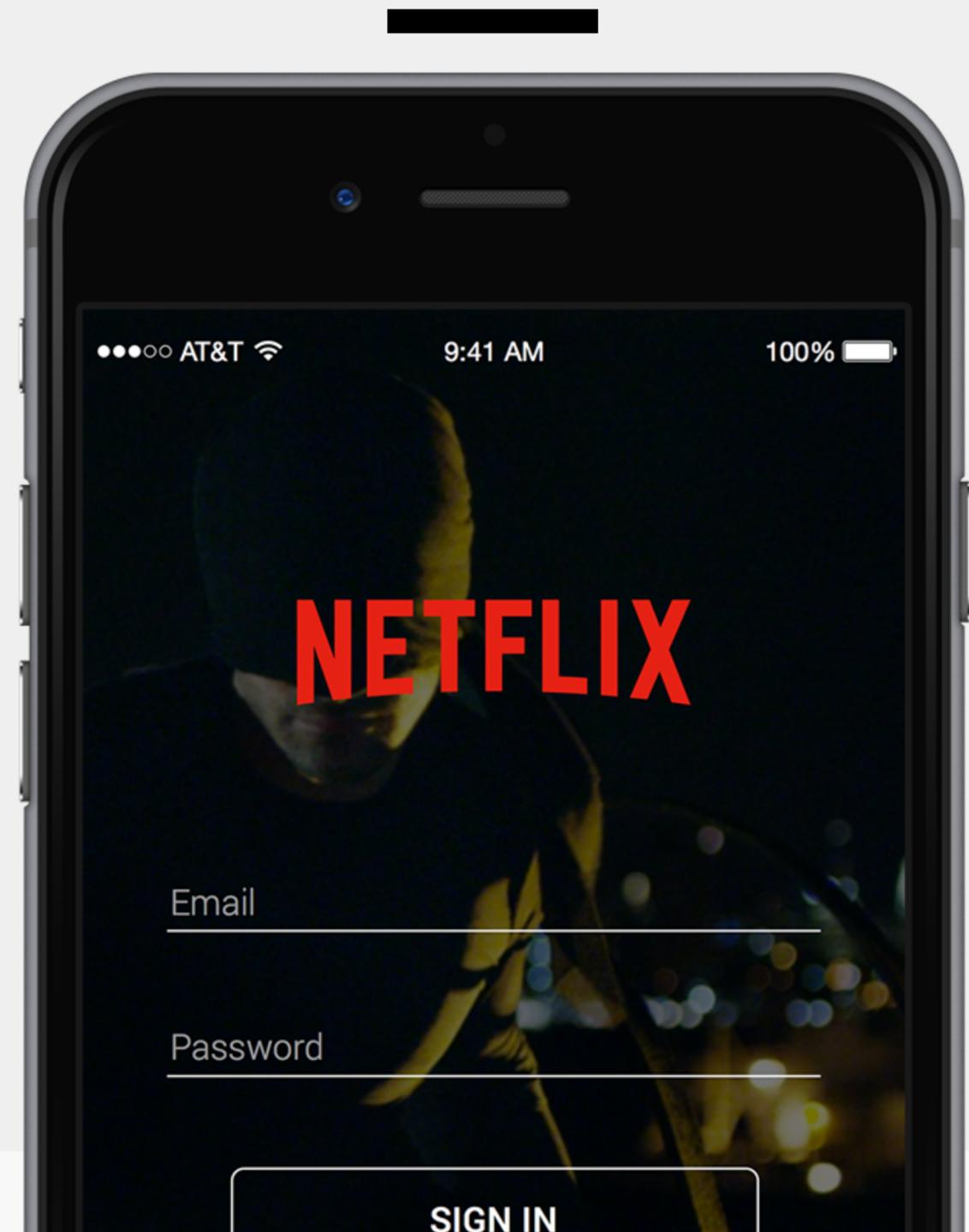


Product Teardown

User Onboarding in Netflix



Done by- Anindya Sharma

About

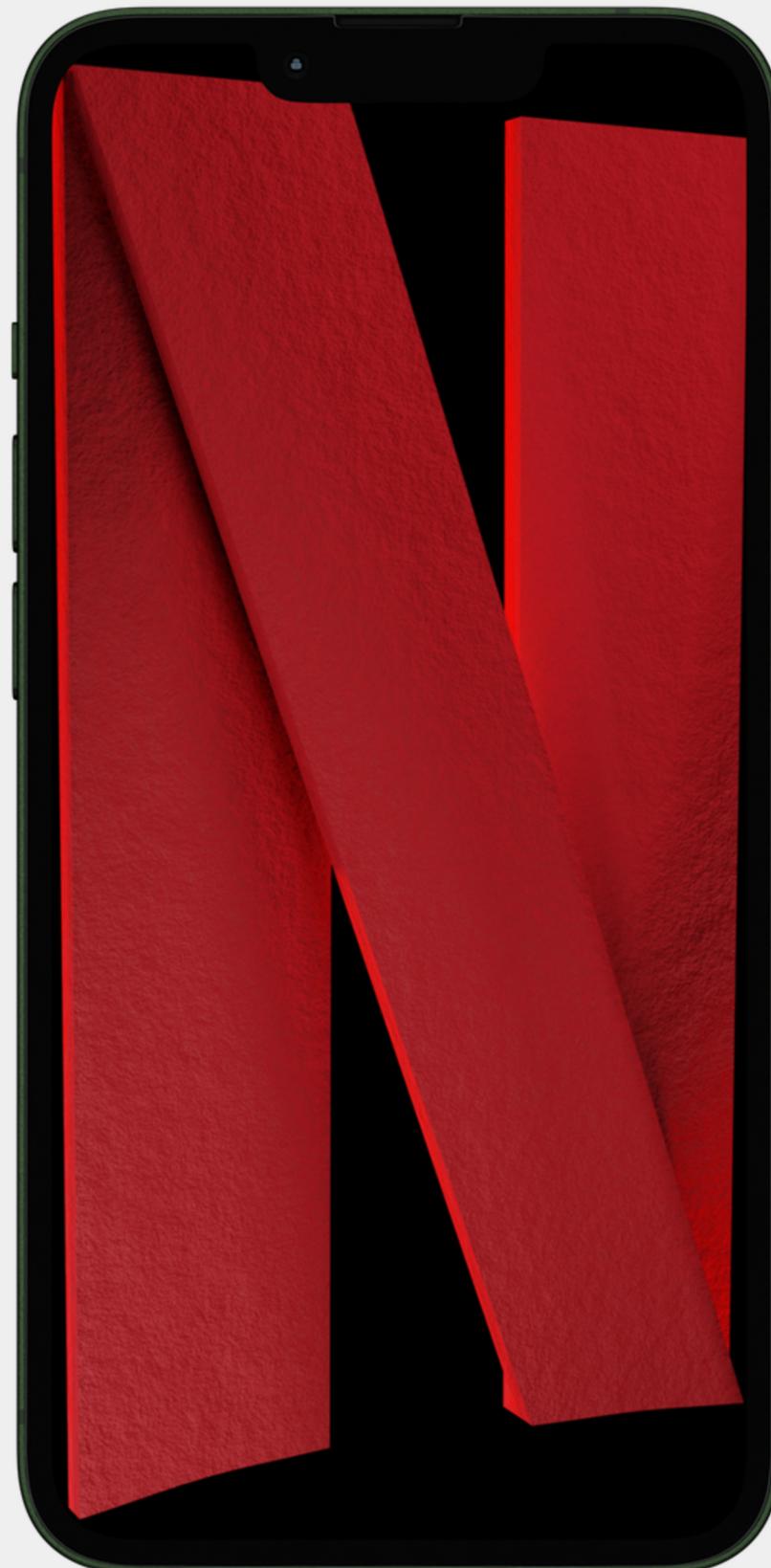
Netflix is an American subscription video on-demand over-the-top streaming service. The service primarily distributes original and acquired films and television shows from various genres, and it is available internationally in multiple languages.

