

Netflix Product Case

Question: 10% of Netflix users are inactive, What would you Do?



Assumption

- I'm the Product Manager at Netflix

Goal of the company

- Keep users happy and entertained in all over the world

Asking clarifying Questions

1. Who are the competitors (Hulu, HBO, Disney +)
2. It's global or a specific region
3. News outside about Netflix (Positive/negative)
4. What's the problem
 - a. The user is not logged in
 - b. User not watching

Note: After **30sec - 1min** Brainstorming my ideas and capture and also organize them in the right manner to explain them in a better way

Business Answers

1. Remembering in Potential Situation

- a. Like this is your fav show/web series/movies
- b. Recapping what they watched

2. Suggesting related content

- a. If the user completes some of the movies or any web series notify them of related movies or shows in a separate row this will help to jump to another movie and stay in the Netflix App

3. Notify when the app opens / mobile notification

- a. When users open the mobile they are going to be notified like "What next" notification This will grab the attention of the user
- b. If the user stopped watching shows/web series/movies then it will work just creating the curiosity to get back to the app

4. Quiz section

- a. Asking best series or movies by giving options
- b. Suggestion to others what they watch

Adding Suggested Row in the Netflix App

- Trending Now
- Thriller
- Action
- ***** **Suggested For YOU** **** – Adding New Row
- Horror
- Sci-fi Movies
- TOP 10

Main Question: How to bring back to the funnel

- Not log
- Not watching

**Know where most users are spending time in any other social media platforms
Like (Amazon, Youtube, Instagram, Twitter X)**

What we can do is that

- Posting some of the Quiz questions related to the shows and series
- The questions should be to open their eye catchy
 - For Example:

1. Who said, "Friends don't lie"?

- A) Eleven
- B) Mike

2. What game is key in *Squid Game*?

- A) Red Light, Green Light
- B) Tug of War

3. Which city is *Money Heist* based in?

- A) Madrid
- B) Tokyo

And many more....

- **Metrics to look at to determine success**
 - Weekly active users
 - Monthly active users

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