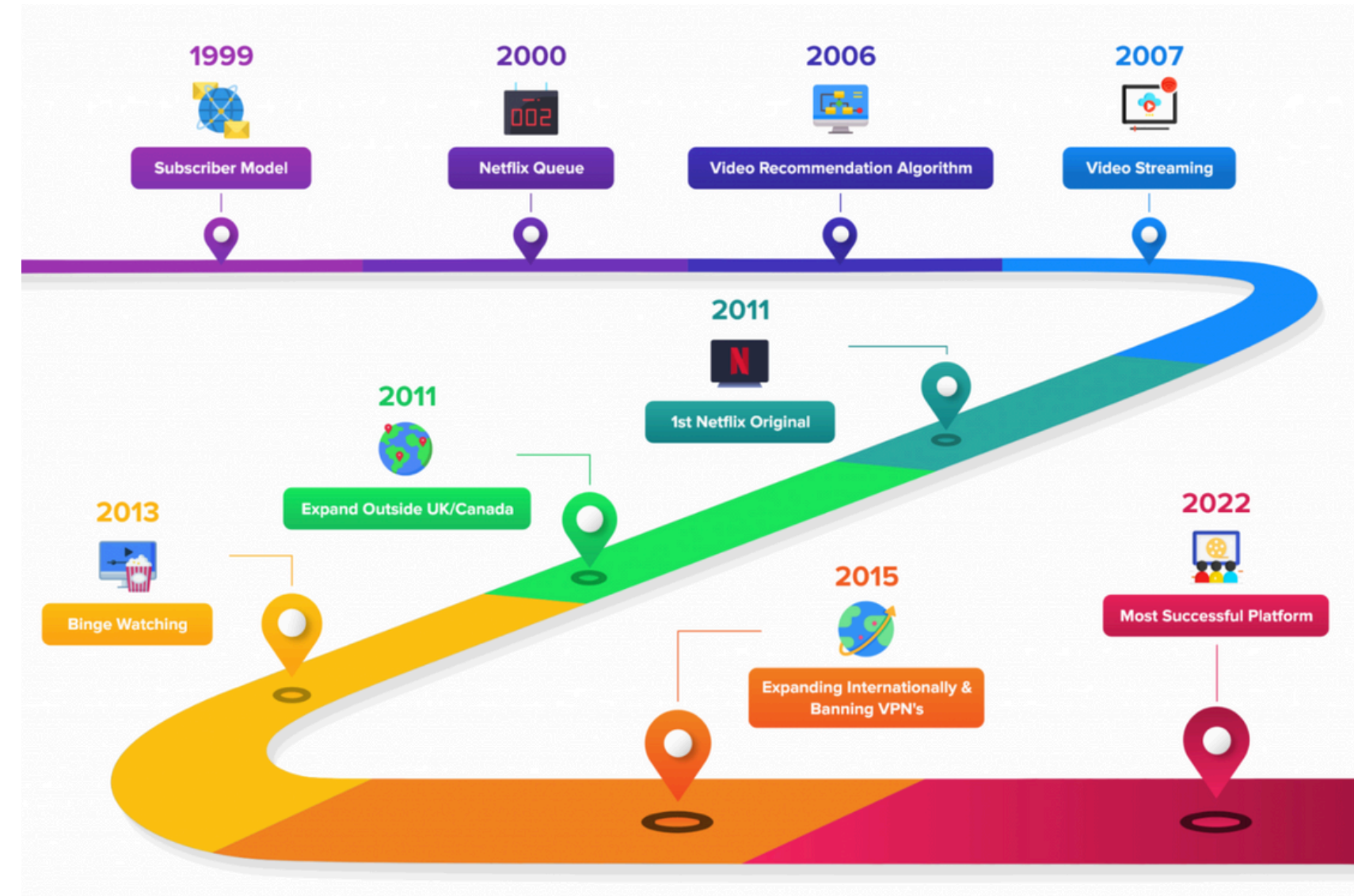
THE OTT DISRUPTOR

Mission

"We promise our customers stellar service, our suppliers a valuable partner, our investors the prospects of sustained profitable growth, and our employees the allure of huge impact."

Vision

Becoming the best global entertainment distribution service. Licensing entertainment content around the world, creating markets that are accessible to filmmakers and helping content creators around the world to find a global audience. The brand promise is a quest.



About Netflix



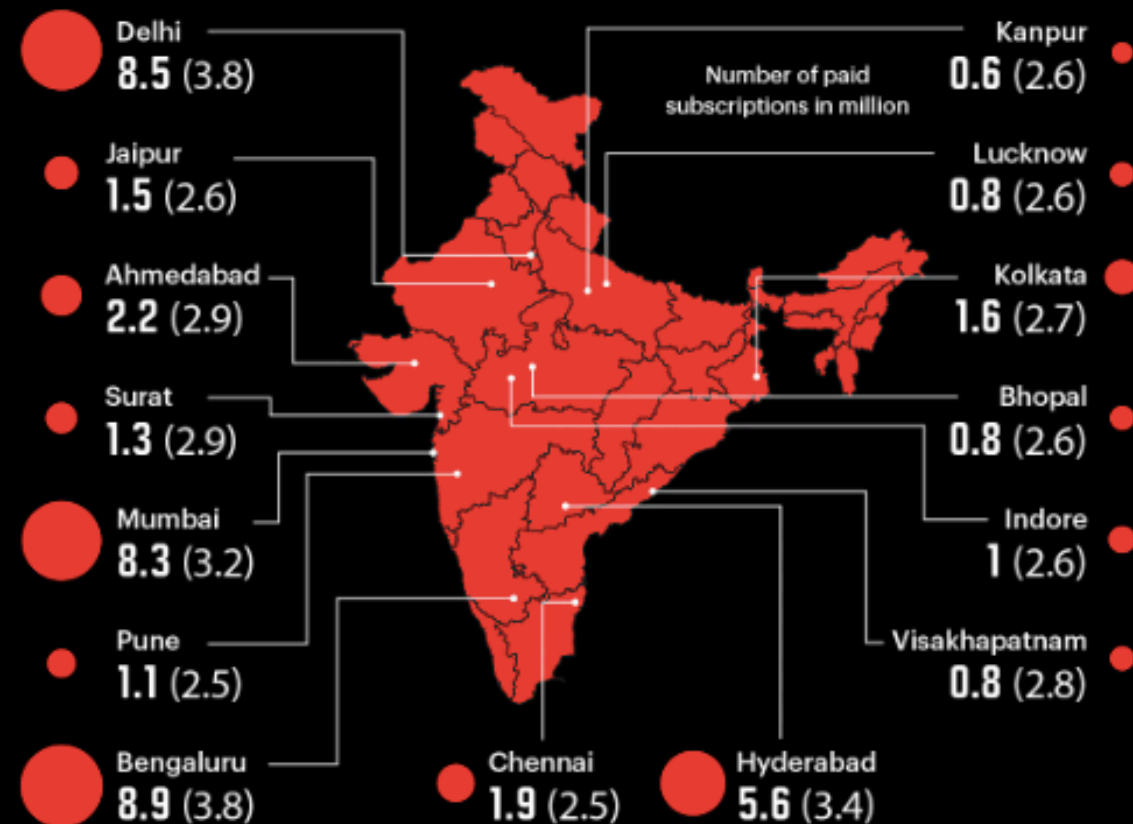
What Numbers say about Netflix

NETFLIX & CHILL

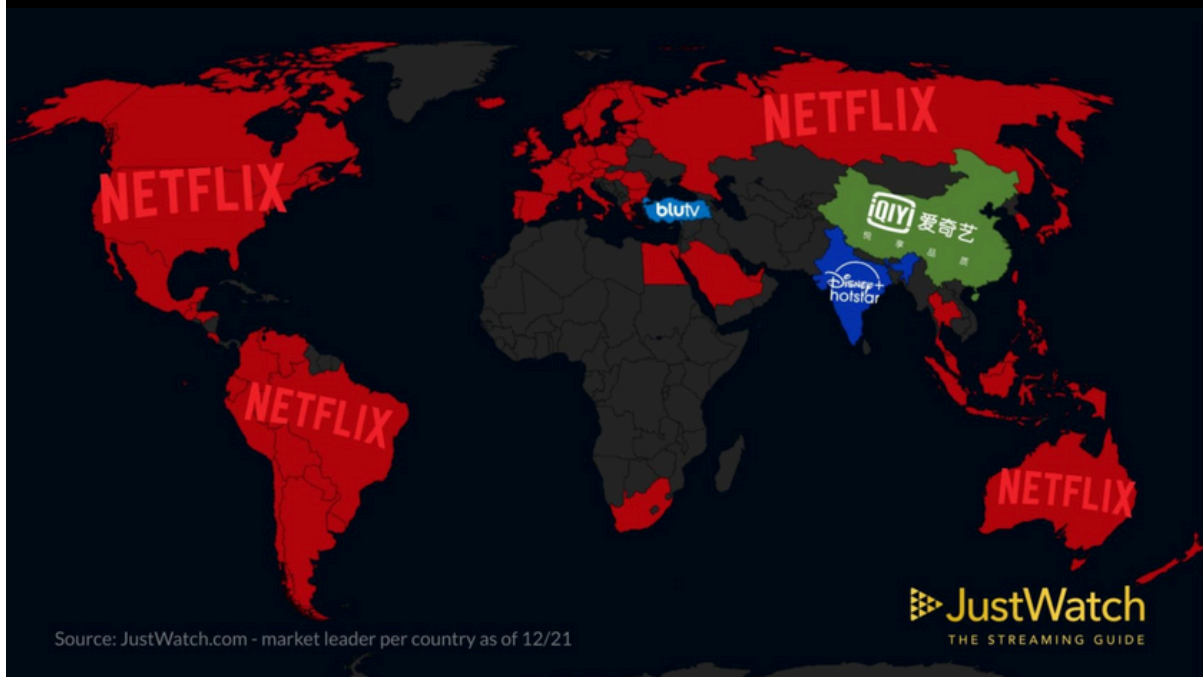
- 1** Netflix was founded in 1997 and it runs on a Subscription Video On Demand (SVOD) model
- 2** Netflix has over 210 million subscribers around the world
- 3** Netflix Total ARPU Grew 5% in Q1 of 2022
- 4** Netflix is the first true streaming service to be available as an app on multiple devices.
- 5** Netflix is the 9th Largest internet company in the world in terms of Revenue
- 6** Netflix's Market Cap is over \$200 Billion
- 7** Netflix's Net Income was \$1.6 billion in Q1 of 2022