Launched in: 16 January 2007

Parent: Netflix, Inc.

Mission: “to entertain the world.”

Vision: “Becoming the best global entertainment distribution service.”



Interesting Facts:

- Netflix's first original series was "House of Cards," which premiered in 2013
- Netflix popularized the concept of binge-watching by releasing all episodes of a season at once.
- The "Netflix Effect" refers to the phenomenon where a show or movie becomes wildly popular after being added to Netflix, even if it was previously underappreciated

User Persona



Karan Singh

Age: 18 Years

Occupation: First Year Undergrad

Hobbies: Videogames, Movies and Songs

Location: Kolkata



Pain Points

- Computer is harddrive is limited.
- Exhausted all Movies and TV series in his computer and that his friends have
- Dont have a credit for auto debit options in OTT

Needs

- Looking for wider areas of entertainment like movies and Tv series.
- Want to get entertainment in cheap rate.

Personal Characteristics

- Like to Binge watch a series every weekend
- Haevily rely on ratings and reviews to watch the next series
- Get only 2000rs as pocket money for a month from his family

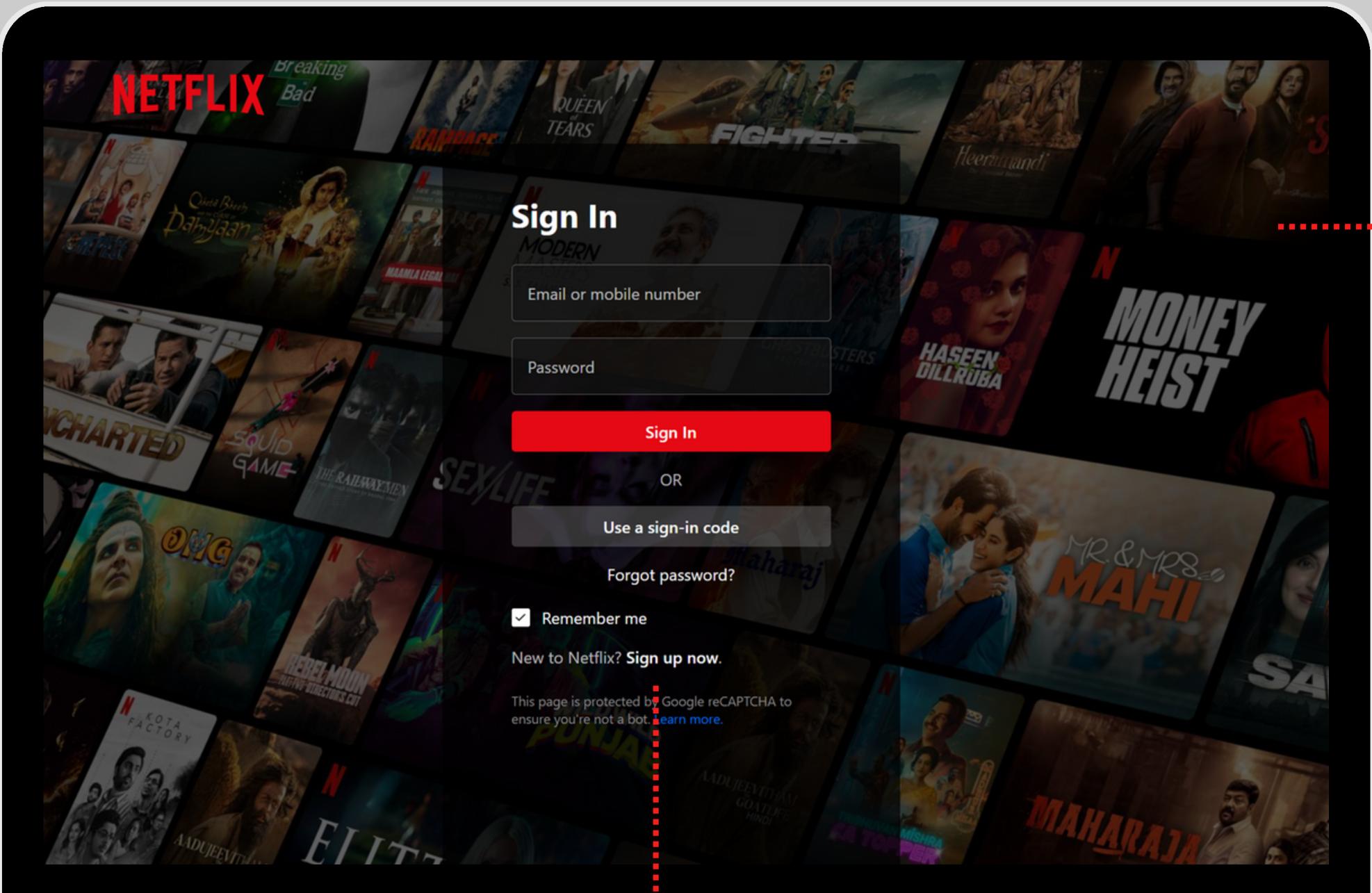
User Onboarding

— 100

— 50

— 15

Karan's Psych
Level: 15



Sign Up button is on the first page
quiet visible

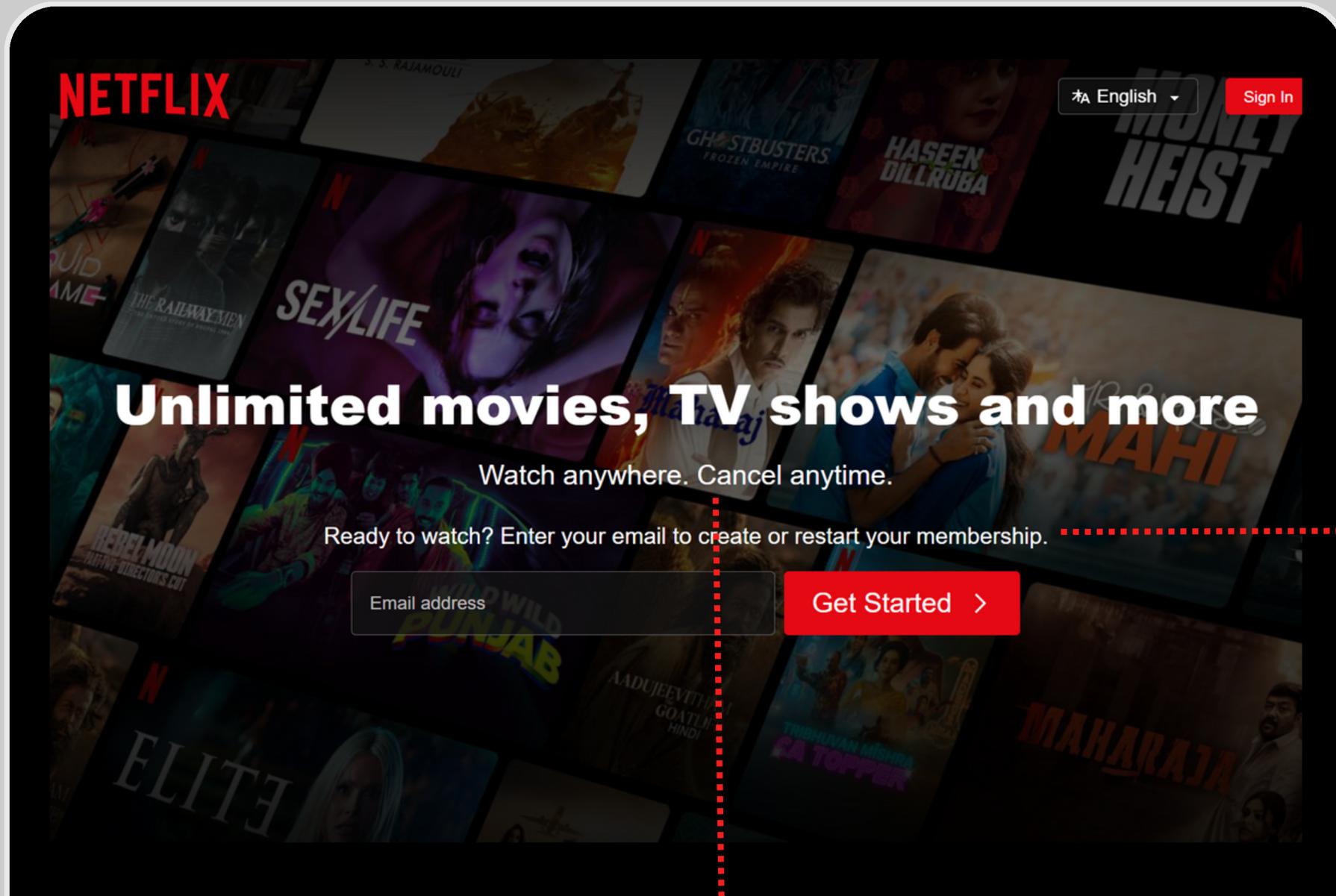
Psych: +5

Psych: +10

All the movies and Tv Series poster Karan can see in the background is exciting for him. He can finally watch content that was previously not available to him

User Onboarding

— 100



This message is exciting. This was what Karan was looking for also cancel anytime tell him he can get out of Netflix whenever he wants

