

TW2: Task 1 Team Discussion Report

From our team discussion we first identified that the Netflix team wants to add a new recommendation feature to their app and website as a potential way to increase their revenue and find out if it is feasible and valuable in the long run.

The Product team is concerned with how this will increase the revenue, is it valuable and how much valuable it is. According to us, implementation of this feature means that new users to Netflix will not get overwhelmed by the content choices. This gives Netflix the opportunity to present potential long-term customers with the best and top-rated content to hook them in. With respect to existing customers this can renew their interest in the service that Netflix offers them.

The Marketing team wants to know how should the feature be promoted, and to whom? According to us, the groups to target are new users and existing users who have a watch time that is lower according to criteria set by the product team. They can market this feature in two broad arenas; display the feature on home screen and make a dedicated tab in menu. For potential customers they can run social media ads of varying lengths as per the trends on various sites.

The Engineering team wants to know what are the functional and non-functional requirements for the feature? How much will it cost to implement, both in person hours and other expenses? According to us, the functional requirement is that it needs to be easily accessible, clicking on recommend button should show ready to play content instead of a list to pick from. The non-functional requirement is that it should be limited to 4-5 recommendations per category. Since, this is a potential feature it can be added to the product backlog so the agile team can come up with estimates.

The Data team wants to know what data is necessary to implement the feature successfully. According to us, the data team can use existing data about the existing trends in each content category, provide surveys to existing users that have been on the platform for at least a year. To measure the success of the feature the team can analyze data about revenue and customer numbers since the implementation of the feature. To maintain quality, data collection about how users are interacting with the feature along with other businesses statistics can be used.