Paid Subscriptions: Top 15 Cities



Figures in brackets indicate average number of platforms subscribed; Source: Ormax Media

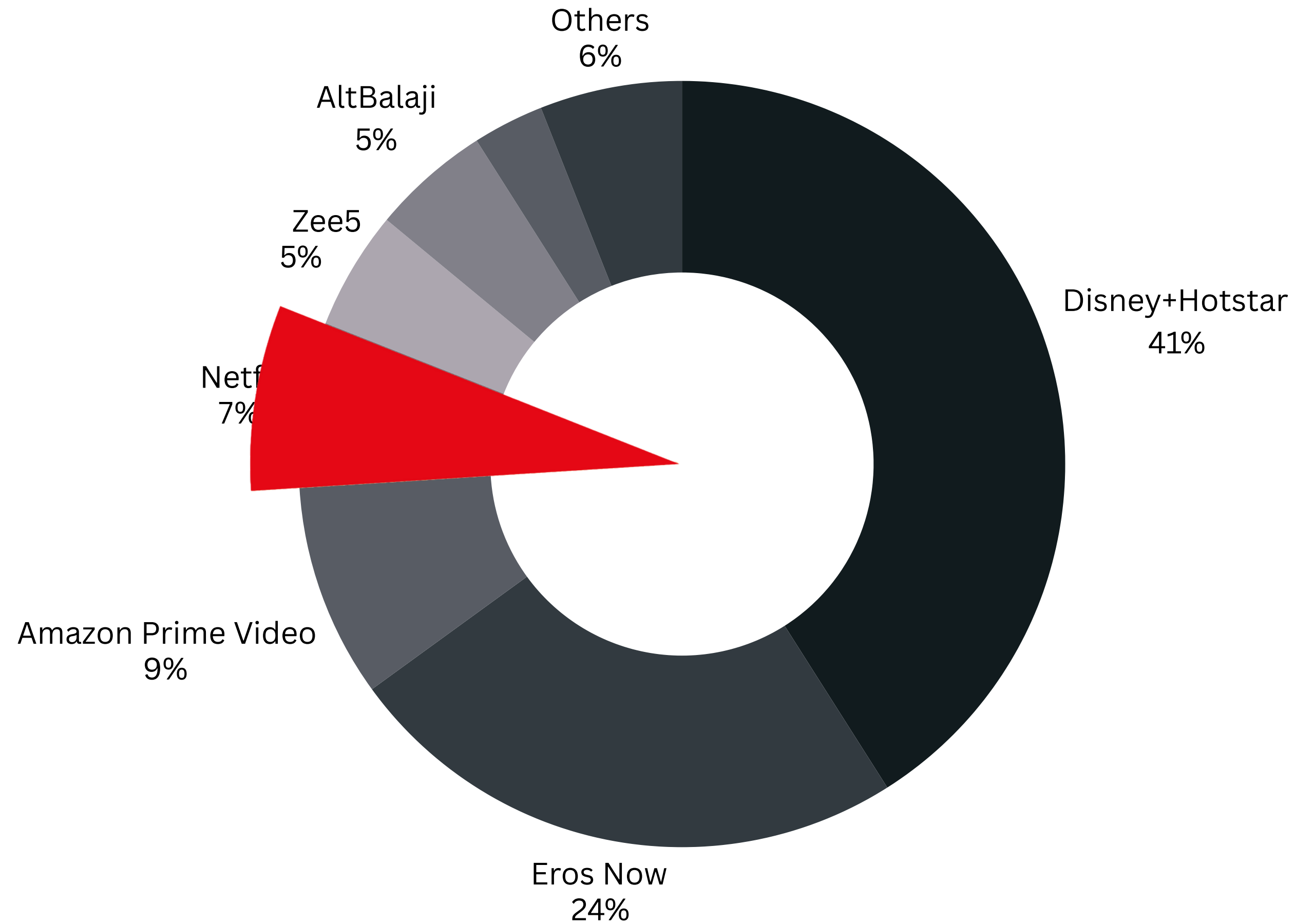


Netflix and India

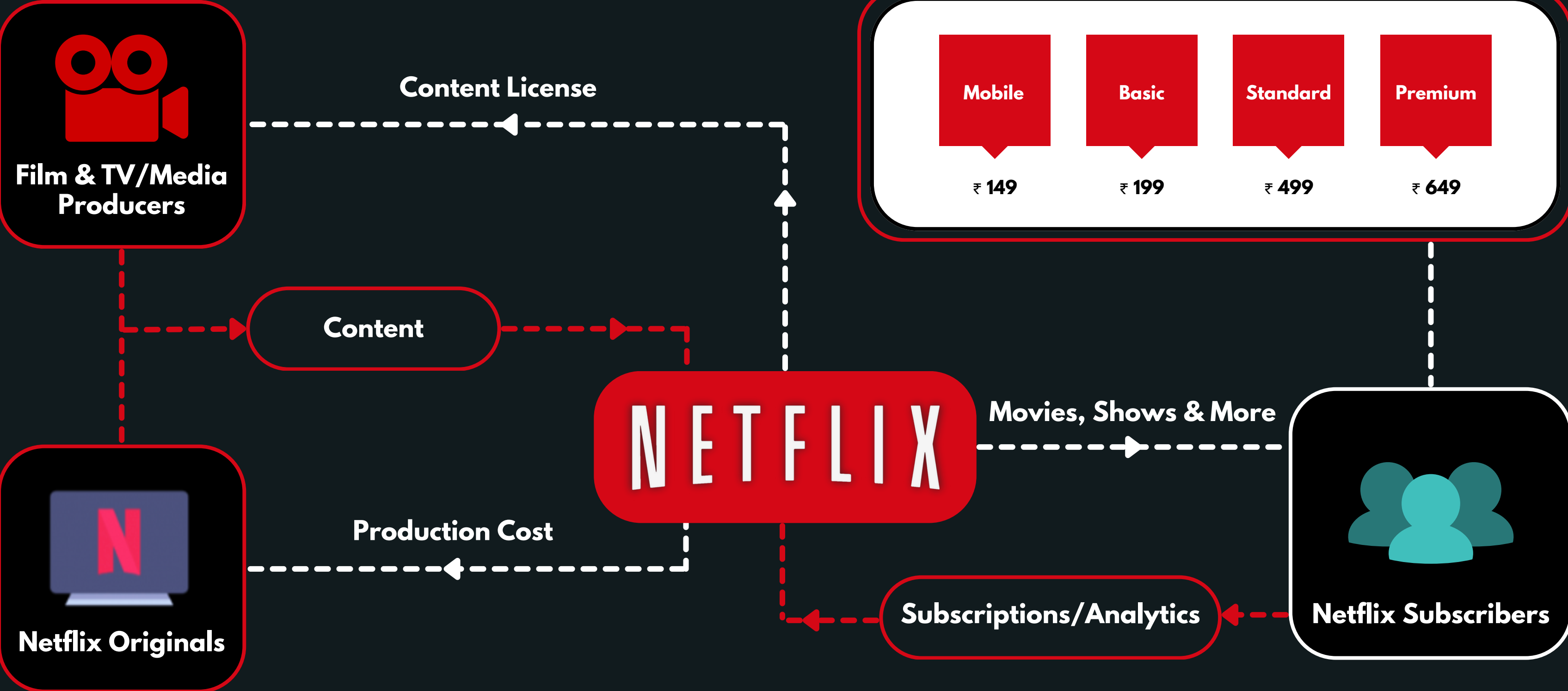
Netflix and World

NETFLIX'S GLOBAL PRESENCE IS 190 COUNTRIES & COUNTING...