Karan's Psych
Level: 30

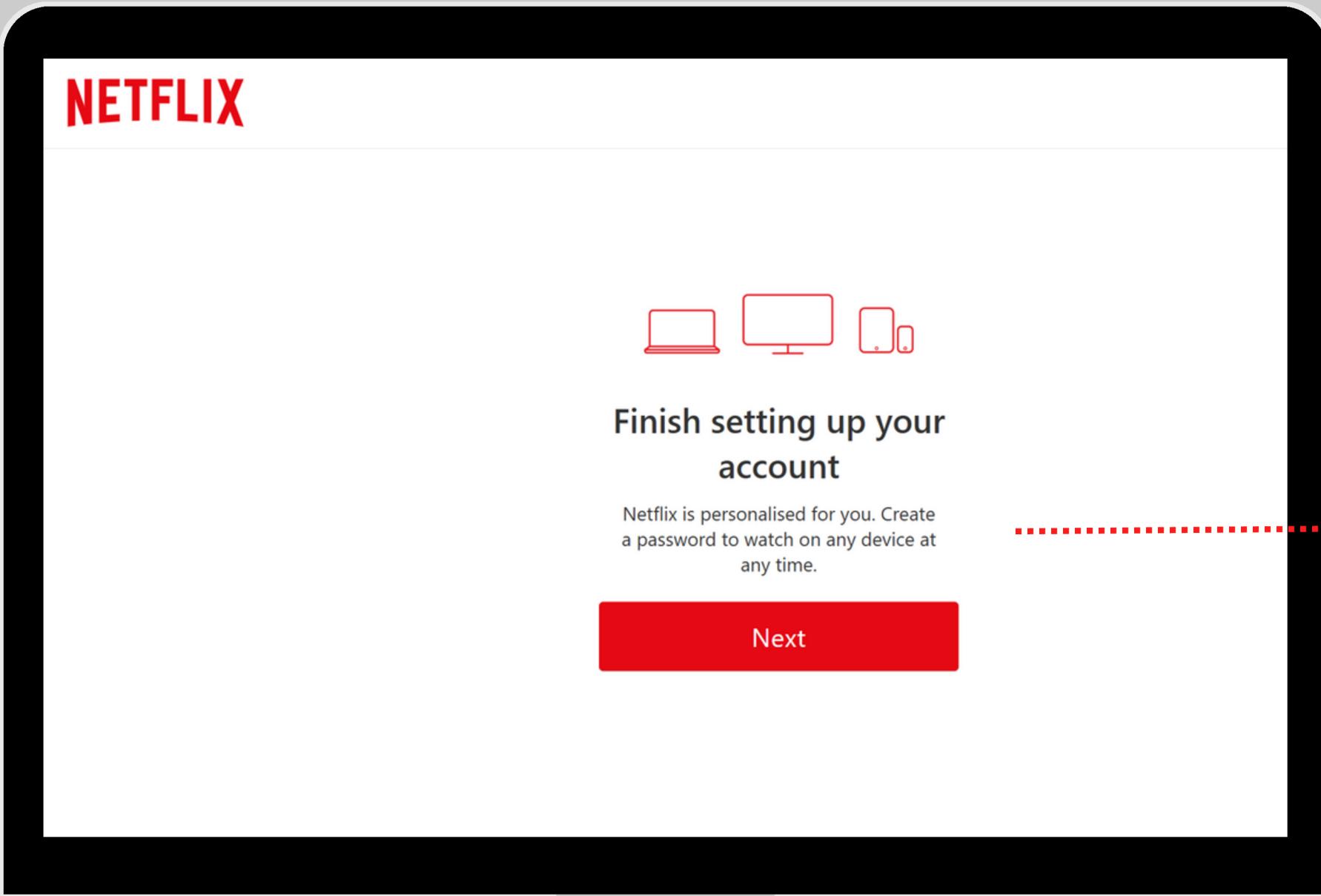
Psych: +10

Information asked by Netflix for signing up is very less. It does not hampers with Karans attention level

Psych: +5

User Onboarding

— 100



Steps are increasing. This step could have been eliminated

Psych: -2

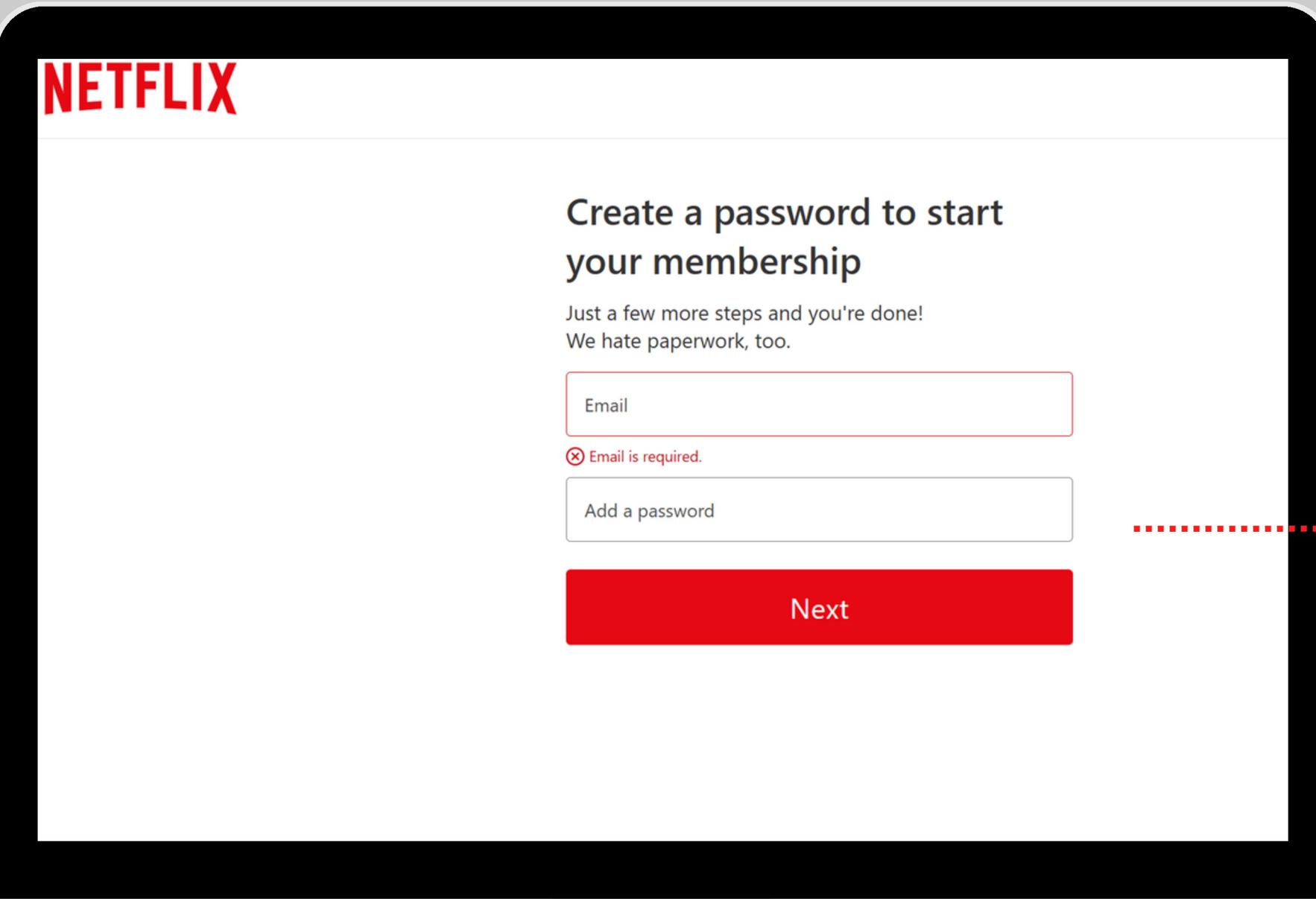
This message is exciting. This was what Karan was looking for

