**Upraised’ Career Acceleration Program in Product Management.  
  
PRD ON NETFLIX by Shikhar Raj Vyas**

The entertainment industry is constantly evolving with new trends, technologies, and consumer preferences and has become a fundamental aspect of people's lives, driving a consistently high demand for new content, experiences, and technologies.

This ensures that there is a substantial market for well-conceived products covering various segments including film, music, gaming, streaming services, live events, and many more.

This diversity allows for a wide range of product ideas, each with unique requirements showing an opportunity to engage in this vibrant, innovative, and highly impactful sector.

| **Industry** | **Product** |
| --- | --- |
| Entertainment | NETFLIX |

**Netflix** is a leading global streaming service offering a vast library of TV shows, movies, documentaries, and original content. Founded in the year 1997, Netflix has been a part of all types of trends in the Entertainment Industry, be it expansion by bifurcating DVDs and Online Streaming services in 2013, creating and launching original content till 2018 and other recent developments like new competition in market by the mid 2019s. If we dig deep into the Online Streaming Services, It operates on a subscription-based model, providing on-demand access to content across various devices, including smart TVs, smartphones, tablets, and computer screens. Here, if we talk about Target Audience, it includes -

* Global Viewers: Individuals of all ages from various demographics.
* Content Enthusiasts: Users who seek high-quality content with multiple entertainment options in terms of content.
* Price-Sensitive Consumers: Potential subscribers who are more concerned towards the subscription fee and might opt for a lower-cost-but-ad-supported subscription plan.
* Mobile-First Users: Users who primarily access content on mobile devices, particularly in emerging markets and might be on a lower cost subscription plan.

| **Industry** | **Product** | **Metric** |
| --- | --- | --- |
| Entertainment | NETFLIX | PAID SUBSCRIPTIONS’ RENEWAL RATE |

The paid subscriptions’ renewal rate measures the percentage of subscribers who choose to renew their subscriptions after the initial subscription period ends. A high renewal rate indicates that subscribers are satisfied with the service, content offerings, and user experience provided by Netflix.

It leads to a stable and predictable revenue stream for the company. Various factors can impact the renewal rate, including content quality, user experience, pricing, competition, and customer support.

*Measuring Renewal Rate***:** Renewal rate can be calculated by dividing the number of

subscribers who renew their subscriptions by the total number of subscribers at the end of the subscription period, expressed as a percentage.

**[*# OF USERS WHO RENEW THEIR SUBSCRIPTION ]***

***{TOTAL # OF USERS WHO WERE UP FOR RENEWAL}***

| **Industry** | **Product** | **Metric** | **Variables** |
| --- | --- | --- | --- |
| Entertainment | NETFLIX | PAID SUBSCRIPTIONS’ RENEWAL RATE | NUMBER OF USERS WHO RENEW |

The variable, Number of users who renew their subscription plan at the end of their previous plan, is indeed closely related to the percentage renewal rate, but it is more of a component rather than a broad variable. Business Impacts the above variable would be covering:

* Revenue Stability and Growth
* Cost Efficiency
* Market Position and Competitive Advantage
* Operational Insights and Improvement
* Enhanced Customer Engagement and Experience
* Long-Term Strategic Benefits

**Defining ways to move the variables**

**Task 1**

| **Industry** | **Product** | **Metric** | **Variables** | **Company and Product Context** |
| --- | --- | --- | --- | --- |
| Entertainment | NETFLIX | PAID SUBSCRIPTIONS’ RENEWAL RATE | Renewal Rate = customers who renew / customers up for renewal | **Mobile Plan subscription Renewal (low-priced plan)** |

In the Entertainments’ online-streaming Industry, subscription renewal rates can vary, but it’s noted that many services face challenges with churn due to increased competition and "subscription fatigue". For instance, the average renewal rates for monthly subscriptions in various app categories hover around 64%, while annual subscriptions often see only about 25% renewal at the first renewal point​ ([Business of Apps](https://www.businessofapps.com/data/app-renewal-rates/))​​ ([Deloitte United States](https://www2.deloitte.com/us/en/insights/industry/technology/video-streaming-services-churn-rate.html))​. Content remains the key lever in driving renewal rates. Subscribers are more likely to renew their subscriptions if they consistently find content that meets their preferences and expectations. Netflix has traditionally excelled in this area by offering a broad range of original content and acquiring and partnering with popular titles like TVF, YRF, Starbucks, Maybelline, BOAT, Vistara and Skybags.