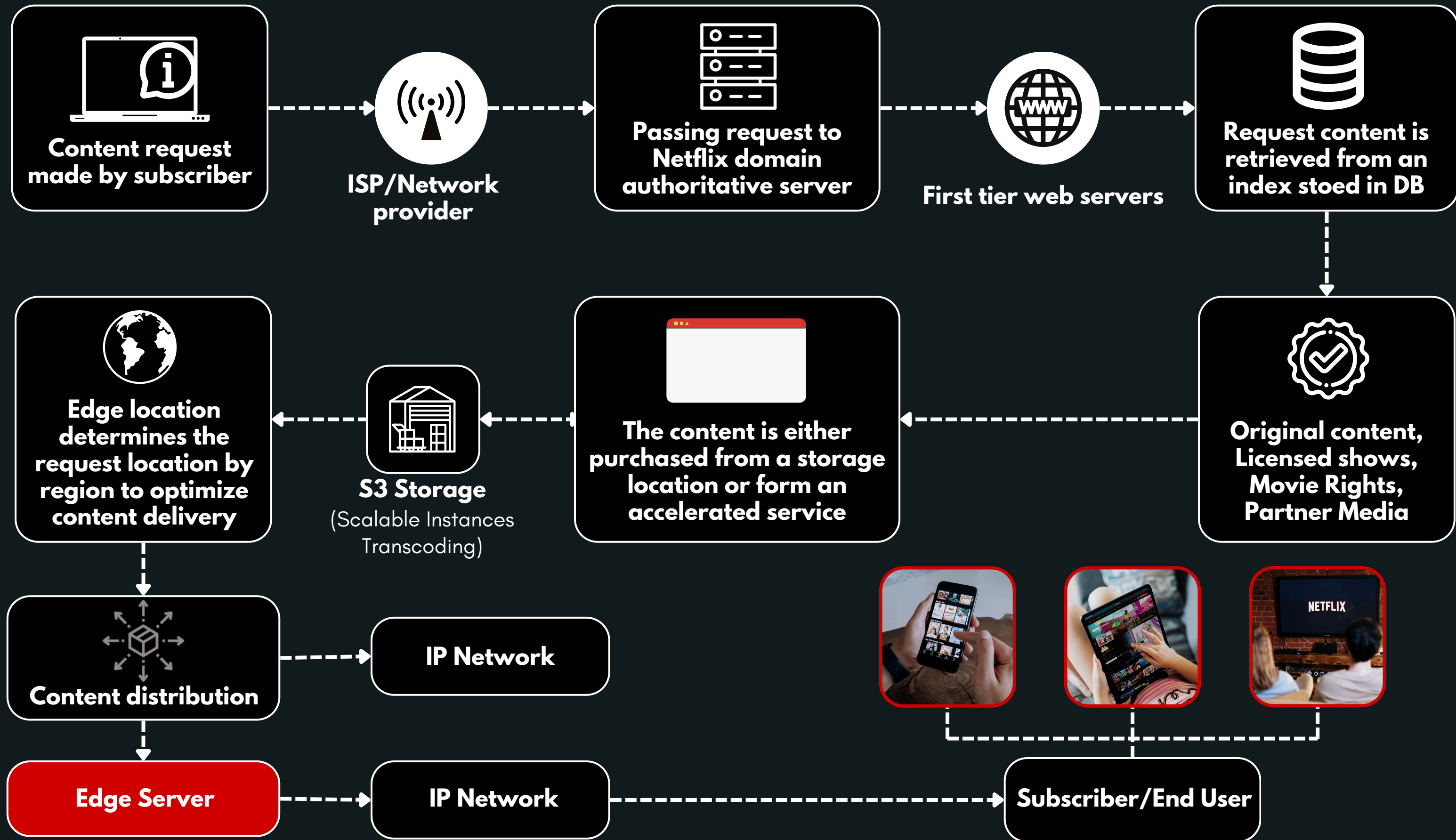
OTT Marketshare India



Netflix Business Model



How it actually works



Competitors Analysis

NETFLIX

OVERVIEW

- starts at \$7/month
- 139 million subscribers

STRENGTHS

- High selection current TV content
- Original content available
- Inexpensive
- Download content offline
- Shared account options

WEAKNESSES

- Limited brand new content
- No social features (used to have)

amazon
prime video



OVERVIEW

- Included with Amazon Prime membership or \$13/month
- 101 million subscribers

STRENGTHS

- Available worldwide
- Original content available
- Wide content selection
- Free with Amazon Prime membership
- Social features - Allows users to rate and review shows
- Download content offline

WEAKNESSES

- A la carte content costs extra
- Rarely gets new content
- No shared account option

HBO NOW

OVERVIEW

- \$15/month
- 5 million subscribers (2018)

STRENGTHS

- Award-winning original programming-
- Content external to HBO as well

WEAKNESSES

- Only works in the United States
- No offline viewing
- No social features

hulu

OVERVIEW

- \$6/month, no ads \$12/month
- 28 million subscribers

STRENGTHS

- High selection current TV content
- Original content available
- Inexpensive
- Can add on additional entertainment providers for extra cost

WEAKNESSES

- Only works in the United States
- No offline viewing
- Frequent commercials unless upgrade to non-commercial plan
- No shared account options, only one profile can view at a time
- No social features

You **Tube**

OVERVIEW

- Free (Premium option \$12/month)
- 1.8 billion users, 1.5 million subscribers to Premium

STRENGTHS

- Free
- Social features - review/comment, share, connect Google account
- Can create and share playlists

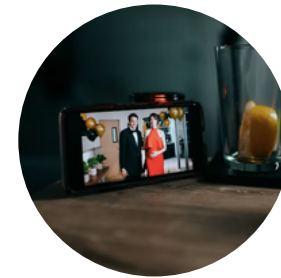
WEAKNESSES

- Commercials
- Inconsistent quality

DISCOVERING THE USER PAIN POINTS



User Pain Point #1: Netflix users are very unsatisfied with ease of finding relevant content to watch.



User Pain Point #2: Majority of Netflix users are not satisfied with the quality of Netflix recommendations.



User Pain Point #3: Netflix binge watcher has to click on skip intro and skip credits.



User Pain Point #4: Netflix user don't know what their friends are watching.



User Pain Point #5: Netflix users don't have song skip options.

Manish Kharbanda

Age: 29

Occupation: Marketing

Location: Mumbai



GOALS

- Find and watch shows his friends recommended to him.
- Unwind after a busy day
- Stay up to date

PREFERENCES

- One show at a time.
- Rewatches
- Find something to watch easily.

PAIN POINTS

- Deciding what to watch.
- Shows featured in 'continue watching' that he started and doesn't like.'
- Spending too much time in browsing and deciding what to watch.

PERSONALITY

- Ambivert
- Observant
- Busy
- Stressed
- Night Owl

MOTIVATIONS

- Being able to bond with friends & family about a new show.
- Shows that are recommended to him and doesn't suit his taste.



Nidhi Sharma

Age: 41

Occupation: Film Director

Location: Hyderabad



GOALS

- Organize movies into category.
- Create own top 10 lists.
- Edit her lists of movies.

PREFERENCES

- Structured movie list
- Critically acclaimed movies
- Oscar nominated movies in foreign language

PAIN POINTS

- Lack of customization on Netflix.
- Often forgets the movies people recommend because she doesn't note it down.
- Not able to share Netflix content in the app because there is no community or social interactions.

PERSONALITY

- Extrovert
- Film Critic
- Film Explorer
- Follows latest trends

MOTIVATIONS

- Being able to create new content on her own by looking at the user reviews of different type of contents on Netflix.
- Loves to watch content which is more focused on the story telling.



Yamini Gupta

Age: 26

Occupation: Event Management

Location: Delhi NCR



GOALS

- Spend more time watching movies with friends.
- Spend less time deciding what to watch.
- Keep up with shows & movies that friends are watching to have a social conversation.

PREFERENCES

- Apt recommendation based on the time of the day she is watching
- Doesn't like rewatching.
- Not a binge watcher.

PAIN POINTS

- Not satisfied with the quality of Netflix recommendation
- Lack of time & money
- Difficult deciding on what to watch with others.
- Constantly changing schedule.

PERSONALITY

- Introvert
- Competitive
- Confident
- Creative
- Organized

MOTIVATIONS

- Cares about the quality and content of what she is watching.
- Don't want to rely much on anyone for recommendations except Netflix.





EMPATHY MAP

NIDHI SHARMA

DOING

What does a typical day look like for your user?

Wakes up at 7:00 AM

Lunch break local to office with her co-worker

On treadmill watches downloaded to phone episode of Gilmore Girls

Takes bus to work listening to a podcast about Gilmore Girls

Staff meeting; she co-worker get in a conversation of the latest episode of their common favorite show: Atypical.

Oops. Watched 3 episodes and it's some how 12:30. Good night!

Stop by local coffee shop to pick get cappuccino on way to work

Favorite actor's Instagram story

Lives with two roommates

"You'd love this new movie on Netflix with Jennifer Annsiton!"

Co-workers

Lives and works in the city

"Omg Netflix finally got The Office back."

Roommates' and family's recommendations

SEEING

What is your user's environment like?