Psych: +5

Karan's Psych
Level: 28

User Onboarding

— 100



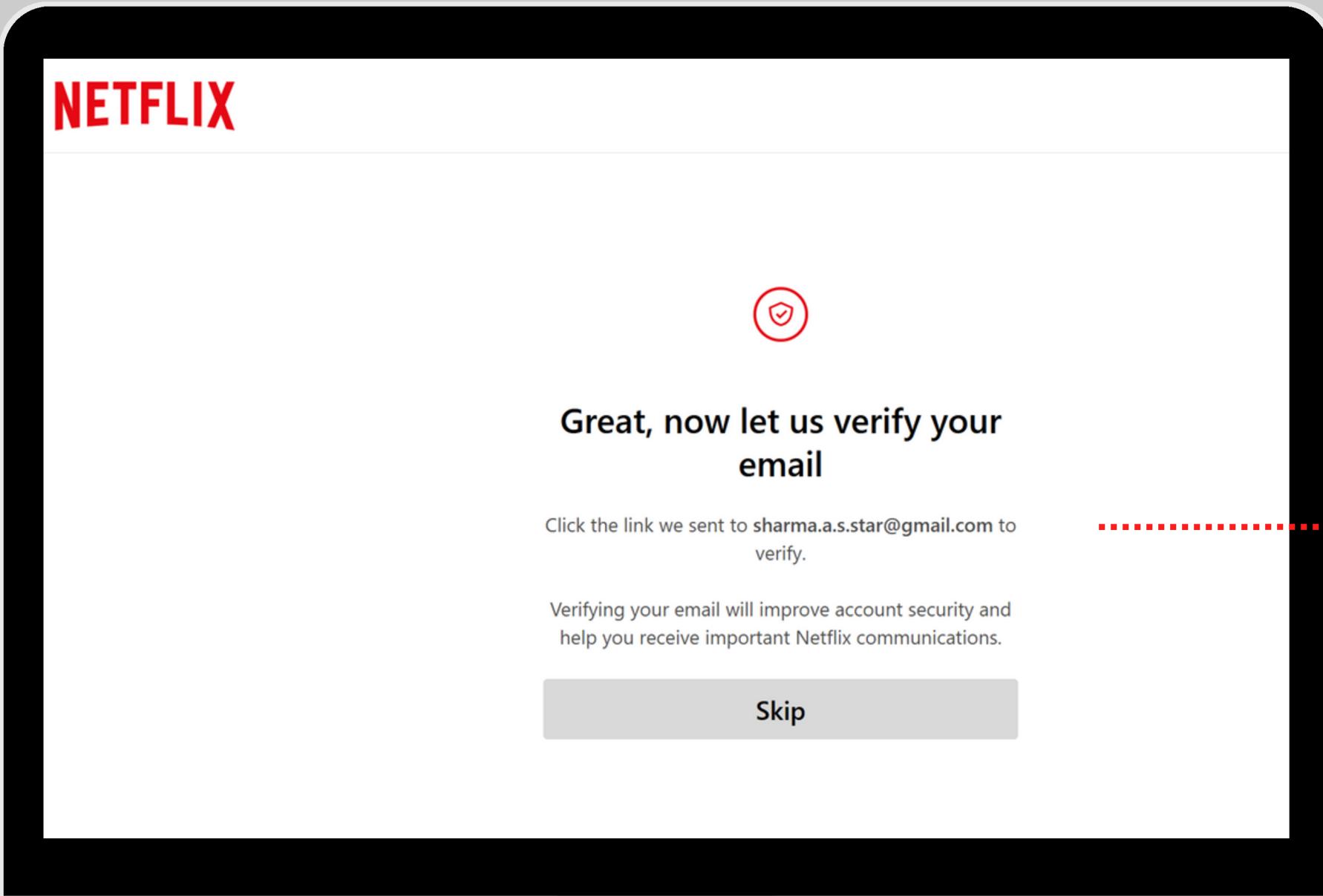
Minimal Information sought.