**Approach 1**

| **Industry** | **Product** | **Metric** | **Variables** | **Company and Product Context** | **Formula for the variable from column 4** |
| --- | --- | --- | --- | --- | --- |
| Entertainment | NETFLIX | Paid Subscription Renewal Rate | Renewal Rate = customers who renew / customers up for renewal | Mobile Plan (Rs.149/yr) subscription Renewal (low-priced plan) | ***Customers who renew = Customers who are active (already a paid subscriber) \* % of users who experienced value \* % who care about the value*** |

**Approach 2**

| **Industry** | **Product** | **Metric** | **Variables** | **Company and Product Context** | **Moveable levers (Empirically Identified)** |
| --- | --- | --- | --- | --- | --- |
| Entertainment | NETFLIX | Paid Subscription Renewal Rate | Renewal Rate = customers who renew / customers up for renewal | Mobile Plan (Rs 149/yr) subscription Renewal (low-priced plan) | **Improving Content Catalogue.**  **Reducing Renewal Friction.**  **Enhancing Customer Support- especially at renewal phase.**  **Renewal Reminders.** |

**Reason for Choosing this Problem Statement**

Since, Total Revenue = Ad Revenue + **Subscription Revenue**

* Let us dive into Subscription Revenue
* *Subscription Revenue = Average Subscription \** ***No of users subscribed***
* *No. of users subscribed =* ***Customers who renew*** *+ New Users (Acquisition)*
* Customers who renew = *Renewal Rate \* (Customers who are up for Renewal)*

Hence Renewal rate is an important metric and has a direct impact on the customers who renew and in turn the Subscription Revenue. Higher the Subscription Renewal Rate , higher the number of users subscribed.

Netflix is a leading global streaming service provider with a substantial subscriber base, recognized for its vast library of content and original productions. ***As of 2024, it maintains the lowest churn rate in the market at 2%,*** indicating strong customer retention.

Netflix’s primary income source is its **subscription fees,** supported by a robust content library that includes *licensed and original content*. The company's strategic focus on **international expansion, partnerships, and potential ad-supported models** aims to diversify and strengthen its revenue streams.

Netflix is on a mission to solve the core user problems of the online streaming industry like **limited content access**, **inflexibility**, **lack of personalization**, **interruptions by ads**, **high costs**, **geographic restrictions**, **scarcity of quality original content** and **user interface complexity**. Providing the users a space to chill and relax on their own time.

**Goal:**

*Reduce the Churn rate from 2% to 1.5% by increasing the paid user subscription renewal rate by 0.51%\*.*

## 

## **Problem Space**

### **Segmentation:**

| **BASIS** | **GROUP TYPE** | **USER TYPES** |
| --- | --- | --- |
| ***Demographic Segmentation*** | * **Age Groups** * **Income Levels** * **Geographically Distribution of Users** | * Teens (13-17) / Young Adults (18-26) / Adults (27-44) / Middle-aged (45-64) / Seniors (65+). * Low Income / Middle Income / High Income. * North America / Europe / Asia-Pacific / Latin America / Africa. |
| ***Behavioural Segmentation*** | * **Viewing Habits** * **Engagement Levels** * **Content Preferences** | * Binge Watchers / Casual Viewers / Movie Buffs. * High Engagement / Medium Engagement / Low Engagement. * Original Content Lovers / Genre Enthusiasts / Family Viewers. |
| ***Psychographic Segmentation*** | * **User Lifestyle**      * **Values and Interests** | * Tech-Savvy Users * Busy Professionals * Students * Eco-Conscious Users * Cultural Enthusiasts |
| **Segmentation based on Usage** | * **New Subscribers** * **Mid-Tenure Subscribers** * **Long-Term Subscribers** | * 0-6 Months * 6-24 Months * 24+ Months |

## **User Personas** Persona 1: Deepanshu - A Tech-Savvy Young Adult

Characteristics:

* Tech-savvy and early adopter of new technologies.
* High disposable income, willing to pay for premium subscription plans.
* Frequently engages with digital content on multiple devices.