HEARING

What influences your user?

THINKING & FEELING

What are your user's hopes, dreams, or fears?
What is important to your user?

"How can I make the most of my free hour later?"

"I hope that movie Rachel told me about is on Netflix!"

Getting down time with her boyfriend after a long day at work

"I need to check out that show we were talking about at the party this weekend."

Not enough selection in her geographic region

Loving a suggested TV show, whether recommended by a friend or app

Short loading time

When shows recommended are inaccurate to her taste

Spending a lot of time browsing what to watch

When a 90% match seems to not mean anything

Videos that interest her

Something her and her boyfriend can agree on to watch

PAINS

What obstacles or challenges does your user have?

GAINS

What does your user hope to achieve?
How might your user measure success?

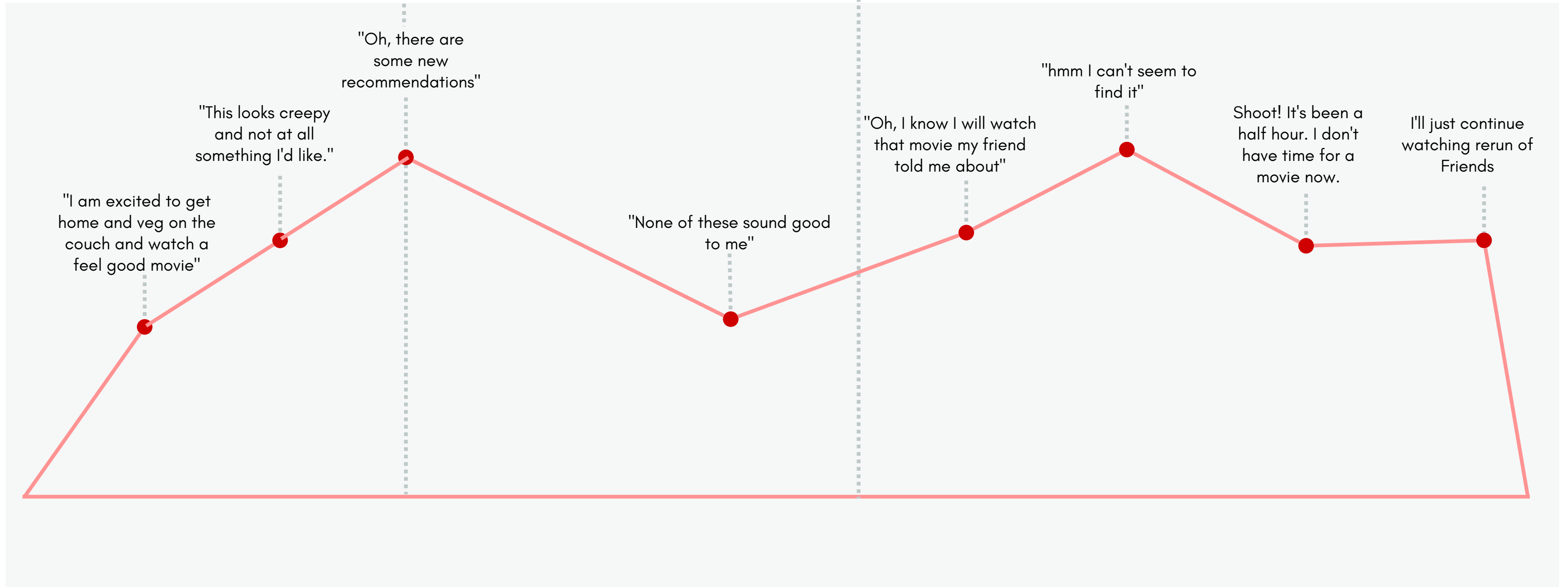


USER JOURNEY

STAGES



EMOTIONS & THOUGHTS



MOTIVATION

- Nidhi has finished what she has to do for the night early so has time to watch a movie
- She doesn't know what to watch so she browses

- Goal: find a movie she likes and is suited for her
- She still doesn't know what to watch so she is hopeful that the personal recommendations will be helpful

- Despite the time going by, she is still determined to watch a movie
- She wants to watch the movie her friend recommended

- Nidhi has finished what she has to do for the night early so has time to watch a movie
- She doesn't know what to watch so she browses

- Nidhi is conscious of the time and knows that watching too many trailers may take away from her viewing time.
- When the "continue watching" on the main screen are movies she started and didn't like

- She still doesn't know what to watch so she is hopeful that the personal recommendations will be helpful

- Not being able to find the movie she has in mind
- Not being able to remember all the movies and
- shows her friends tell her about Netflix suggesting "related" movies that do not feel similar enough

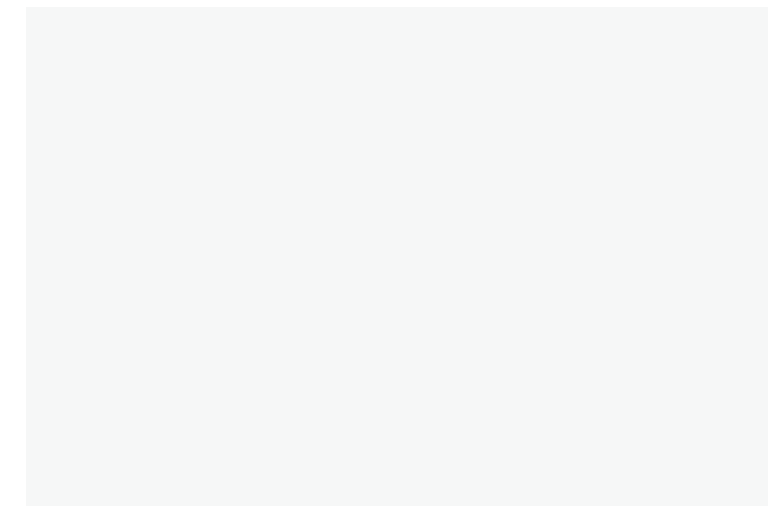
- She's spent too much time searching for a movie and now only has time for a TV show

OPPORTUNITIES

- Customization to disclude started movies

- Have a like or dislike option

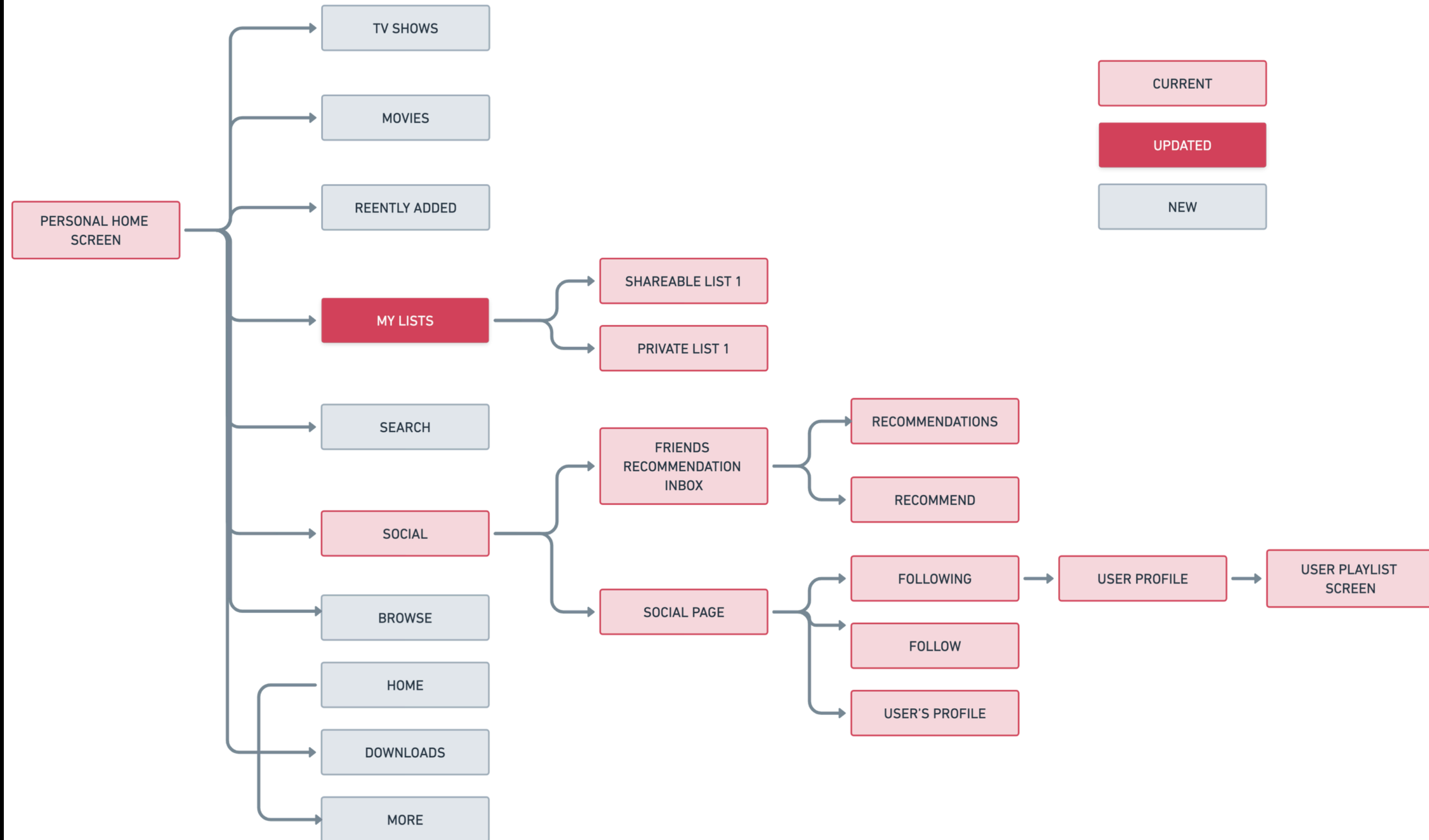
- Have a way for friends to recommend videos to friends