Psych: +2

Karan's Psych
Level: 30

User Onboarding

— 100



— 50

— 25

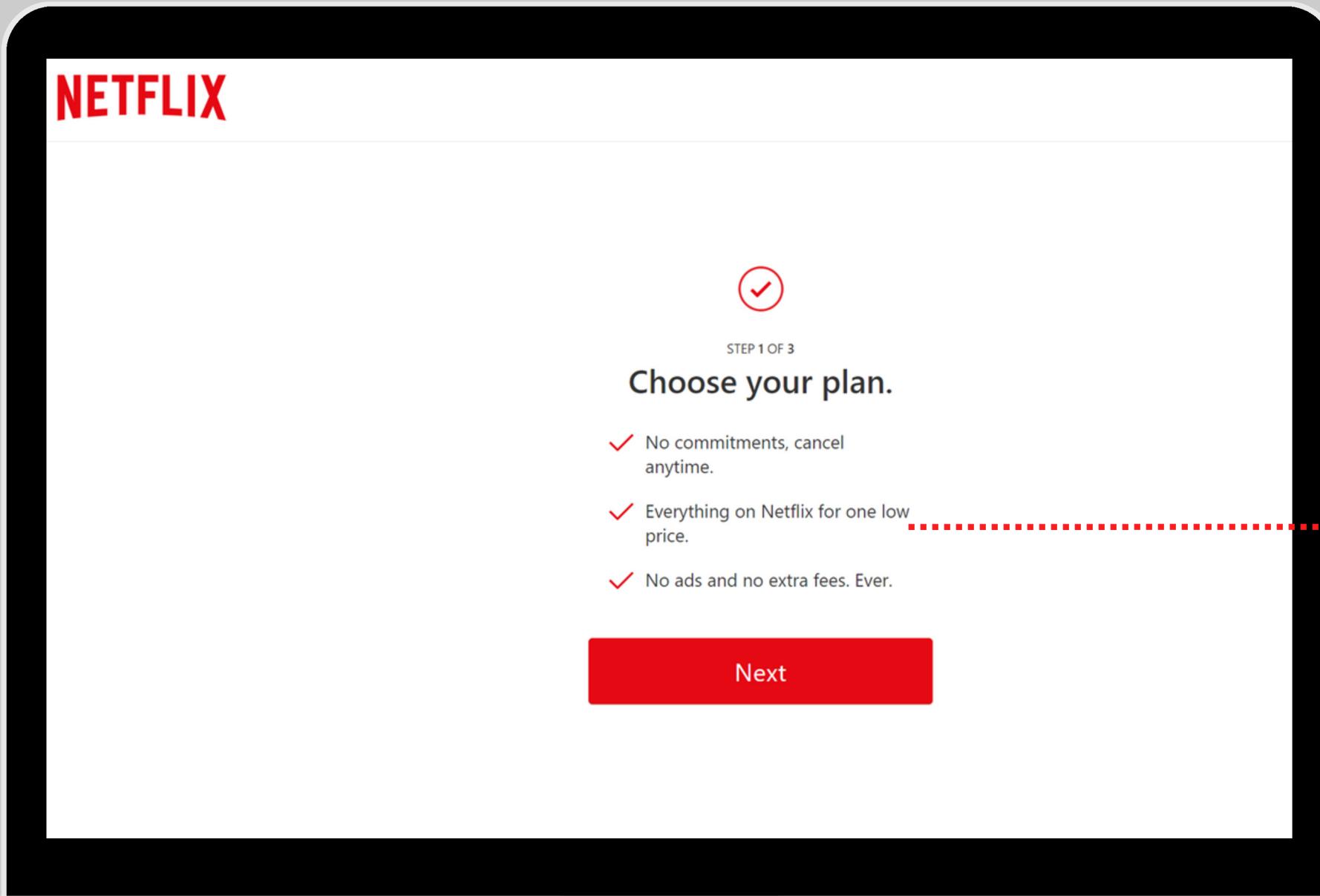
Karan Need to go back to his email to verify. Steps are too much