Behaviour:

* Binge-watches the entire series over weekends.
* Regularly uses Netflix on a 4K TV, smartphone, and tablet.
* Engages with Netflix Originals and popular series.
* Actively shares opinions and recommendations on social media.
* Looks for new and innovative features.

Needs:

* High-quality streaming experience with no buffering.
* Personalised content recommendations based on watching habits.
* Access to the latest Netflix Originals and exclusive content.
* Multi-device support with seamless transitions between devices.
* Regular updates and notifications about new releases and upcoming features.

Pain Points:

* Lack of discovery for niche content preferences.
* **Occasional dissatisfaction with content availability in certain regions due to licensing restrictions.**
* **Desire for more interactive and immersive viewing experiences.**

### Persona 2: Nidhi - A Busy Professional Parent

Characteristics:

* Juggles a demanding job and family responsibilities.
* Middle to high-income bracket, looking for value in subscriptions.
* Prefers content that can be enjoyed with family and children.

Behaviour:

* Watches Netflix in the evenings and on weekends with family.
* Prefers content that is suitable for children and teens.
* Uses parental controls to manage what children can watch.
* Enjoys a mix of family movies, documentaries, and drama series.
* Frequently seeks recommendations for family-friendly content.

Needs:

* Reliable parental controls and child-friendly content sections.
* Easy-to-navigate interface for all family members.
* Family plans that support multiple profiles and simultaneous streams.
* Regularly updated content suitable for different age groups.
* Recommendations for family movie nights and educational content for kids.

Pain Points:

* **Difficulty in finding appropriate content quickly.**
* **Concerns about screen time and content suitability for children.**
* **Managing different content preferences within the family.**

### 

### Persona 3: Himal - Budget-Conscious College Student

Characteristics:

* Limited disposable income, highly price-sensitive.
* Relies heavily on mobile devices for content consumption.
* Values entertainment as a primary source of relaxation and social activity.

Behaviour:

* Uses Netflix primarily on a smartphone and laptop.
* Watch in short bursts between classes and after college hours.
* Share accounts with friends to reduce costs.
* Prefers Comedy, Action, and trending series popular among peers.
* Participates in online discussions and communities about favourite shows.
* Does not like the Auto payment deduction feature.

Needs:

* Affordable subscription plans, such as mobile-only options.
* High-quality streaming on mobile devices.
* Content that resonates with younger audiences and college life.
* Easy account sharing options with friends and roommates.
* Frequent updates on trending shows and movies.
* Suggests to keep the auto payment feature as an option.

Pain Points:

* **Concerns about affordability and maximising value.**
* Limited time for watching due to academic commitments.
* **Usually not a fan of the auto-payment feature on the app.**
* **Occasionally faces technical issues with streaming on campus networks**.

## 

## **User Problems**

Deepanshu may not renew if he feels Netflix isn't catering to his specific tastes and preferences. Frustration with region-specific content restrictions may lead to non-renewal. A need for innovation in viewing experiences to maintain interest.

* Desire for more interactive and immersive viewing experiences.
* Lack of discovery for niche content preferences.
* Occasional dissatisfaction with content availability due to licensing restrictions.

Nidhi may get frustrated with the time it takes to find suitable content for her family, leading to potential non-renewal. Worries about children's screen time and appropriate content can lead to dissatisfaction. Difficulty catering to diverse viewing preferences can cause friction.

