Netflix Empathy Flow Chart

AUDIENCE

EMPATHIZE

Observation

Engage

Watch and Listen

User Needs :

Personalized
recommadation
Easy to use
Access to new release
Mood based content

User pain points:

Content visiblity by reason
Subscription price
Autoplay Frustation
Technical issues

Netflix features:

Personalized
Recommadation
Ease to access and
convenience
Skip intro/Skip recap
features

Netflix problems:

very expensive
common technical issues
customer complaints

Understanding user
preference
Personalized experience
User focused design
User focused design