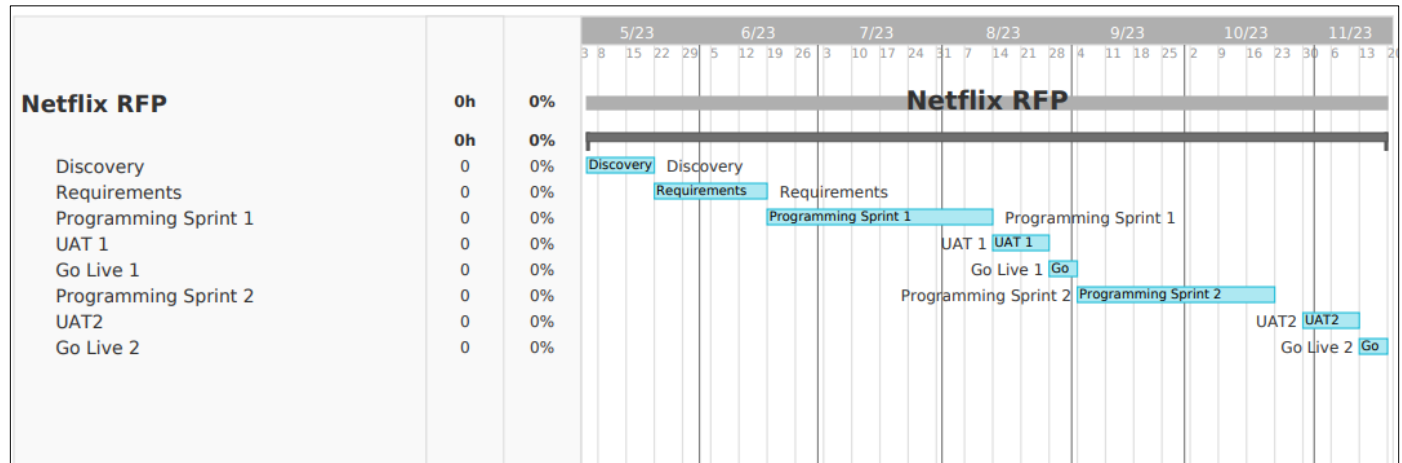


## 12.ROUGH SCHEDULE WITH TARGET DATE AND TASK BRIEFS:

Here is a rough schedule with target dates for Netflix RFP, with a focus on restricting password sharing, revamping entry-level subscription fee, adding kids' content, and implementing AI:



Discovery - 2 weeks, Target Date: May 20, 2023

- Gather stakeholders and define project scope.
- Identify key requirements and success criteria.
- Develop initial project plan and schedule.

Requirements - 4 weeks, Target Date: June 17, 2023

- Work with stakeholders to develop detailed requirements
- Create user stories and prioritize backlog
- Develop wireframes and mockups

Programming Sprint 1 - 8 weeks, Target Date: August 12, 2023

- Develop user registration and authentication system to restrict password sharing.
- Develop AI algorithms to identify suspicious account activity.
- Implement updates to subscription fee structure and user interface to showcase kid's

content.

UAT 1 - 2 weeks, Target Date: August 26, 2023

- Conduct user acceptance testing to validate system functionality.
- Collect feedback from stakeholders and make any necessary adjustments.

Go Live 1 - 1 week, Target Date: September 2, 2023

Launch initial release of the system with restricted password sharing, revamped subscription fees, and kid's content.

Programming Sprint 2 - 8 weeks, Target Date: October 28, 2023

- Further develop AI algorithms to improve account security and personalization features.
- Enhance user interface and search functionality.
- Implement additional features to improve overall user experience.

UAT 2 - 2 weeks, Target Date: November 11, 2023

Go Live 2 - 1 week, Target Date: November 18, 2023

- Conduct user acceptance testing to validate new features and updates.
- Collect feedback from stakeholders and make any necessary adjustments.

Launch final release of the system with all new features and updates.

### 13.RFP DISTRIBUTION:

**Price:** The cost of the project should be reasonable and within the company's budget.

**Experience:** The vendor should have a track record of delivering high-quality websites.

**Expertise:** The vendor should have expertise in website design, development, and optimization.

**Responsiveness:** The vendor should be responsive to communication and able to meet deadlines.

Based on the RFP Requirement and evaluation criteria we identified three potential vendors that met those criteria, and set a response deadline of 30 days from the date of the RFP.

Content production companies: Warner Bros. (WB) and Sony Pictures

Payment processing providers: Stripe and PayPal

Software development and integration vendors for API integration, custom application development: Infosys and Wipro.