* Difficulty finding appropriate content quickly.
* Concerns about screen time and content suitability for children.
* Managing different content preferences within the family.

Himal's primary concern is cost, and any perceived lack of value can lead to non-renewal. His tight schedule means he needs to get the most out of his limited viewing time. Technical difficulties with regards to auto payment feature can be a major factor for renewal.

1. Concerns about affordability, maximising value and auto payment deduction feature.
2. Limited time for watching due to academic commitments.
3. Occasionally faces technical issues with streaming on campus networks.

Further, to ensure a structured analysis, we'll categorise the user problems into major areas of improvement using the MECE principle -

1. *Content Discovery and Availability*
2. *Affordability and Value Perception*
3. *User Experience and Technical Issues*

## **Prioritisation of User Problems**

***Method # 01 - Impact v/s Effort Matrix***

| ***Impact v/s Effort*** | Low Effort | Medium Effort | High Effort |
| --- | --- | --- | --- |
| High Impact |  | Content Discovery and Availability | Affordable and Value Perception |
| Medium to High Impact |  | User Experience and Technical Issues |  |
| Medium Impact |  |  |  |
| Low Impact |  |  |  |

#### **Content Discovery and Availability:** High impact on user satisfaction and renewal decisions. Improving this area can provide a significant boost to the renewal rate. Although the benefits of diving into this will give an impact which will outweigh the costs, but, diving into this here does not resemble our scope of solution. We need an actionable Effort with a Medium to High or High Impact.

#### **Affordability and Value Perception:** Directly influences renewal decisions, especially among price-sensitive users. Requires strategic planning but has a high payoff. This area ensures users feel they are getting good value for their money, which is crucial for retention.

#### **User Experience and Technical Issues:** While also important, this problem has slightly less reach compared to the other two. It affects user satisfaction and can lead to immediate dissatisfaction if unresolved, but it’s direct influence on renewal decisions is slightly less impactful compared to content and value perception.

#### Method # 02 - RICE Framework 1. Content Discovery and Availability:

* Reach: 8 (Affects a large portion of users who struggle with finding content)
* Impact: 2 (Significantly improves user satisfaction and engagement)
* Confidence: 80% (High confidence due to consistent user feedback and data)
* Effort: 6 (Medium to high effort for improving algorithms, UI/UX, and negotiating licences)

#### 2. Affordability and Value Perception

* Reach: 7 (Affects price-sensitive segments like students and families)
* Impact: 2.5 (Highly impacts decision to subscribe and renew, especially for price-sensitive users)
* Confidence: 70% (Moderate confidence based on market research and feedback)
* Effort: 5 (Medium effort for implementing flexible pricing and value-added features)

#### 3. User Experience and Technical Issues

* Reach: 6 (Affects users who face technical difficulties or have specific user experience needs)
* Impact: 1.5 (Moderately improves user satisfaction and reduces churn)
* Confidence: 90% (Very high confidence due to clear technical data and feedback)
* Effort: 4 (Medium effort for technical optimizations and support enhancements)

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### Calculation:

The RICE score is calculated as:

**RICE Score= (Reach x Impact x Confidence) / Effort**

#### Therefore, RICE Score for Content Discovery and Availability = 2.13

#### RICE Score for Affordability and Value Perception = 2.45

#### RICE Score for User Experience and Technical Issues = 2.03

#### Hence, Prioritisation Based on RICE Scores:

1. Affordability and Value Perception: 2.45
2. Content Discovery and Availability: 2.13
3. User Experience and Technical Issues: 2.03

## 

## **Root Cause Analysis:**

1. Affordability and Value Perception:

* Root Causes: Rigid pricing and payment Options, perceived lack of value at renewal notification stage, limited interactive features for teaching perceived value to users, Ineffective Renewal Reminders.

2. Content Discovery and Availability:

* Root Causes: Old and Ineffective algorithms, suboptimal UI/UX, licensing restrictions, Difficulty finding relevant engaging content quickly.

