

Increase of product’s adoption rate of a newly launched feature

## Problem Statement

The problem statement defines that Netflix is lagging in one of its major product feature aspects i.e. users are not aware about the lesser known features of Netflix, which might help them to make their viewing experience much better, also these features are so hidden that users tend to drop off while exploring them. Some users who explored the features have not got the appropriate results, encouraging them not to return back.


## Problem Breakdown *(Cause —————> Problems leading to)*


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|---|--|
| <ul style="list-style-type: none"> <li>Netflix has not been able to promote these features well enough, they have failed to reach the target users.</li> <li>The lesser known features are hidden in the app because of which users tend to drop off while exploring them.</li> <li>Acquisition channels like social media posts, blogs, reels/videos, play store review/ app description have not promoted these to an extent where users can get attracted and start using these features.</li> <li>Some users who explored these features and used them did not get the appropriate results because of which users never return back.</li> </ul> | <ul style="list-style-type: none"> <li>Decrease of the adoption rate of the lesser known features</li> <li>The overall product adoption is going down</li> <li>The stickiness of the platform is affected</li> <li>Users tend to have a feeling that they are not getting proper value for the subscription plan which they have taken</li> <li>The streaming experience of the users are affected</li> <li>Frustration of the users for not able to explore all the features well enough which might make their viewing experience much better also not getting proper outcome after using the feature</li> </ul> |
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## The lesser-known features are : -


- You can search for Netflix Originals by adding a “subtitle” filter, as well as by language.
- Netflix also allows you to search the content using dubbed audio.
- You can request a movie or TV show, not listed on the Netflix app to be added to their collection through the Help Center.
- You can regulate and limit data usage on Netflix.
- Use secret category Netflix code to find the perfect watch
- Transfer Netflix profile with all your list from one Netflix account to another
- Spatial audio
- New & Hot feature in phone
- Netflix Games
- Teleparty
- Categories


## Problem Validation using user research

 80% of users spend around 30 min in the Netflix app, mostly spend their time streaming different movies/tv shows

 75% of Netflix users do not explore different lesser known features of Netflix.

 70-75% of users are not aware about the lesser known features of Netflix.

 70% of users are not satisfied with the way Netflix launches its features.

 75% of users did not get appropriate results after using the features

### North-Star metric of Netflix:

#### Monthly Active users

Monthly active users can give us data related to the engagement of users with the app, retention of users, monetization. It can also give us information about customer satisfaction, loyalty of users and profitability

## why should this problem be solved now?

With the growth in content investments and the growth in the number of OTT platforms in the current market, user satisfaction is one of the key aspects. Failing to do so might result in users losing interest in our product. It is very important to work on some hypothesis in order to increase the adoption rate because it will lead to the following (*Business values*) : -

### 1. Feature adoption drives renewals, retention, and upsells

You users are more likely to stick around when they find and start using features that solve their pain points, fit into their workflows, and integrate with the rest of the tools they use.

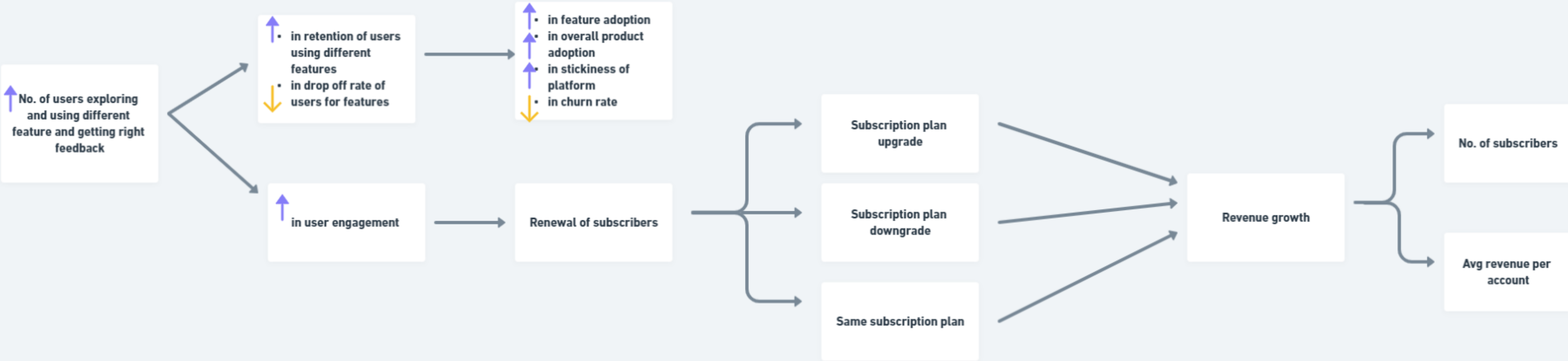
### 2. Feature adoption drives overall product adoption and stickness rate of the platform