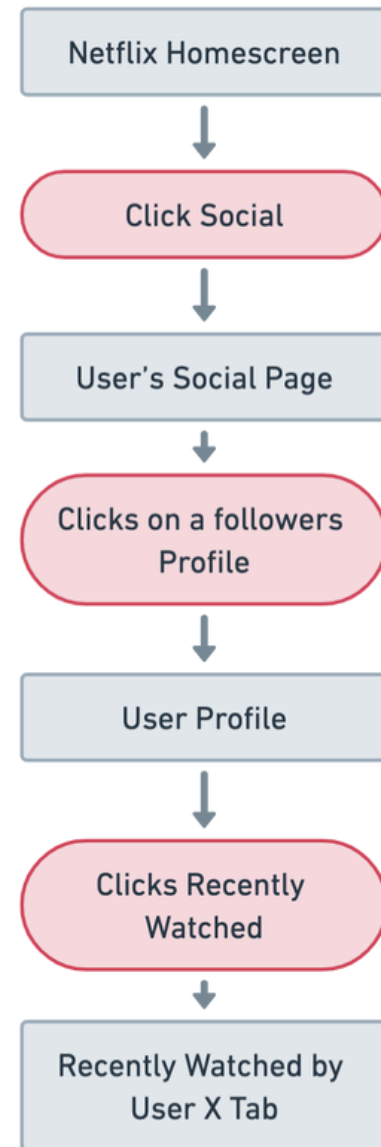
SITE MAP

After identifying user behavior and need patterns, research was synthesized into a set of deliverables, which would guide us in keeping the users as a priority throughout the design process.

We developed a simple site map to solidify the organization of pages within the site.



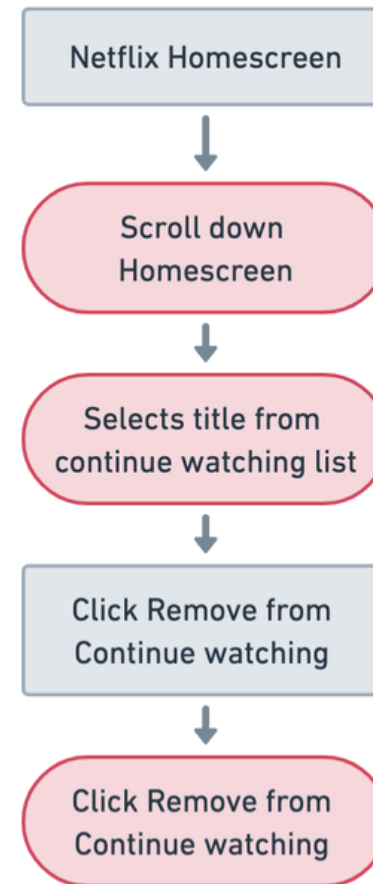
View user profile



Read Reviews



Remove title from continue watching list



TASK FLOW

The task flows show three main paths for a user: from their entry point to the final end goal of reading reviews of a video, removing a video from the Continue Watching list, and viewing a user's social profile.

PRIORITY 1

PRIORITY 2

PRIORITY 3

PRIORITY 4

HMW

How might we create a way where users can send recommendations to their friends?

How might we give users recommendations that better match their interests and mood?

How might we provide a way to display videos that users are more likely to continue watching?

How might we provide a way to display videos that users are more likely to continue watching?

SOLUTIONS

Community Page: a page that serves as a feed of recently watched content from people you follow (friends, family, celebrity figures, etc)

Ratings and reviews: Users can read and write reviews on content, enabling them to view if the content seems interesting enough to them to begin watching in the first place.

Inbox: users can send connected friends recommended content. Received content will be saved in inbox.

Like/dislike: users can like or dislike Netflix's suggestions, resulting in the suggestions remaining or immediately being hidden depending on the respective action and better customizing their recommendations

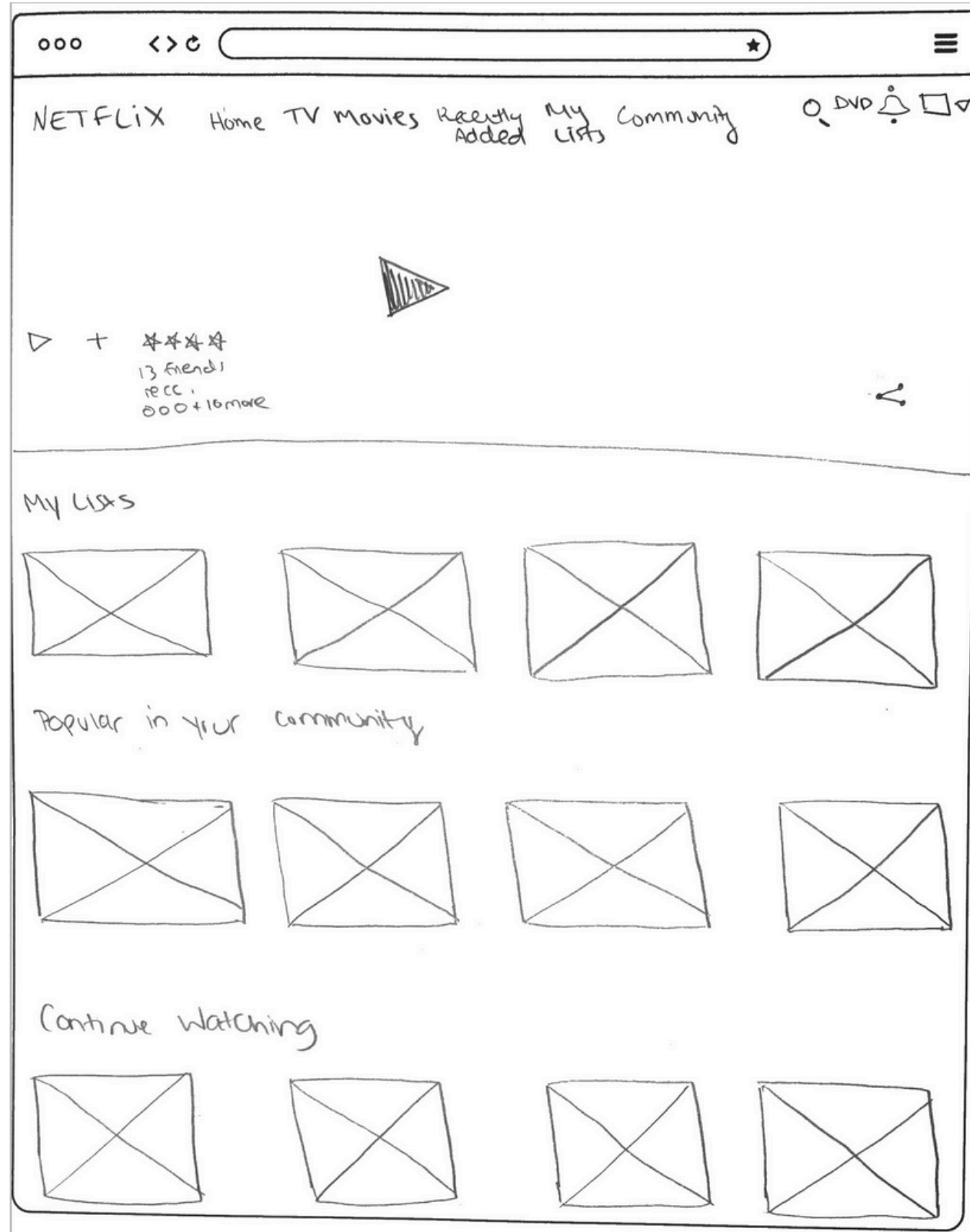
Popular in your community: users can view what is popular among those who they follow directly in their feed.

Remove: users can have the option to remove shows they do not wish to continue watching from the "Continue Watching" list.