3. User Experience and Technical Issues:

* Root Causes: Inadequate Technical Support especially at renewal stage, Un-Optimised streaming quality for different network bandwidths, Longer User journey at the renewal stage.

## 

## **Impact:**

The impact of all the Pain Points above is very crucial to understand and evaluate measures and scope a solution for the same.

#### **Content Discovery and Availability**

**Impact on Users:**

1. Enhanced Content Discovery:
   * Improved algorithms for Search functionality optimization (using BIG DATA) will improve the User Experience, find more relevant content quickly, and users will continue to engage more on the app.
   * Easier access to niche and diverse content will make the platform more appealing to a broader audience.
2. Improved User Interface:
   * At renewal stage, a payment page redesign will make it easier for users to complete the renewal process without any hesitation, reducing frustration and enhancing the overall user experience.
   * Renewal Notifications can be sent with personalised content preferences to watch as a teaser for users to engage with the app.
   * Personalised gifts hampers and Branded Merchandising for loyal users will create a new hype and craze for engaging with the app, within the users.
3. Greater Content Availability:
   * Transparent communication about content availability will manage user expectations better.

**Impact on Business:**

1. Increased User Retention:
   * Improved content recommendations, branding and easier discovery will encourage users to stay subscribed, boosting renewal rates.
   * Enhanced user satisfaction will reduce churn and foster loyalty.
2. Broader Market Reach:
   * Expanding content availability and improving the discovery experience will attract more users from diverse regions and preferences.
   * Positive user experiences will lead to more word-of-mouth referrals and organic growth.
3. Competitive Advantage:
   * Providing a superior content discovery experience can differentiate Netflix from competitors, attracting more subscribers.
   * A reliable, robust and intuitive platform can strengthen Netflix's position as a leader in the streaming market, given today’s market position.

#### **2. Affordability and Value Perception**

**Impact on Users:**

1. Flexible Pricing Options:
   * Users will have more subscription choices that fit their needs(quarterly plans, Half yearly plans), increasing accessibility for price-sensitive segments.
   * Discounted plans for students and families will make Netflix more appealing to these groups.
2. Perceived Value Enhancement:
   * Highlighting exclusive content and premium features will make users feel they are getting good value for their money.
   * Interactive and immersive content options sent with Renewal Notifications will encourage more viewing experience, making the paid subscription renewal more attractive.
3. Increased Engagement:
   * Users who perceive high value are more likely to engage regularly with the platform, exploring more content and features.

**Impact on Business:**

1. Higher Subscription Rates:
   * Offering flexible pricing and new subscription plan options can attract new subscribers who were previously deterred by cost or subscription duration; increasing overall subscription rates.
   * Retaining current subscribers through interactive content options, perceived value enhancement, will reduce churn rate and stabilise revenue.
2. Revenue Growth:
   * Discounted plans and loyalty programs can lead to increased lifetime value of customers as they remain subscribed for a longer time.
   * Interactive and premium content can attract higher-tier subscriptions, boosting ARPU (Average Revenue Per User).
3. Brand Loyalty:
   * Demonstrating a commitment to value and affordability can build stronger brand loyalty and reduce the likelihood of users switching to competitors.

#### **3. User Experience and Technical Issues**

**Impact on Users:**

1. Seamless Streaming Experience:
   * Optimised streaming technologies will ensure smooth playback even on less stable networks, enhancing the viewing experience.
2. Better Support:
   * Improved technical support will lead to quicker resolution of issues, reducing user frustration.
3. Enhanced Family Management:
   * Improved parental controls and personalised profiles will make it easier for families to manage their viewing preferences, leading to a more satisfying user experience.

**Impact on Business:**

1. Reduced Churn:
   * Addressing technical issues effectively (chatbot/ customer support) will lead to higher user satisfaction and lower churn rates.
   * Providing excellent support will build trust and loyalty, encouraging users to renew their subscriptions.
2. Increased User Engagement:
   * A seamless viewing experience will encourage more frequent use of the platform, increasing engagement metrics.
   * Positive user experiences will likely lead to more recommendations and new subscribers.
3. Operational Efficiency:
   * Investing in better technical support and self-help resources can reduce the load on customer service teams, leading to cost savings.
   * Streamlined family management features can reduce the complexity of account management, improving overall operational efficiency.