When users try out specific features and use them long enough to get value out of it, they're more likely to stick with your product, make it part of their workflow, and eventually explore other features that may be tangential to their desired use case.

### 3. Empower product teams to capture user behaviour data

Feature adoption serves as a rich source of behaviour analytics and insights that help product teams understand their users' usage patterns, see which features they engage with the most, and then figure out how to optimize the entire product's UX to fit their customers' needs.

# KPI Tree for mapping Business outcome and Product outcome





## User Segmentation(Based on JTBD Framework)

- **Target audience:** Netflix users with subscription plans who use the Netflix app around 30 min everyday for watching content. These users are most likely to explore different features to optimize their streaming experience.

- **Key Persona:**

- 1.Age: 18-35 years
- 2.Gender: Male, Female
- 3.Occupation: working professional and students
- 4.Income: >= Rs 15,000
- 5.Geographic location: Tier 1 or Tier 2 cities of India
- 6.Device attributes: Mostly logged in through mobile or laptop

- **Behavioural Pattern**

1. They lead a very busy and hectic life. Working professional are busy with their 9-5 jobs, students are busy with their college and education
- 2.They want quick results
- 3.They want an interactive yet easy to use UI
- 4.They want something that is best or close to best for them at a cheaper price
- 5.They open the Netflix app mostly during their free hours to spend some time relaxing and watching their favorite movies or tv shows

- **Motivation**

1. To watch limitless content by paying less amount of money for the subscription plans
- 2.To spend their free time watching different movies or tv shows
- 3.To give less effort in order to search for any content on the internet
- 4.To have access to download their favorite movies or tv shows and watch it anytime and anywhere
- 5.Easy and convenient way to binge watching

- **Pain Points**

- 1.Users are not aware about the lesser known features of Netflix which might help them to optimize and make their viewing experience much better
- 2.These features are so hidden that users tend to drop off while exploring them
- 3.Netflix has not taken any initiative to promote these features well enough to reach their target audience
- 4.Users even after using the lesser known features have not got the desired outcome

**Substitute products which users are using:** Prime Video, Hotstar, Zee5, Sony liv.

There are some third party streaming service which users refer to sometimes like Tubi, Pluto tv, Popcorn flix and Bee tv

## Target User Persona



**Name:** Ram, **Age:** 28, **Occupation:** IT Professional,

**Location:** Bangalore, India

**Goals:** To be able to watch any chosen content on Netflix in his free time, and be able to get full value for the subscription plan which he has taken. Also explore and use all the features of Netflix well enough to optimize their viewing experience.

**Pain Points:** Not able to explore all the features of Netflix because of its hidden nature and also not getting proper exposure of where to find the features resulting in a viewing experience compromised. User tend to have a feeling of not getting proper value of the subscription plan. User has not got appropriate results even after using some features





