

**ALEXANDRIA UNIVERSITY**

FACULTY OF SCIENCE



# NETFLIX

## REQUIREMENTS GATHERING DOCUMENT

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We conducted several methods to gather the functional and non-functional requirements for developing Netflix web application.

- Interviews:

We selected the most important Netflix inc. managers to interview

selecting interviewees:

<i>Name</i>	<i>Position</i>	<i>Purpose</i>	<i>Meeting</i>
<i>Greg Peters</i>	CEO	Strategic vision for the new system	Thurs, May 11 9-10 am
<i>Marc Randolph</i>	Business user	Ideas for improvement	Thurs, May 11 12-2 pm
<i>Ted Sarandos</i>	Sales rep	Ask about Customers interactions	Fri, May 12 10-11 am
<i>Kevin Hastings</i>	IT manager	Define what the new system must do	Sat, May 13 10-12 am

## Sorting Questions:

**Marc Randolph****Greg Peters****Ted Sarandos****Kevin Hastings**

what are the problems with the current system?

When did you start your business?

How do you advertise your business?

What is the system about?

What are your biggest challenges?

What made you choose to start a company in this industry?

How customers find out about us?

What are the main features?

Which demographic are you willing to attract the most

What are your company's goals

How does your business compare to competitors in the market?

More specific features?

Are there any strong competitors in the market?

What are your profit margins

How many customers do you have?

How would you like the navigation to work?

What features in the system would you like to keep?

Which qualities do you look for in new employees?

How many orders do you receive per day?

How do you want the system security to be implemented?

How do you think the situation could be improved?

How many customers do u expect to have in 5 years from now?

Do the customers have complaints?

System design requirements?

**Greg Peters**

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Cortland office 11/5/23

Halah Eltorgoman - Data Analyst

I interviewed Netflix's CEO to learn more about the company's history and their goals regarding Netflix's future.

**Halah (interviewer):**

Hello Greg Peters, when did you start your business?

**Greg Peters:**

Netflix was founded by Me, Marc Randolph and the co-founder Reed Hastings on August 29, 1997, here in Scott's Valley, California

**Halah (interviewer):**

What made you choose to start a company in this industry?

**Greg Peters:**

In 1997 i conceived the idea of a subscription-based movie-rental service, after i incurred a large late fee when i failed to return a store-rented videocassette.

**Halah (interviewer):**

And What are your company's goals?

**Greg Peters:**

At Netflix, we want to entertain the world. Whatever your taste, and no matter where you live, we want to give you access to best-in-class TV series, documentaries, feature films.

**Halah (interviewer):**

What is your profit margins?

Greg Peters:

Our net revenue was \$1.67B of which \$0.12B were the net income which leaves us at a 0.688% net Margin.

Halah (interviewer):

Which qualities do you look for in new employees?

Greg Peters:

- Their ability to work well under pressure.
  - Adaptability
  - High productivity
- Problem solving and critical thinking skills.

Halah (interviewer):

How many customers do u expect to have in 5 years from now?

Greg Peters:

At this rate id expect the customers to double or even triple up to more than 10 million per year

Thank you, Greg Peters, we sure learned a lot of interesting facts about Netflix today. We hope your company continues to thrive and we wish u all the best!

**Marc Randolph**

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Cortland office 11/5/23

**Halah Eltorgoman - Data Analyst**

I spoke with Marc Randolph, Netflix System Manager to investigate the issues within the current system and get new ideas for improvement to implement concerning the developed system.

**Halah (interviewer):**

Hello Marc Randolph, as planned, I have interviewed your CEO Greg Peters, and ive been informed about the situation of your current system at Netflix inc.  
Today im here to ask you some more questions related to your sector of the company.

**Halah(interviewer):**

what are the problems with the Netflix right now?

Marc Randolph:

- Less than the optimum number of customers
  - High upkeep cost (due to CD production)
- Younger generations are searching for alternatives to CDs
  - Inventory management issues
    - Availability
  - Returning policies are ignored

**Halah(interviewer):**

But mainly, what is the biggest concern of all?

Marc Randolph:

Netflix is not accessible by everyone

Halah(interviewer):

What demographic are you targeting?

Marc Randolph:

Our system is independent of age, gender, or nationality.  
We would like to produce films and shows for the general population

Halah(interviewer):

So, Marc Randolph tell me, are you approaching the goal or are there any notable competitors to Netflix?

Marc Randolph:

There are few of course, however, mainly, the chief of retail video rental chain Blockbuster, John Anticoca, is handing out copies in-store therefore customers get to watch their favourite films and shows on spot which they prefer over having to wait for our DVD mail to arrive, which leads to less orders are being made.  
Hence, our company's financial state is dropping.

Halah (interviewer):

But There must be something your company is special at serving right?

Marc Randolph:

Of course, we specialize in Netflix original productions.  
No matter what our competitor's scheme, our exclusives remain out of their scope.

Halah(interviewer):

That's amazing to hear. Marc Randolph tell us how do u plan on improving the current system?

Marc Randolph:

our next big plan is to introduce our System to internet-accessing devices by creating an Online streaming service and allow users globally to use it at a reasonable price.

Thank you so much for your time, Marc Randolph, the team will look further into the issues and will take your solutions into consideration.



**Ted Sarandos**

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Halah Eltorgoman - Data Analyst

**Halah (interviewer):**

Sir Ted Sarandos, how do you advertise your business?

Ted Sarandos:

- billboards
- Newspaper
- TV channels
- in theatres

**Halah (interviewer):**

How do customers find out about ur services?

Ted Sarandos:

Usually from friends and family and through reading the daily news paper.