Psych: -5

Karan's Psych
Level: 25

User Onboarding

— 100



— 50

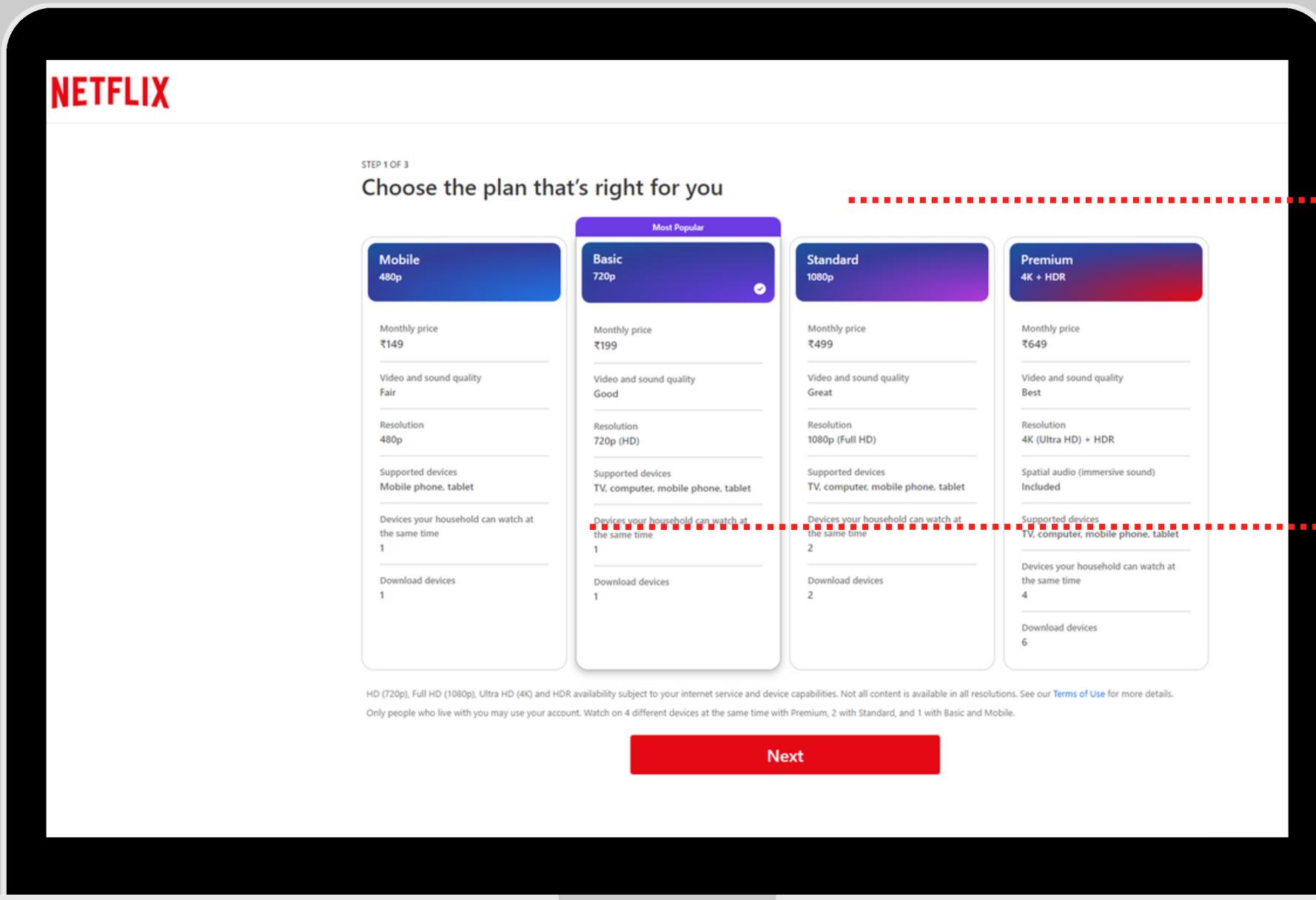
— 25

Although information is useful but
could have merge this step with
the next step

Psych: 0

User Onboarding

— 100



Psych: +10

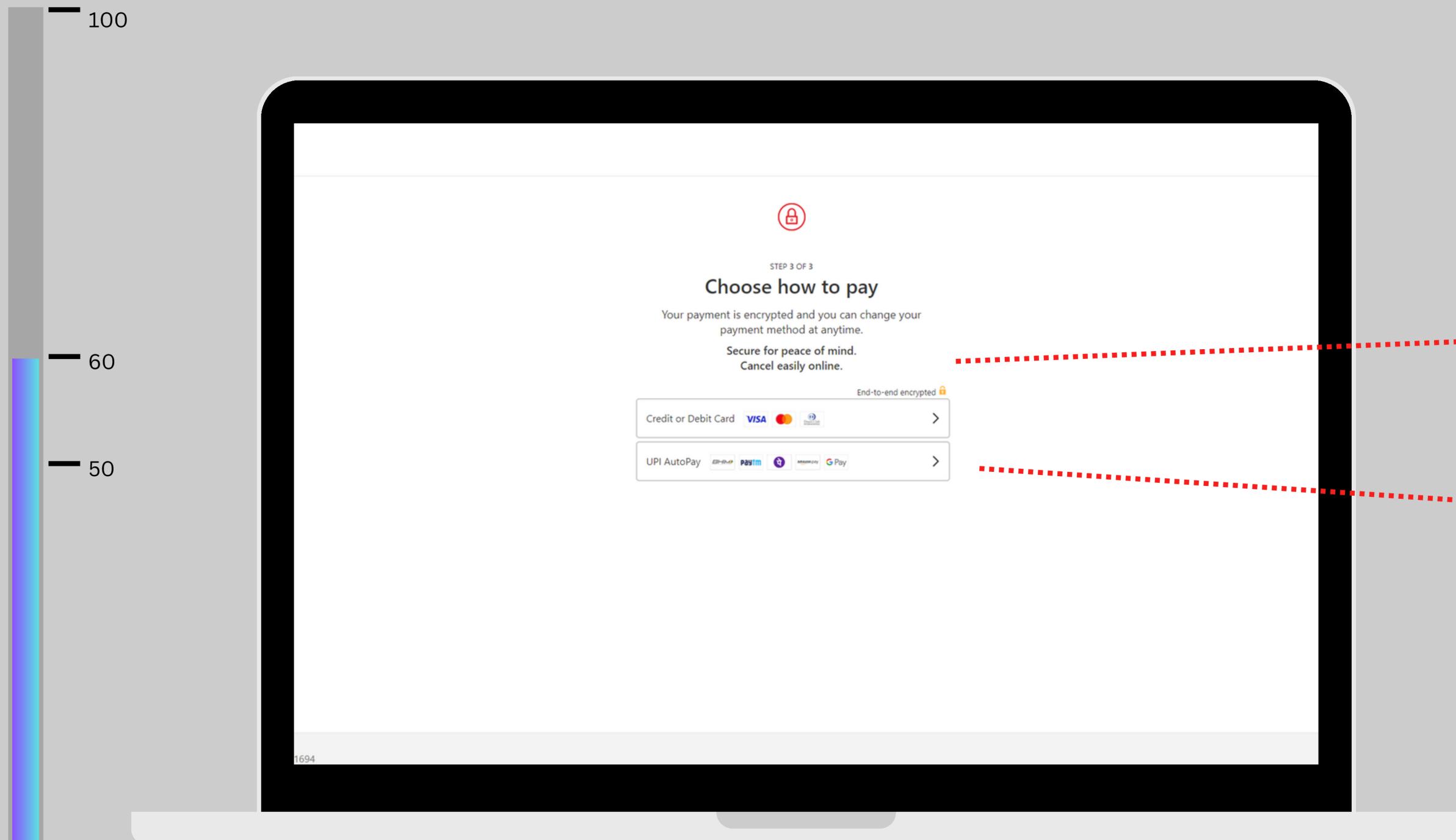
Lots of plan to choose from. he can get bring his friends and get a cheaper rate for better quality

Even the single plan is quiet affordable for him

Psych: +5

Karan's Psych
Level: 40

User Onboarding



Karan's Psych
Level: 60

Psych: +10

Cancel anytime again reassures him that he is not obligated to anything and he can get out of netflix when ever he wants

Since Karan doesn't have a Credit Card, the UPI option helps him a lot.