- **App Notifications:** Users will get a very vibrant and interactive app notification on their phone whenever a new feature is launched or in order to promote the existing and lesser known features which might help the users to optimize their viewing experience. Implementing these features will help in the increase of user retention, boost conversion rates and also increase the app engagement.
- **A dedicated section within the app highlighting the hidden or lesser known features:** Features like Teleparty, Spatial audio, searching Netflix originals by adding subtitle filter, search content using dubbed audio, regulate and limit data usage, secret category netflix code, can be promoted by a dedicated and an interactive section within the app highlighting these features. It would also highlight the release of a new feature. The whole purpose will be to make the users understand how these features might optimize their viewing experience.
- **Incentivizing users for reviewing a new feature in play store or app store:** Users incentives are very easy yet a very interactive way to promote a feature. Play store or app store reviews by some users who have already used the feature might help other existing customers to learn about the feature and try them out. Users who review the feature can be incentivized by emailing them a list of upcoming movies or tv shows on Netflix
- **Emotion based content categorization:** This will help the user to be more specific about what to watch. Netflix has already categorized their movies and tv shows. They have also categorized based on the genre of the content. But often when users click on the categories, they find it very overwhelming with so much content to watch. They also find it very difficult to connect their emotions. Users often want to watch something based on their mood at that particular moment, but Netflix categories not helping them to decide quickly what to watch based on their mood resulting in the users dropping off. But an emotion based categorization like ‘lunchtime binge’ or ‘dinner time chills’ or ‘Heart break binge’ might help the user to be more specific about what to watch based on their current emotion resulting in optimizing the viewing experience of the user and also increase in feature adoption and overall product adoption as users dropping off rate will be less.
- **In- app guidance to provide contextual training to users:** Users might often find it difficult to know the exact process of how to use a feature resulting mostly in users dropping off and losing interest. An in- app guidance to help the users to know the exact process to use certain features might help in increasing the adoption rate of features like : -  
Request movies/ tv shows not listed in the app from the help center

# Prioritization Table

**\*\*The prioritization table has been built based on the RICE scoring model\*\***

Reach= users acquires per month, Impact( 3= massive impact, 0.25= minimal impact)

Confidence(100%= high confidence, 50%= low confidence, Effort= person month.

Score= R\*I\*C/E

Solutions	Reach	Impact	Confidence	Effort	Score
App Notification	80	1	50%	1	40
Dedicated Section	150	2	80%	1.5	160
User Incentives	50	0.5	50%	0.5	25
Emotion based categorization	200	3	80%	2	240
In-app guidance	180	2	80%	1.5	192

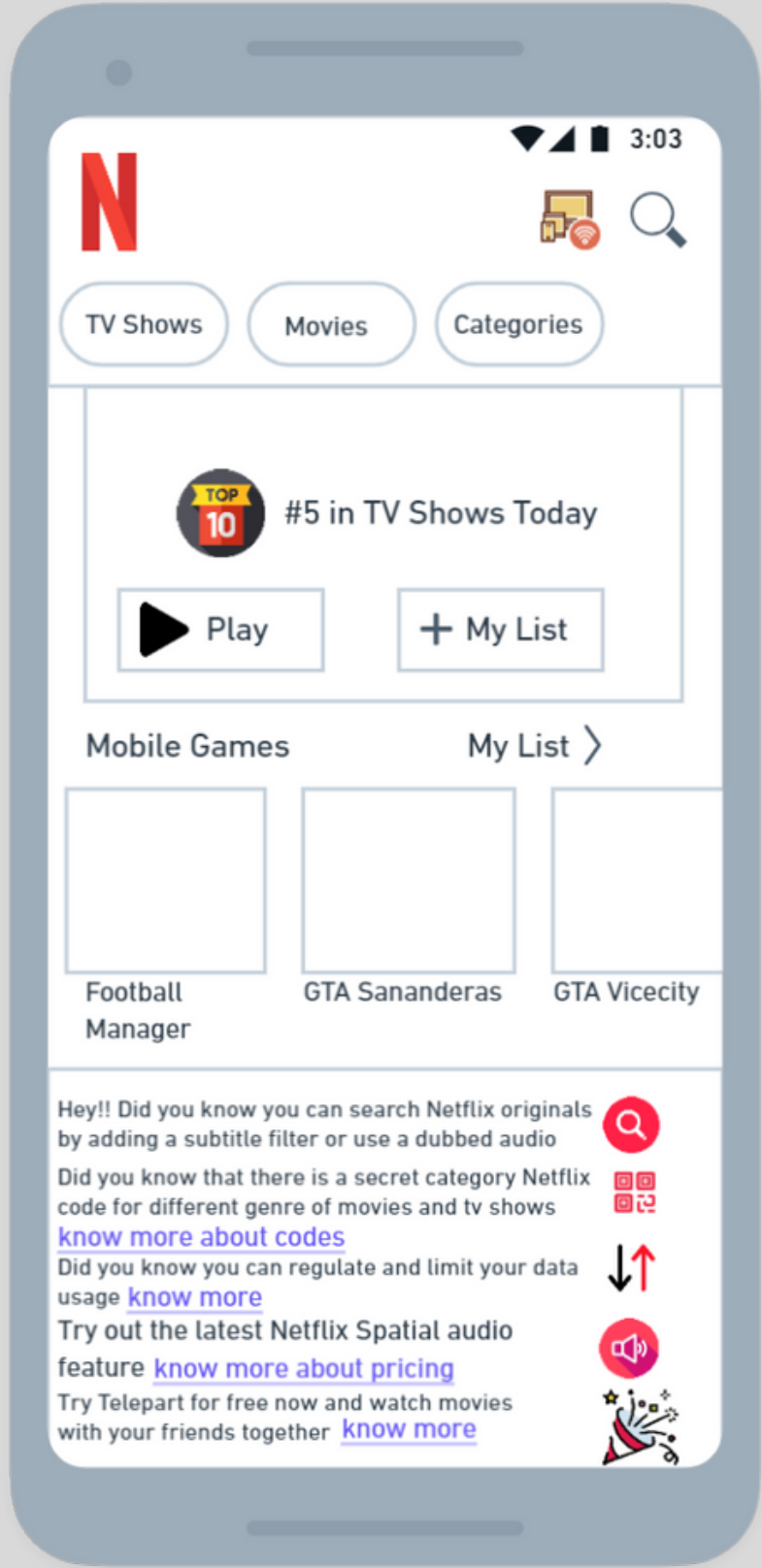
## Chosen Solutions(based on RICE Model)

