NETFLIX: User Engagement Enhancing

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A) Past Entertainment Landscape: Traditional TV viewing involved channel surfing, adjusting antennas and stick to scheduled programming. Viewers were tied to specific places, battling signal issues, power cuts and intrusive advertisements.

B) Transformation through Streaming: The emergence of streaming platforms, led by Netflix, has revolutionized content consumption. Launched in 1997, Netflix's ascent since April 2003 surpassed traditional TV, defining on-demand, personalized content consumption.

C) Mobile-Centric Convenience: Netflix's mobility liberates users from the living room, allowing viewing on mobile devices, even during travel. Features like pausing, resuming, and user-controlled preferences enhance convenience.

D) Distinct NETFLIX Experience: Netflix stands apart from traditional TV, minimizing interruptions with minimal advertisements.

E) Current Challenge - Inactive Users: Netflix's vast success faces a challenge with a notable percentage of inactive users. This project addresses the investigation, identification, and proposed solutions for engaging inactive users.

F) Continuous Adaptation and Success: Netflix's success is vast, yet the dynamic entertainment landscape necessitates continuous adaptation. The focus shifts to ensuring sustained user engagement for Netflix's continued dominance.

"To Entertain the World"

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2. Current & Future State of NETFLIX

A) Global Reach: Netflix boasts approximately 221.6 million subscribers worldwide, with major user concentrations in the US and Canada (74.6 million), Europe, the Middle East, and Africa (74 million), Latin America (39.9 million) and the Asia-Pacific region (32.7 million).

B) Accessibility: With exceptions in Mainland China, Syria, North Korea and Russia, Netflix is accessible globally.

C) Membership and Association: A member of the Motion Picture Association (MPA), Netflix plays a pivotal role in distributing independent movies.

D) Device Compatibility: Netflix is accessible through web browsers or dedicated applications on various devices, including smart TVs, set-top boxes, tablets, smartphones, digital media players, Blu-ray players, gaming consoles and virtual reality headsets.

E) Resolution: Content on Netflix is available in 4K resolution providing a high-quality viewing experience.

F) Rental Services: In addition to streaming, Netflix offers DVD and Blu-ray rentals, delivered separately within the United States**.**

G) Inactive User Identification: Netflix has identified a notable issue of inactive users, constituting 10% of its total user base.

H) Strategic Vision: Despite current success, Netflix envisions a future where user activity on the platform remains robust.

I) Inactive User Management: Recognizing the inherent nature of some users being inactive, Netflix aims to implement measures to limit inactive users to no more than 5% of the total user base.

J) Proactive Measures: In pursuit of this goal, Netflix is actively exploring and implementing various strategies to engage users and enhance the overall user experience.

3. Problem Investigation:

A) **Identify the Problem:** The problem at hand is the significant number of inactive users on Netflix, constituting 10% of the total user base. Inactivity is defined as a user not logging in and watching any Netflix show within the past six months.

B) **Competitor Analysis:** To understand the context of Netflix's inactive users, it's crucial to confirm that competitors have not introduced any new features, changes or significant shows in the past six months that could contribute to the decline in user engagement. Market Analysis: Netflix has 2 significant competitors globally Amazon Prime Video and Disney+.

Global platform Demand share for sharing Originals (Global q1 2022)
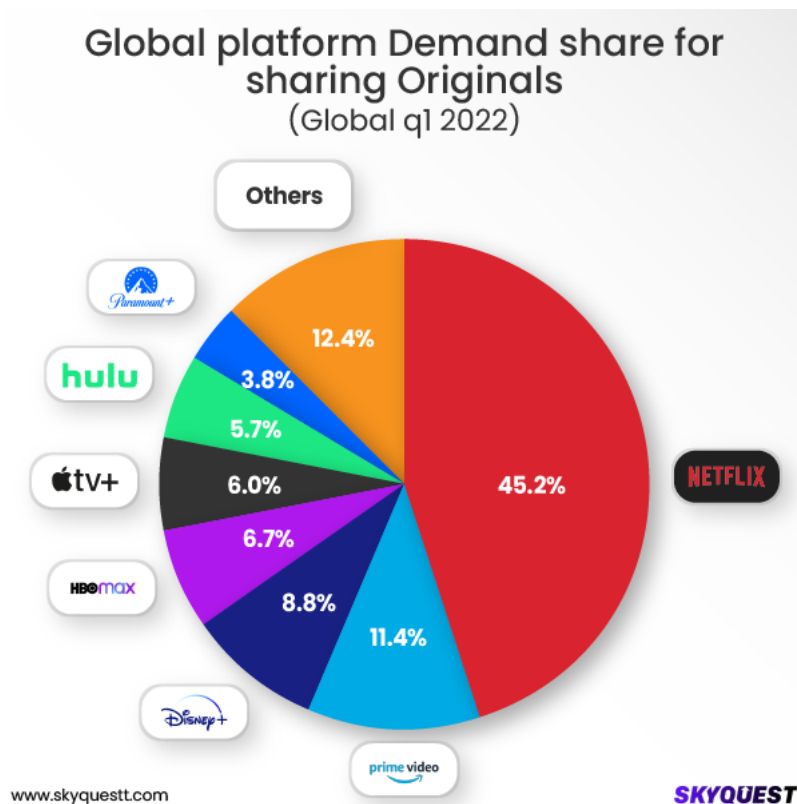
Let's analyze how Netflix competes with its top competitors -

Amazon Prime Video

Content Strategy: Both platforms heavily invest in original content. Netflix's successes include "Stranger Things," "The Crown," and "The Witcher," while Amazon has found acclaim with "The Marvelous Mrs. Maisel" and "Fleabag."