Psych: +10

Key Take Aways

1

THE FIRST PAGE

The movie and TV Series poster in the first page lure users comming into Netflix

2

MINIMUM DETAILS

Minimum Details required for Singup reduce resistance to signup

3

PAYMENT OPTIONS

Multiple payment options attracts wider user base

4

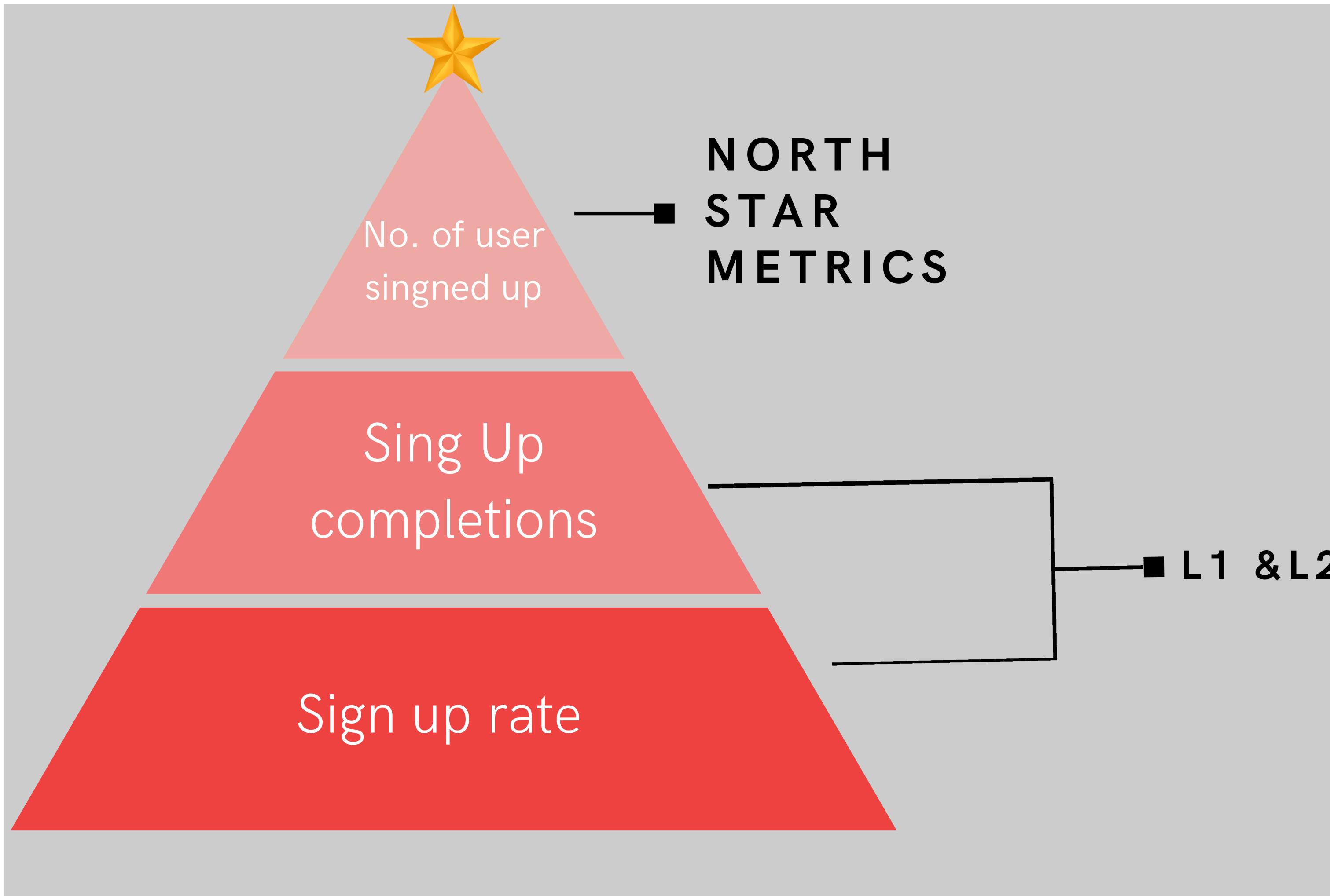
GET OUT EASY

Cancel anytime written while making payment reassures the user that they are not married to the product

5

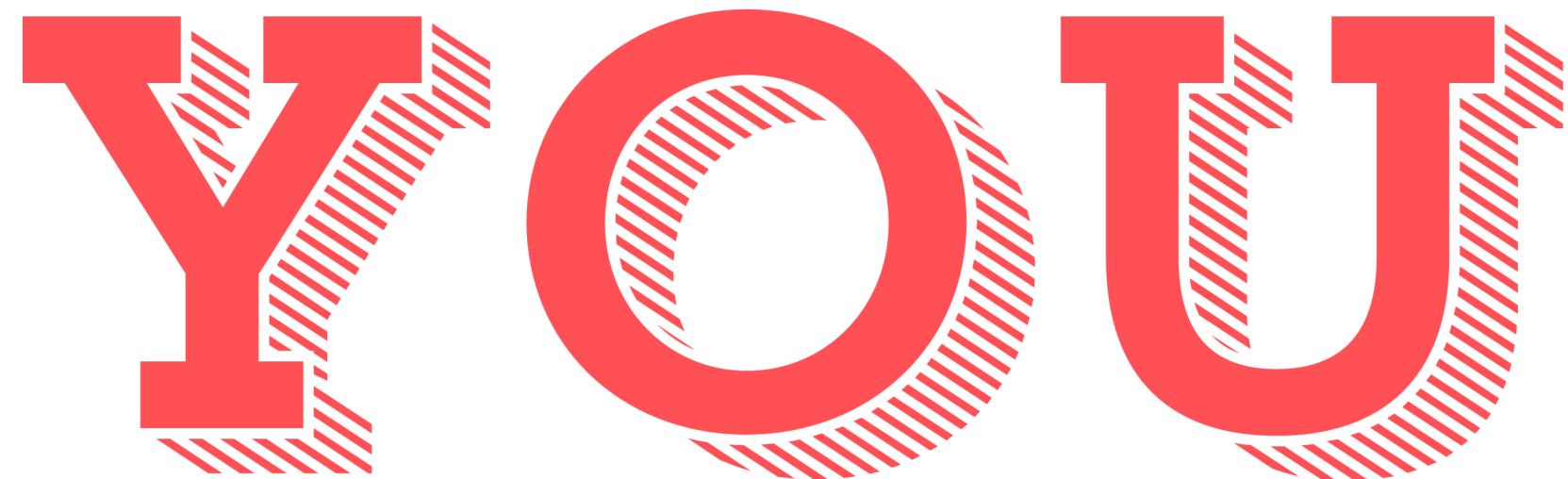
STEP REDUCTION

There were multiple steps to signup and some steps in between could easily be ommited



THANK

YOU

The word "YOU" is written in a large, bold, red font. The letters are filled with a pattern of red diagonal hatching, creating a textured appearance. The "O" is a circle with a hatched border.

Done by- Anindya Sharma
LinkedIn Profile