- A dedicated section within the app highlighting the hidden or lesser known features:** some features can be promoted by a dedicated and an interactive section within the app highlighting them. The whole purpose will be to make the users be aware about these features and help them to explore these features and use them resulting in the increase in feature adoption.
- Emotion based content categorization:** All the content will be categorized based on cetrain mood of the users. Sometimes users feel overwhelmed with so much of content and cannot relate anything with their emotions. Netflix cateorization do not help them to select movies as it is very basic resulting in users dropping off, also feature adoption of categories and overall product adoption is effected. This feature will help in increasing both and user drop off rate will decrease
- In-app guidance to provide training to users:** Users often find it difficult to know the exact process of how to use the feature resulting in the users dropping off and not returing back. An in-app guidance or tutorial might help the user to know the process and connect with the feature well enough will result in users return back

Wireframes



Dedicated section

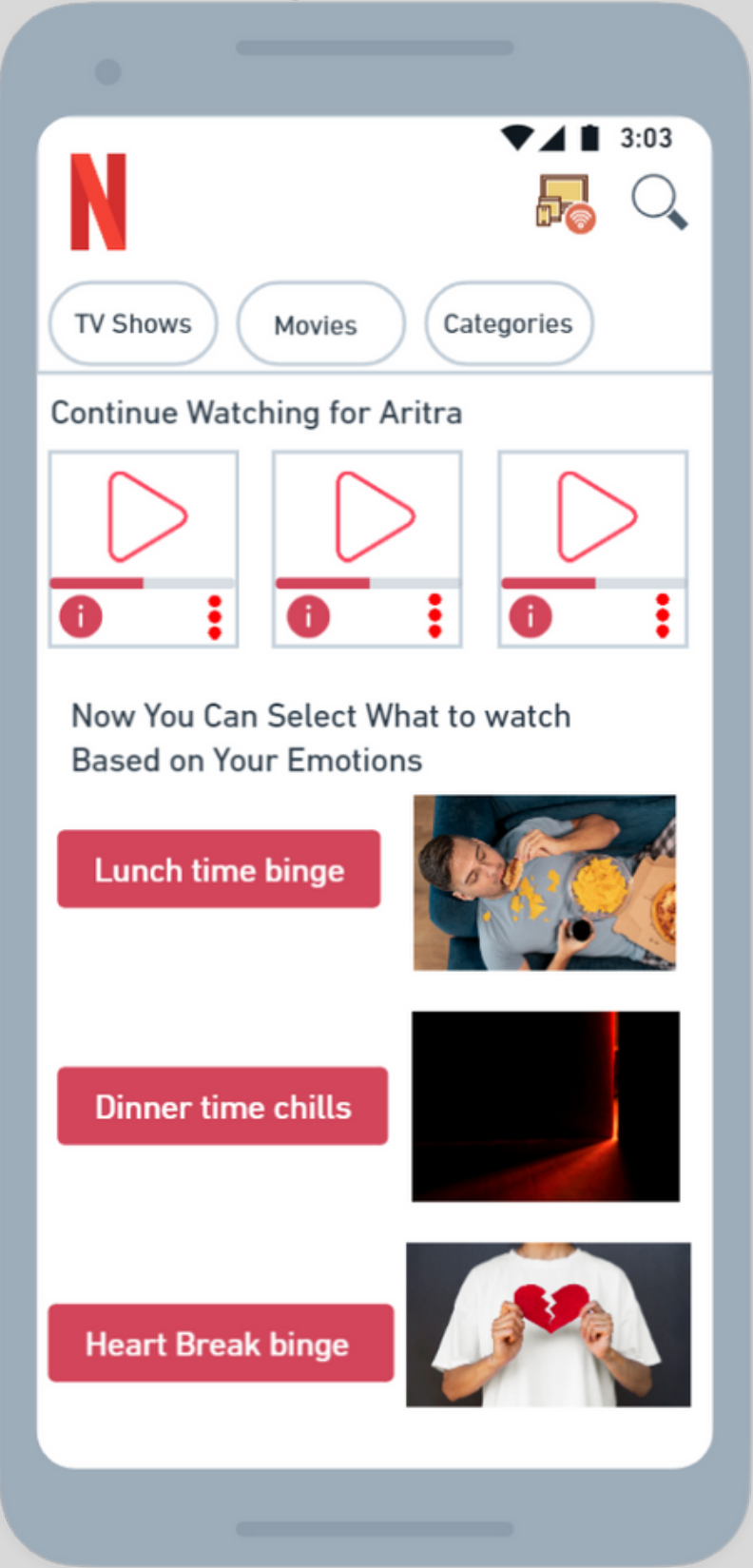


A Dedicated section within the app highlight the lesser known features to the users, also enabling them to get access to it directly