Release Approach: Netflix often releases full seasons for binge-watching, while Amazon adopts a weekly episode release model.

Library: Historically, Netflix had a larger library but Amazon is narrowing the gap.

Pricing: Netflix offers varied plans, whereas Amazon Prime Video is bundled with an Amazon Prime subscription, offering additional benefits.

DiSNEP +

Content Diversity: Netflix provides a diverse range, appealing to various tastes. Disney+ focuses on content from owned studios like Disney, Pixar, Marvel and Star Wars.

Original Programming: Both invest in original content but Netflix has a broader range while Disney+ ties heavily to existing franchises.

Pricing Models: Netflix offers tiered pricing, Disney+ provides a single-point entry but can be bundled with other platforms.

International Presence: Netflix has a longer global presence but Disney+ is rapidly expanding.

**Target Audience**: Disney+ is family-oriented, while Netflix caters to a broader demographic.

User Experience: Both offer high-quality streaming, user-friendly interfaces, offline viewing and personalized recommendations.

Release Strategy: Disney+ follows weekly releases, similar to traditional TV, while Netflix drops entire seasons at once.

4. Issue Identification:

A) **Analyze User Behavior:** Analyze user behaviors and patterns associated with inactive users. This includes exploring data to identify specific genres, devices or viewing times commonly associated with inactivity.
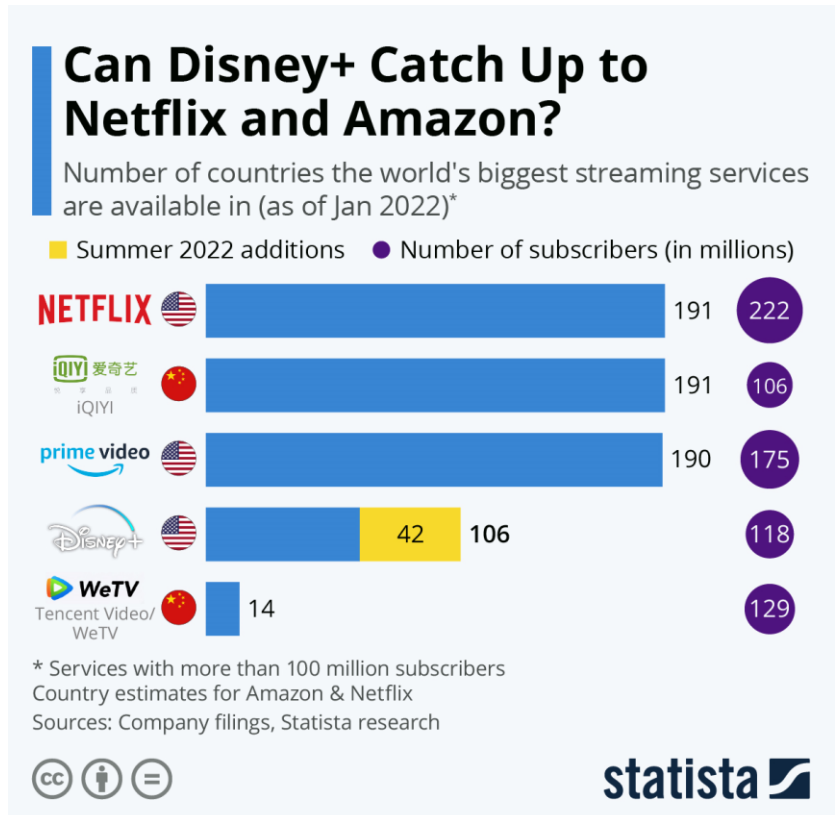
B) **Identify User Pain Points:** The primary pain point users face on Netflix is the overwhelming library and challenges in finding content tailored to their preferences. The lack of clear categorization and difficulty in content discovery lead to frustration and may cause users to abandon the platform.

Personas

Persona 1: Movie Enthusiast Emma

- **Age:** 28
- **Occupation**: Marketing Manager
- **Behavior:** Enjoys watching a wide range of movies across different genres.
- **Goal:** Easily discover new movie releases and get personalized recommendations.

Persona 2: TV Series Fan Alex

- **Age:** 24
- **Occupation:** Software Engineer
- **Behavior:** Loves binge-watching TV series and enjoys exploring new genres.
- **Goal:** Find engaging TV shows with similar themes and genres.

