

1. Your final project topic and attach your prototype.
  - Final project topic: Netflix Revamp
  - [Lo-fi Prototype 1 \(Media Profiles\)](#)
  - [Lo-fi Prototype 2 \(Chat Section\)](#)
2. State the goals and assumptions
  - i. What are your hypotheses?
    - **New media profile page features such as (1) data on which shows your friends have watched and (2) comments and reviews you have made about the show/movie will not only make Netflix more communal, but will also alleviate choice paralysis.**
  - ii. What are your alternative hypotheses?
    - **As Netflix has too many options for the user to choose from, which tends to overload the senses, these new features we've implemented for Netflix will build hype, discussion, and free publicity for Netflix shows and movies.**
3. State the experiment components:
  - i. What are your treatment & control groups?
    - **Treatment group(s): Friends/global users utilizing the app's features with the outside implementations put forth by our group**
    - **Control group(s): Friends/global users utilizing the app's features normally without any outside implementations**
  - ii. Should you use between or within subject design or field trial?
    - **A within-subjects study requires fewer test participants to obtain the same number of data points as a between-subjects study. In turn, I would use within-subject design.**
4. What are your dependent & independent variables?

- **Independent variable (x-variable): positive sentiment analysis of chat app feature and reviews left by friends/global users**
- **Dependent variable (y-variable): more communal membership as measured by user retention and revisits**

5. What data will you be collecting?

i. Logs or self-reporting metrics(survey/interviews) or anything else?

- **Better suggestions as part of anonymous user testing**
- **Data regarding membership statistics**
- **What shows on Netflix your friends have watched**
- **Sentiment analysis of comments and reviews your friends have made in regards to the show/movie**