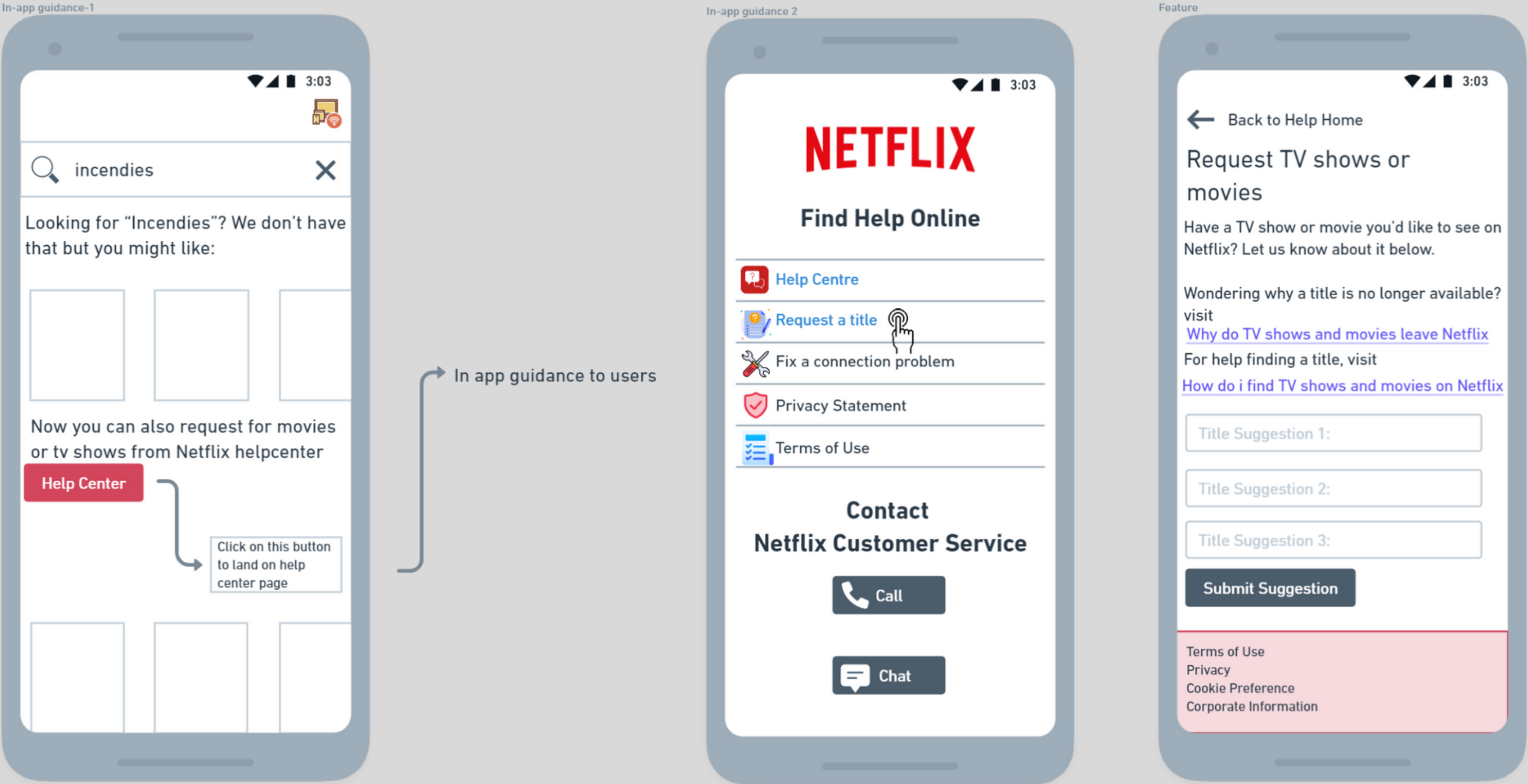
Assuming Infinite Tech Bandwidth

Emotion based content categorization



Emotions based categorisation of content for users to decide quickly what to watch

Wireframes(contd.)





## Important Metrics To Track



- **Overall Feature Adoption:** Feature adoption rate refers to the percentage of active users who use a particular functionality in the product. To calculate feature adoption rate, divide the monthly active users who tried out the feature in question by the total number of logins or active users during the same duration.
- **Activation Rate:** The number of users who have met the criteria for activating a feature. This typically means they have gone through a feature introduction and walkthrough, and have started to engage with that feature.
- **Used Rate:** The number of users who have met the criteria for “using” a particular feature.
- **Used again rate:** The amount of users who have met the “used” criteria more than once for a specific feature.
- **Frequency of feature use:** This metric expands on the overall feature adoption rate and answers the question, “how often is a feature being used?”
- **Time to first use:** Time-to-first use measures how long it takes a user to try out a feature for the first time after signing up. This metric is important for understanding what features are being adopted first, which are seen as more critical to users
- **Time to Adoption rate:** Time-to-adopt measures how long it takes your customers to start using specific features after they sign up and complete your product onboarding.

## Risk Analysis



- **User interaction is required** in order to increase the feature adoption and the overall product adoption. It is very important for our users to interact with the features to make our hypothesis work. This is a challenge as a part of it depends upon the user
- User might get **bored with the limited themes** of emotion based categorization of content
- Users at times might get **frustrated with the in-app guidance** of a particular feature. This is a very delicate feature and needs to be implemented by keeping the user behavior in mind also at the same time the in-app guidance must have a very user friendly and easy to use interface

## Future Scope



**App Notifications** can be a very simple yet a very effective way to promote certain features to the users. A personalized notification sent to the user’s mobile at least **once** in a day can help the user be aware about the product features and what their benefits are, also our goal should be not to increase the notification rate as it might result in users getting frustrated and dropping off. App Notifications can help in **User Engagement, User Retention and growth in Feature Adoption and overall Product Adoption.**