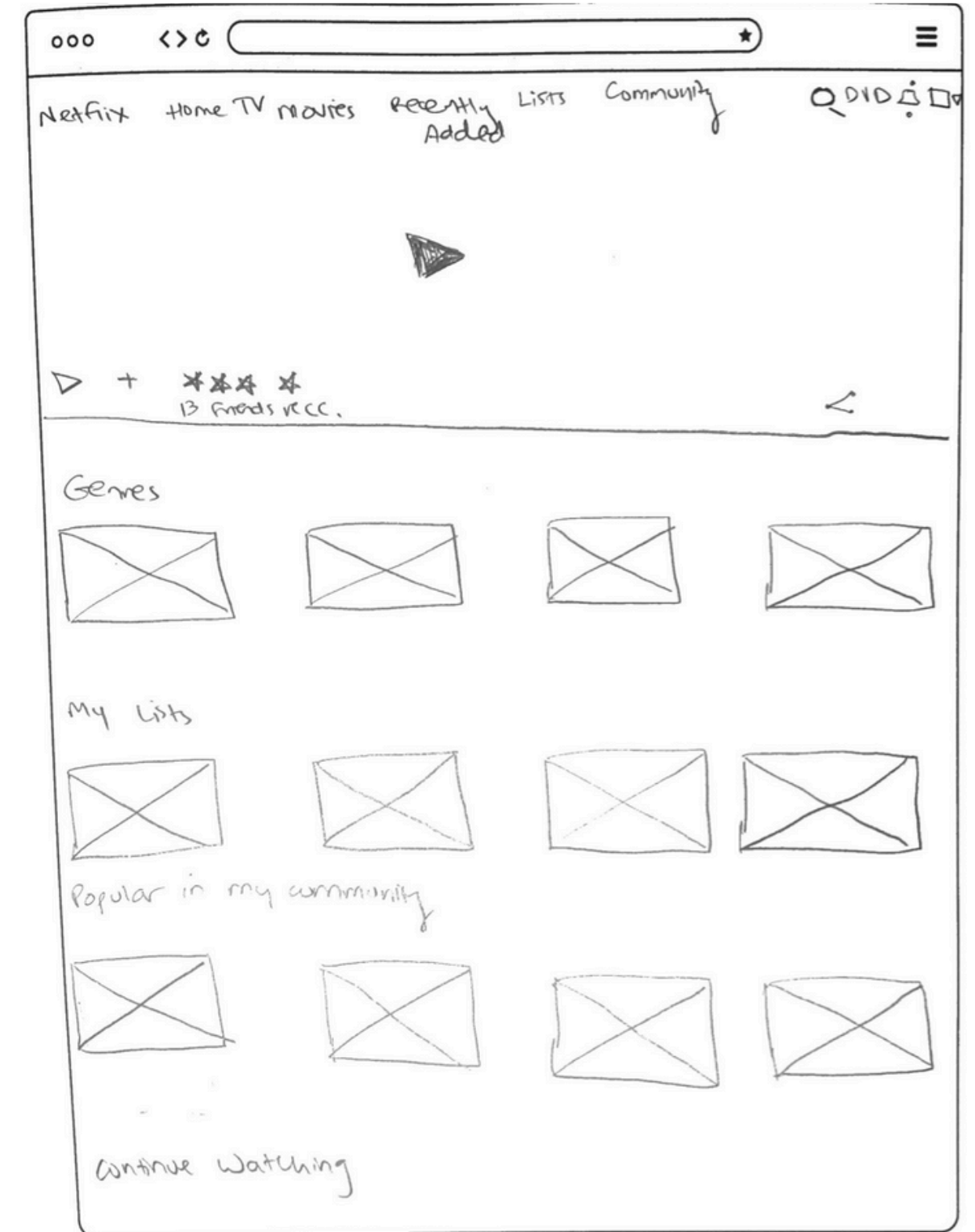
Categorization: Redesign the categorization and hierarchy.

Personalized lists: Include the ability to customize multiple personalized lists.