Problem Statements and User Journey Map

Problem Statement 1:

Users struggle to find content that matches their preferences due to the lack of a personalized content recommendation system.

User Journey Map:

1. Emma logs in to Netflix to find a new movie.
2. She spends several minutes scrolling through the vast movie library but finds it challenging to discover something she likes.
3. Emma gets frustrated and decides to exit the app.

Problem Statement 2:

Alex faces difficulty in exploring new TV series because of the limited categorization and organization of content.

User Journey Map:

1. Alex searches for a new TV series to watch.
2. He clicks on different categories but fails to find a section dedicated to new releases.
3. Alex feels overwhelmed by the options and ends up watching a familiar series instead.

4. Solution Proposal:

Addressing Pain Points:

1. Improved Recommendation Algorithms:

  - Utilize advanced machine learning algorithms to enhance content recommendations, ensuring they align better with users' preferences.
  - Showcasing personalized content sections based on viewing history and preferences.

2. Redesign UI & UX for Better Navigation:

To address the identified problems, we propose the following UX structure:

1. Implement a personalized recommendation engine based on user preferences and viewing history.
2. Enhance content categorization with dedicated sections for new releases and trending shows.
3. Improve the user interface to provide clear navigation and quick access to recommended content.
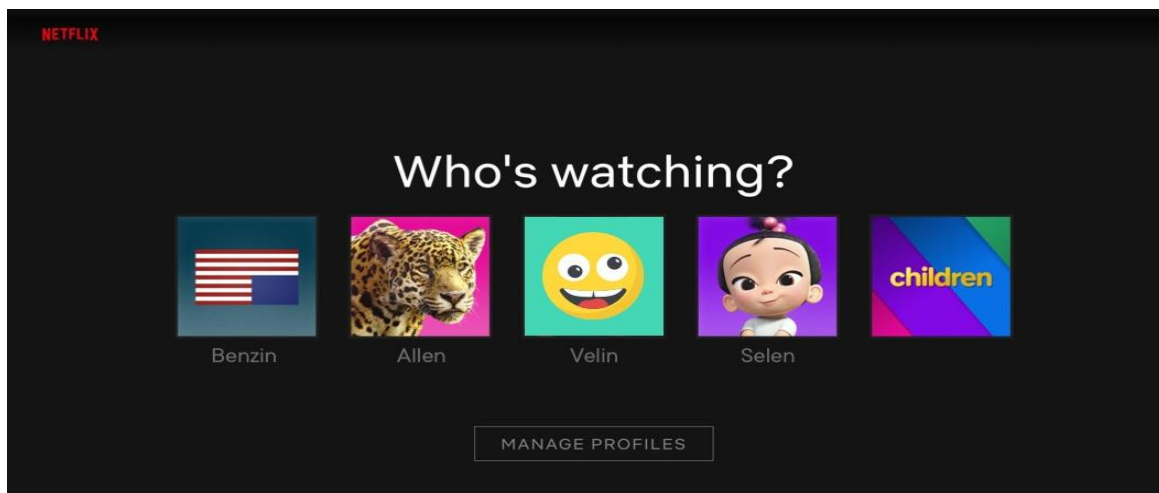
Re-engagement Strategies:

1. Targeted Promotions:

  - Offer targeted promotions for inactive users, providing discounts or exclusive access to new content.
  - Implement time-limited promotions to create a sense of urgency.

2. Exclusive Content for Inactive Users:

  - Introduce exclusive content or early access for users who have been inactive for an extended period.

  - Collaborate with popular creators or produce Netflix Originals to captivate the audience.

3. Personalized Email Campaigns:

  - Implement personalized email campaigns reminding users of new releases and recommendations.

  - Encourage re-engagement through personalized incentives.

6. Metrics for Validation:

A) Defining Success Metrics:

1. Increase in Active Users:

  - Define success as achieving a 15% increase in the number of active users within three months.

2. User Engagement Metrics:

  - Monitor metrics such as time spent on the platform, content interaction rates and feedback survey responses.

B) Data Collection and Analysis:

1. Usage Analytics:

  - Collect and analyze user behavior data to track changes in engagement patterns.

  - Utilize A/B testing to evaluate the impact of UI changes and algorithm enhancements.

2. Feedback Surveys:

  - Implement feedback surveys to gather qualitative insights from users.

  - Use survey responses to make informed adjustments to the platform.

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7. Detailed Explanation:

Through this project, we expect to see increased user engagement, higher user retention rates and improved customer satisfaction. By addressing user pain points, we aim to make content discovery seamless and enjoyable, resulting in more satisfied and loyal Netflix users.

This case study highlights the significance of user research and iterative design in creating a user-centric streaming platform. It also emphasizes the importance of collaboration between UX designers, UI designers and developers to implement successful design solutions.

8. Conclusion:

By iterating the solutions that worked and integrating them as part of our pre-emptive processes, we can ensure both user retention and customer success.

9. References

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