**Halah (interviewer):**

How does your business compare to competitors in the market?

Ted Sarandos:

Our sales charts were at a stable rate in the first years, however, with more competitors showing, our sales started to decline at an alarming rate.

**Halah (interviewer):**

So, what is the average number of costumers do u get yearly?

Ted Sarandos:

Around 8000 customers this year but the charts show an exponential growth but a slower rate than we hope.

**Halah (interviewer):**

So, how many orders do you receive per month?

Ted Sarandos:

We receive Around 200 orders sometimes on a bad month it drops down to 100-150

Halal (interviewer):

Do these customers have complaints?

Ted Sarandos:

Most of our customer are satisfied but occasionally we receive complaints about our dvd  
mails arriving late or certain DVDs being out of stock.

Some non-customers complain about prices being too much for just rental.

thank you, Ted, for your time, make sure to send us your statistics by mail for our data  
scientists to analyse.

**Kevin Hastings**

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Cortland office 13/5/23

Halah Eltorgoman - Data Analyst

**Halah (interviewer):**

Hello Kevin Hastings, this is the final interview we hold with your company managers. The goal of this meeting is to collect as much system specifications from you as possible, let's begin.

**Halah (interviewer):**

let us verify again, what is the system about?

Kevin Hastings:

We want Netflix to be a subscription-based streaming service that allows our members to watch TV shows and movies on an internet-connected device.

**Halah (interviewer):**

What are the main features that you want Netflix application to have?

Kevin Hastings:

- For our users to be able to create accounts that they can log back into
  - To choose a price to pay for subscription from a given range
    - To watch movies and tv shows
  - The ability to search for what they want to watch
    - Available subtitles in different languages

Halah (interviewer):

Do u have more specific features you want us to take care of?

Kevin Hastings:

- Make 3 subscription plans with different levels of services
  - An account can contain more than one member
- Allow users to read the description of show or movie before watching
  - Group context into genres
  - Allow users to rate our shows
- Allow users to report an issue if there are any

Halah (interviewer):

How would you like the navigation to work?

Kevin Hastings:

We want the application to hav the following navigation tabs in this order and sectioning:

1. Home tab
2. Series tab
3. Films tab
4. New & Popular tab
5. My list tab
6. Browse by language tab

And finally for the logo in the header to direct back to home page

Halah (interviewer):

Alright, and what about the security polices mister Kevin Hastings?

Kevin Hastings:

Nothing unusual but make sure of using the Flixed API, add parents controls and protect user's personal information

Halah (interviewer):

is there any specific colour palette or design u want us to follow?

Kevin Hastings:

Keep our logo design and make the theme of the application accordingly.

perfect, thank you Kevin Hastings for your cooperation and be certain that our team won't disappoint.

the team developers will reach out every once in a while, to ensure that the features match your requirements.

**After a few iterations of Netflix software model we hosted a focus group meeting with the internal and external stakeholders**

- **Focus group:**

**Question 1: Would you give up on other movie streaming web applications?**

**Notes:**

Negotiate with the business users on adding more than Netflix original productions.

**Common Responses:**

The majority found it hard to give up on using other applications.

**Noteworthy Individual Responses & Ideas:**

The responses were, Yes, no, depends on the price and content, and not necessarily

**Question 2: how much would you pay for subscription per month**

**Notes:**

The prices suggested were In line with our intended price point, however a follow up with marketing team will be considered

**Common Responses:**

Most of the responses were between 6\$-17\$

**Noteworthy Individual Responses & Ideas:**

The responses were 6\$,7\$,10\$,17\$ and 0\$ (this user suggested that the product should be free)

**Question 3: Who do you think is the largest competitor for our product? and why?****Notes:**

run a competitive audit.

**Common Responses:**

Everyone collectively agreed on YouTube.

**Noteworthy Individual Responses & Ideas:**

Hulu, amazon prime and YouTube

**Question 4: how much time would u spend on this application?****Notes:**

Release no more than 1 hour for each episode of a Netflix Tv show

**Common Responses:**

An average of 3 hours

**Noteworthy Individual Responses & Ideas:**

2 hours at most, 5 to 6 hours non-consecutively and some said as much time as their episode lasts

**Question 5: What features should we prioritize?****Notes:**

Focus on UX and efficiency.

**Common Responses:**

To navigate through the application quickly and without getting lost

**Noteworthy Individual Responses & Ideas:**

Easy navigation, minimal buffer time, variety of languages in subtitles and audio and save last watched

**Question 6: why would you choose our application over the others?****Notes:**

Continue to add exclusives.

**Common Responses:**

Their favourite shows are only available on Netflix.

**Noteworthy Individual Responses & Ideas:**

- exclusives
- cheaper
- family plan
- parental controls
- up to date release



**Question 7: If you could add any feature to our application, what would it be?****Notes:**

Review the out-of-scope document

**Common Responses:**

Most common response was to upload more non-Netflix originals

**Noteworthy Individual Responses & Ideas:**

- more non-exclusive content
- add Netflix in more regions
- ownership of media

**Question 8: would u allow your kids to use Netflix?****Notes:**

Focus on Continuously Updating Netflix kids.

**Common Responses:**

Some Highly disagreeing participants however most were happy to spend family time watching Netflix.

**Noteworthy Individual Responses & Ideas:**

Only under parental controls and if shows are suitable for ages of 7-9 but parent or caregiver must also be present for the duration of the film.

**Overall Learnings, General Notes, and Key Takeaways:**

Most of the participants are happy to subscribe and use our application Netflix.

some updates to our pricings must be done.

We must review our technical settings to ensure efficiency.