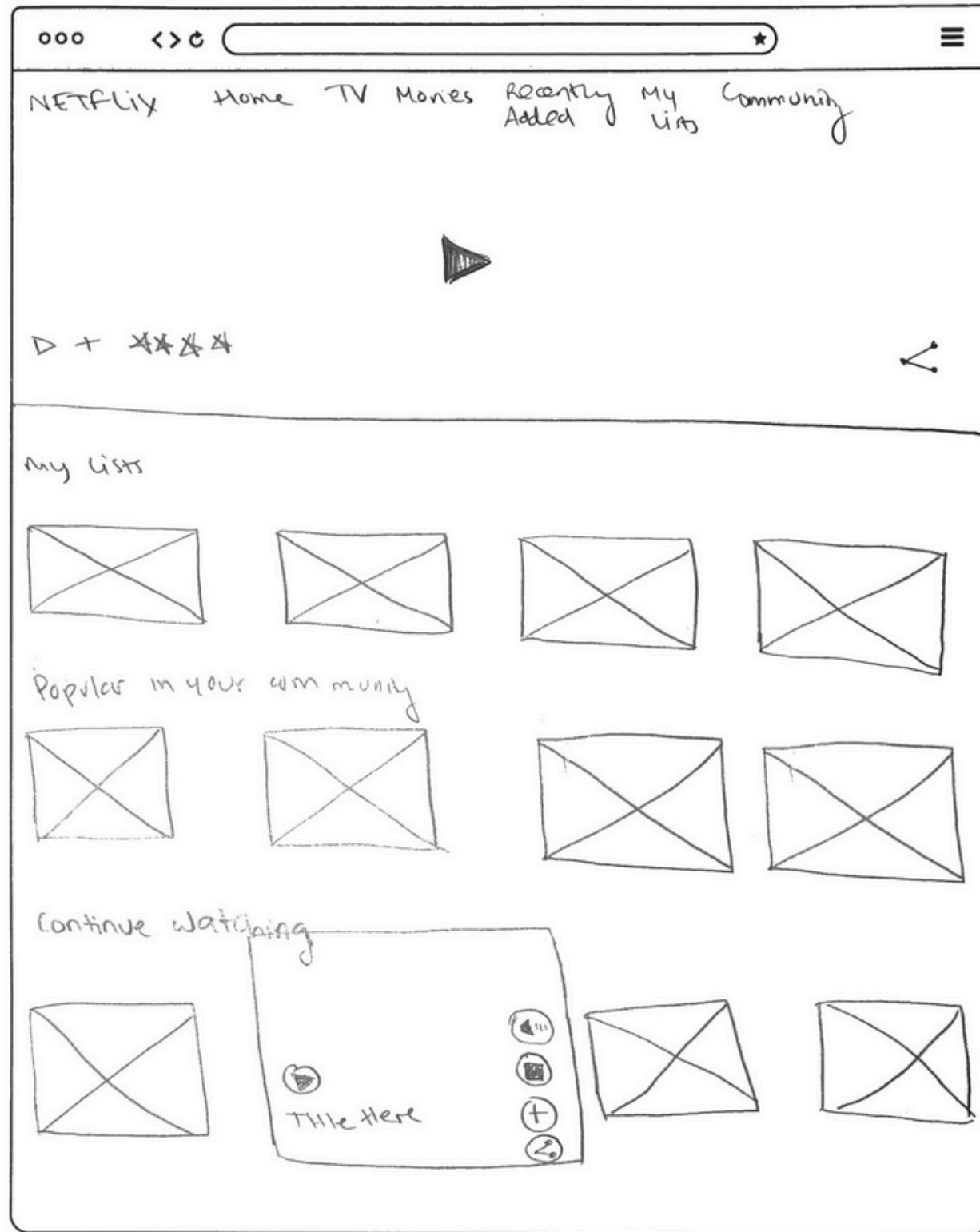
LOW-FI WIREFRAMES



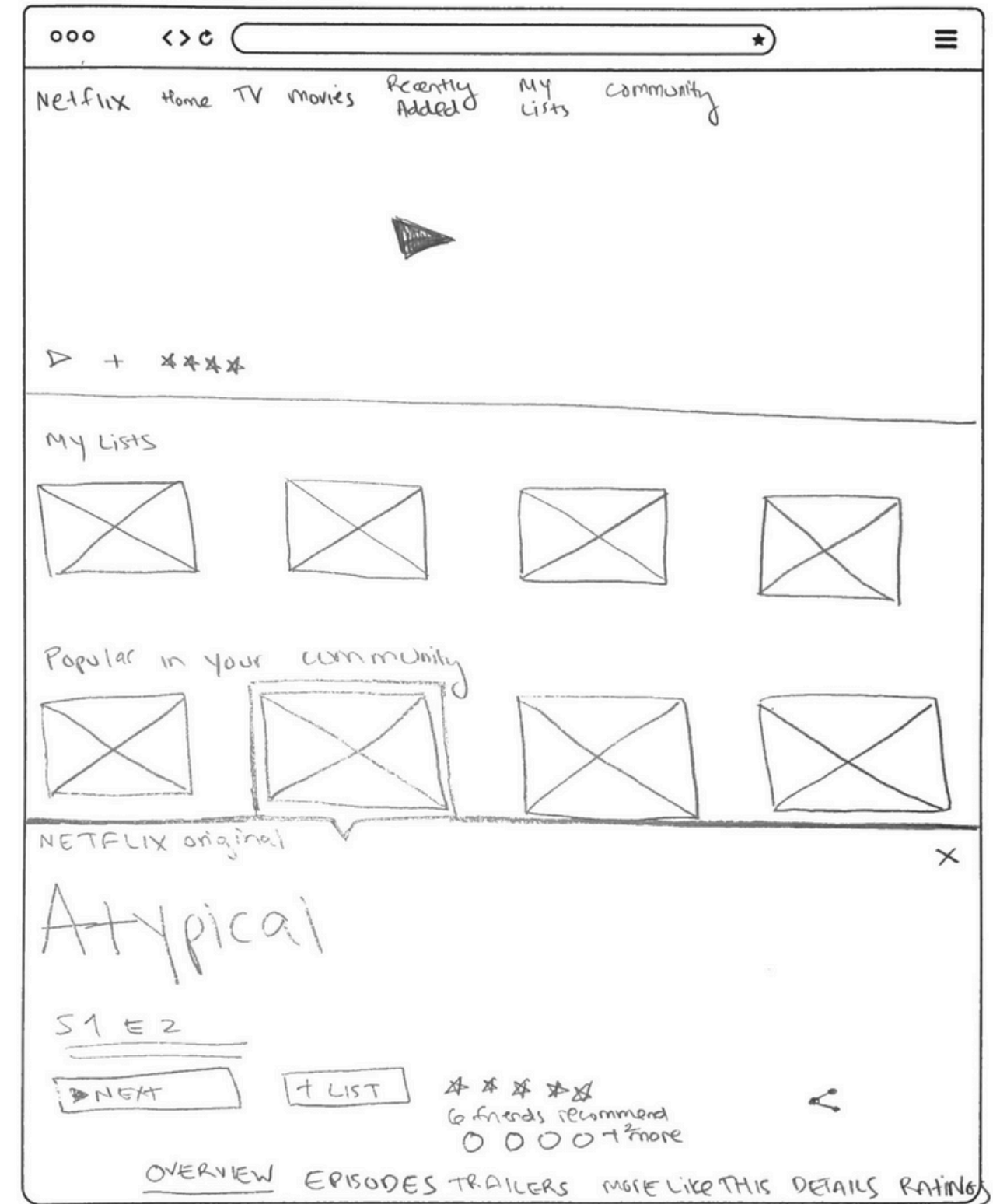
Homepage - Version 1



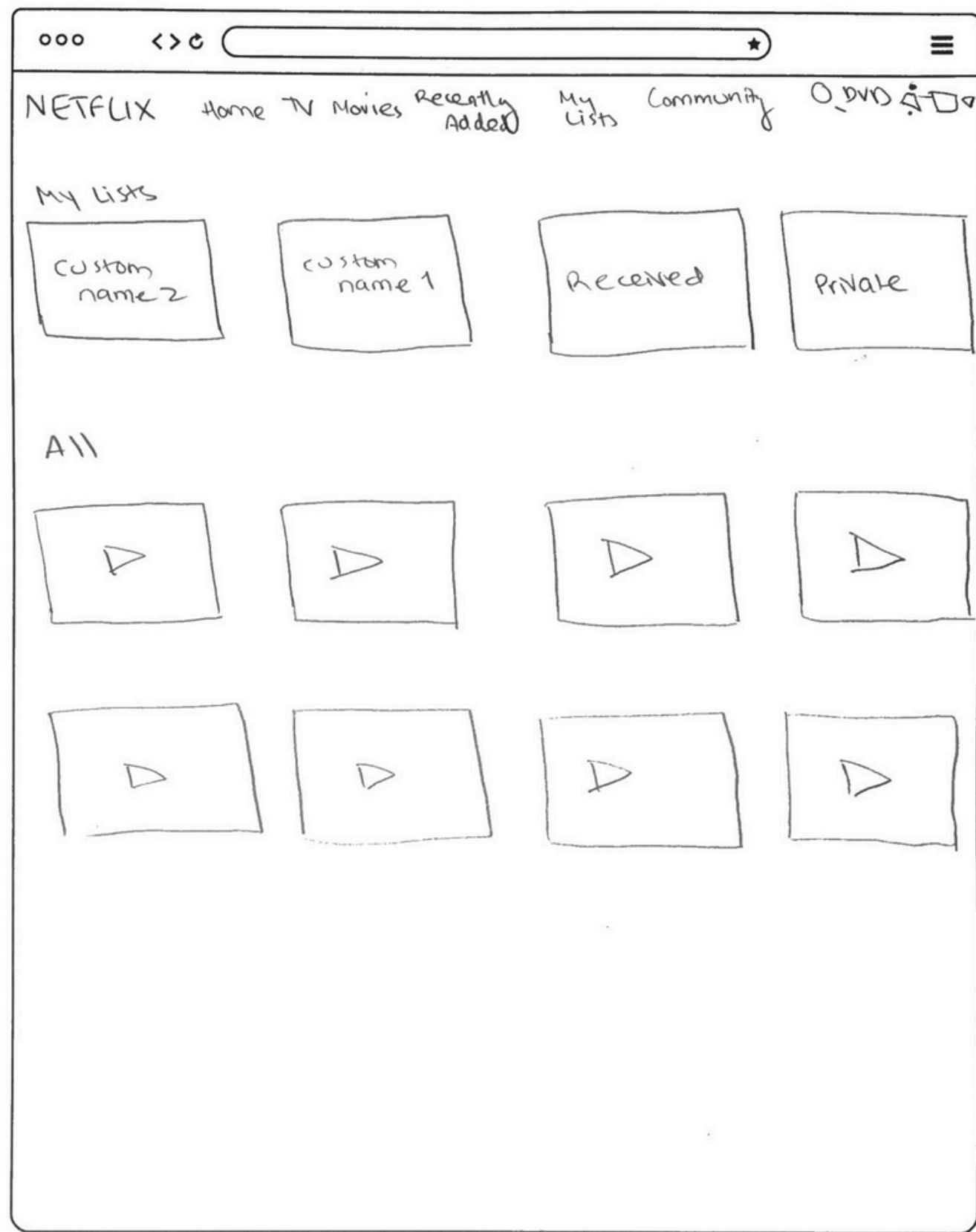
Homepage - Version 2



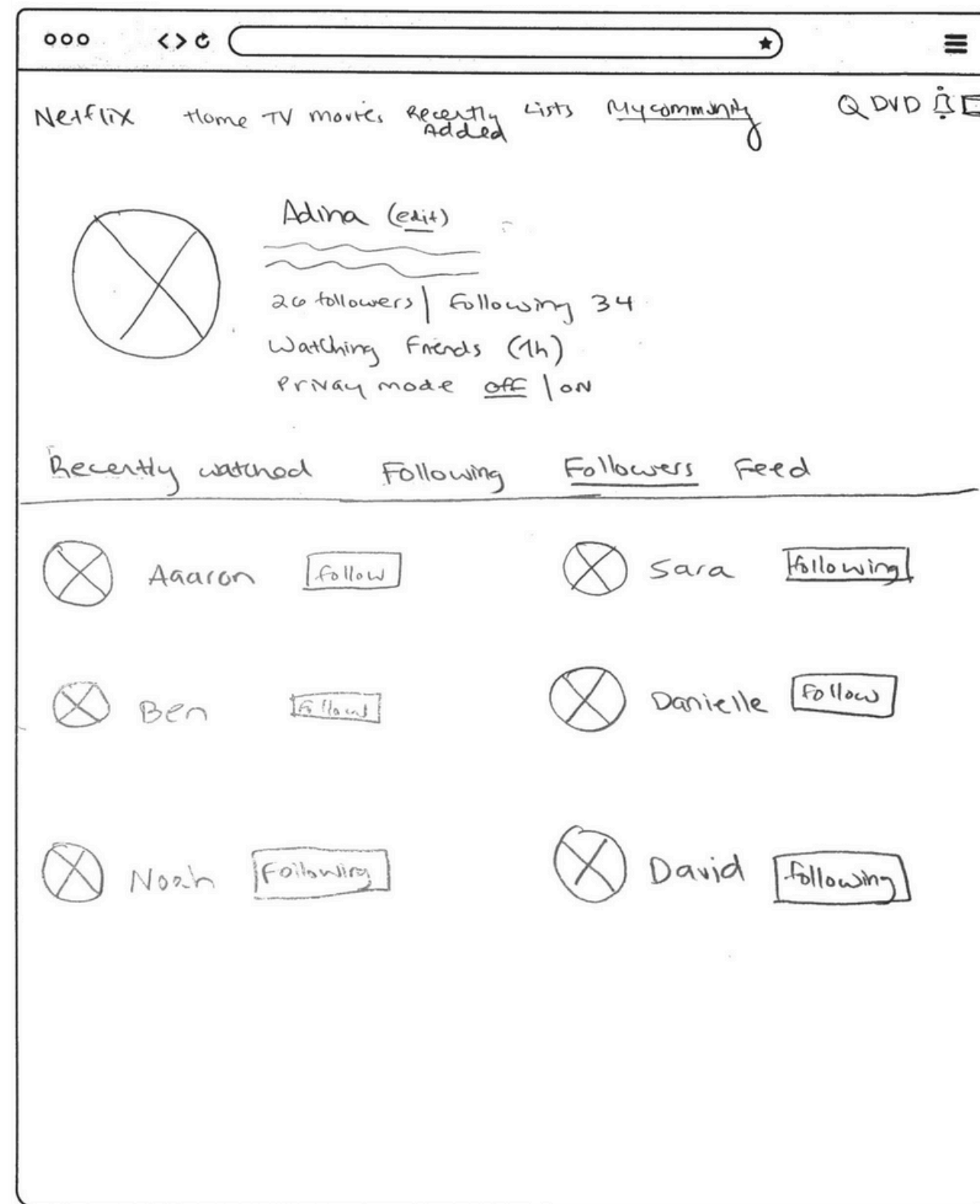
Homepage Hover



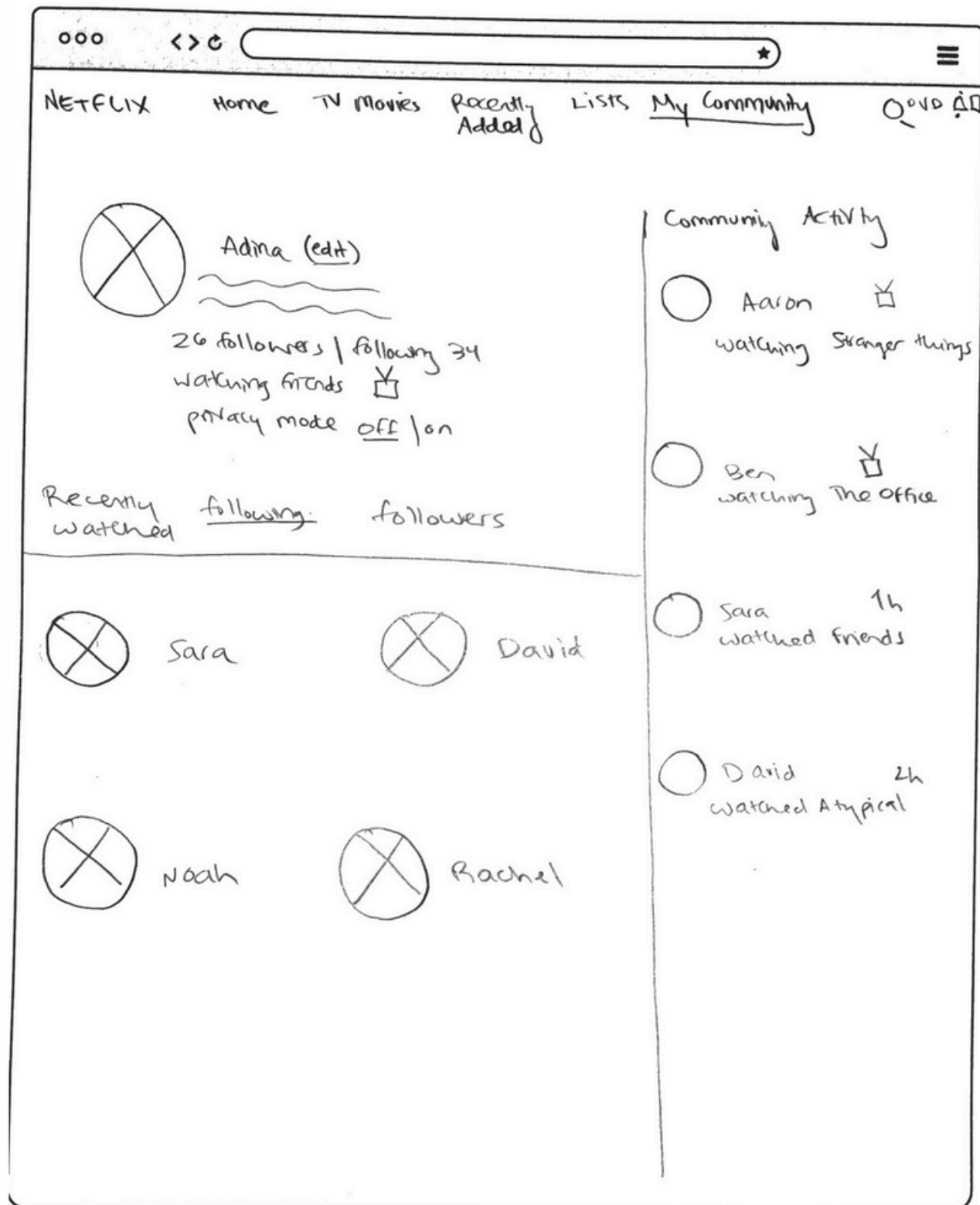
Homepage: Video Detail Screen



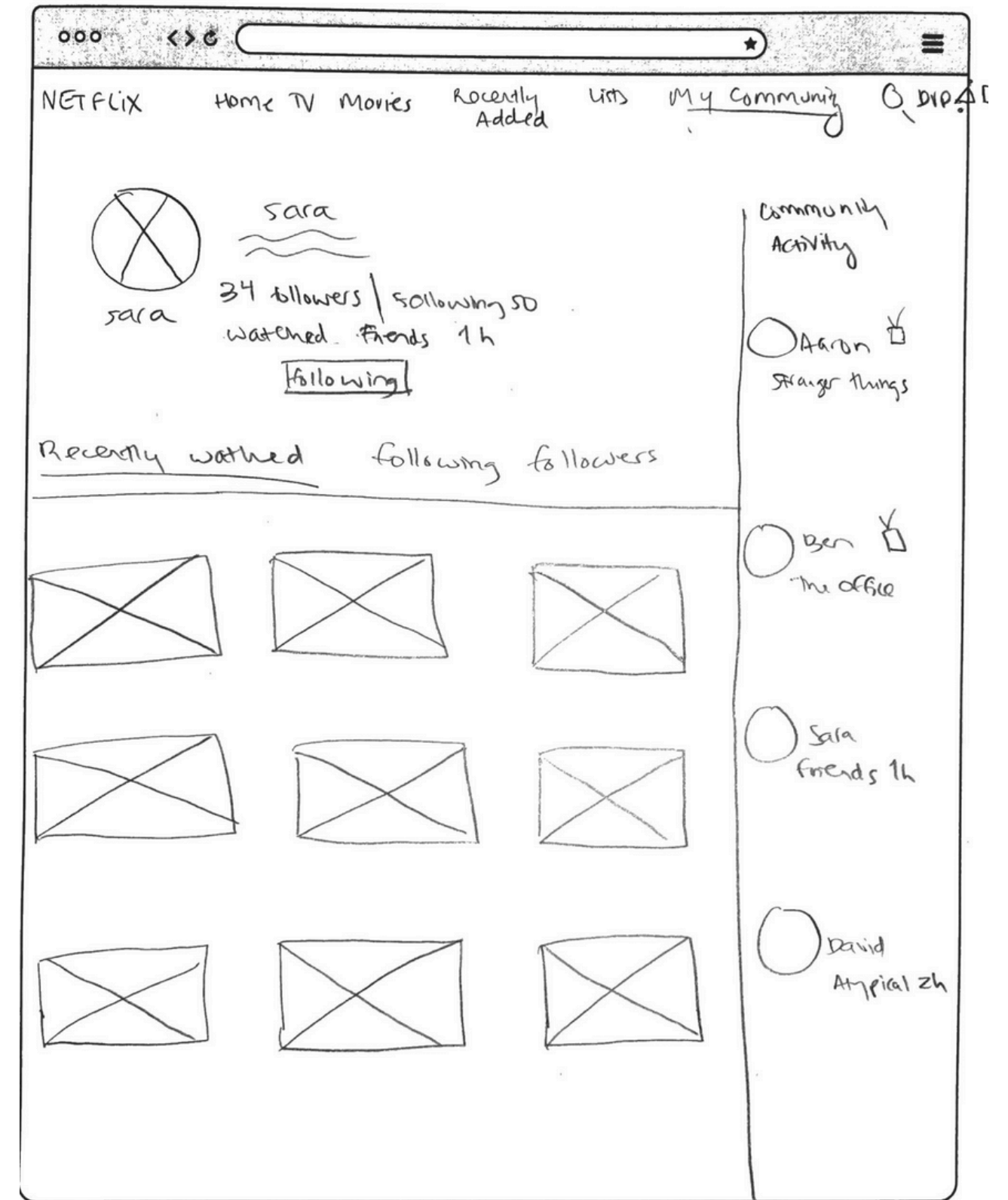
My Lists



My Profile - Version 1



My Profile - Version 2



User Profile

USABILITY TESTING

OVERVIEW & GOALS

We tested the usability of the main user flow using the lo-fidelity desktop prototype. Our main goals were to:

- Determine the usability of the updated Netflix desktop site and observe how easily a user can complete the supplied tasks
- Make note of any difficulties for further iteration/improvement
- Collect feedback from users on ease of navigating the website

KEY FINDINGS

Overall, users were able to navigate the site smoothly and complete the supplied task. Users expressed that these features were ones they wish Netflix would incorporate.

OVERALL IMPRESSIONS: INTUITIVE, INNOVATIVE, FIT SEAMLESSLY WITH CURRENT APP

THANK YOU

**GO NETFLIX &
CHILL!**

Team



HARSHA JAIN



NIRAJ KUMAR



PRANAV SALUNKHE



PRATISH KALYANI