## **Solution Space** GOAL: Increase Netflix's Paid Subscription Renewal Rate[***PROPOSED CONSTRAINTS IN CURRENT VERSION***](https://docs.google.com/spreadsheets/d/1cZKWZF_RVkGEreMJ_GCHSZnpxo6hfFyAUDy_XF591y8/edit?usp=sharing)

### **Proposed solutions**

1. Flexible Subscription Plans

* Dynamic Pricing Engine: Implement a pricing model that adjusts subscription fees based on user behaviour, engagement levels, and regional economic conditions. Use machine learning to offer personalised discounts or bundles to high-risk users. (Priority: Medium ; Impact: Medium to High)
* Tiered Pricing Models: Introduce more granular subscription tiers, such as student discounts, family plans, and regional pricing, to cater to different demographics and economic conditions. (Priority: Medium ; Impact: Medium to High)
* Customizable Plans: Allow users to customise their subscription by adding features like additional profiles, higher resolution streaming, or access to specific content libraries. (Priority: Medium ; Impact: Medium to High)

1. Value-Added Features-

* Exclusive Content Access: Offer early access to new releases, exclusive behind-the-scenes content, and special events for premium subscribers.
* Interactive Features: Interactive Content like Netflix's *"Black Mirror: Bandersnatch" which* is a prime example of interactive storytelling, where viewers make decisions that affect the narrative and ending, should be encouraged more for every genre, to enhance engagement. (Priority: Medium ; Impact Medium to High)
* Loyalty Programs: Implement a rewards system, where coins/points are earned on the basis of maximum interaction with the content on app (like no of completed shows, no of completed featured shows/ Netflix ORIGINALS, longevity of loyal customers and many more), where long-term subscribers earn coins/ points, that can be redeemed for discounts, exclusive content, extra free hours on current subscription plan or other perks. (Priority: Medium to High ; Impact: High)

1. Enhanced Recommendation System

* AI and Machine Learning: Use advanced AI and deep learning algorithms to better understand user preferences and suggest niche content. This includes analysing viewing patterns, search history, and user feedback.(Priority: Medium ; Impact: High)
* Content Discovery Mode: Introduce a dedicated discovery mode that highlights new and relevant content based on user behaviour, seasonal trends, and popular choices in similar demographics.(Priority: Medium ; Impact: Medium to High)
* Social Features: Allow users to see what their friends are watching, share recommendations on Social Media via posts (enabling more exposure of netflix’s new content to new audiences), and follow influencers or celebrities for curated content suggestions(follow link for Instagram/ LinkedIn etc, in a show-wise dedicated Celebrity Profile page).

1. Multiple Payment Options and Streamlined Renewal Process

* Payment Gateways Integration: Integrate with various payment gateways to support multiple payment methods, including local payment options, and digital wallets and ensure seamless transitions between payment methods without requiring users to re-enter their information. (Priority: Low ; Impact: High)
* Two-Page Renewal: Simplify the renewal process with two-pager renewal options (Provide auto-renewal reminders with clear instructions and easy opt-out options). (Priority: Medium to High ; Impact: Medium to High)
* Transparent Pricing: Design an intuitive pricing page that clearly explains the benefits of each subscription tier, including any personalised offers or discounts available as per user interaction. Include a savings calculator to show users how much they can save with different plans and longer commitment periods.

1. Proactive Communication and Customer Support

* Personalized Renewal Offers: Provide personalised renewal offers based on user loyalty, user viewing history and engagement. For example, Add brand merchandising (Netflix originals T-shirts, Cool Accessories like Coffee Mugs, Wall Posters, Free CDs of user’s favourite movie/ TV SHOW - based on User viewing History and feedback) as gifts for loyal customers delivered at their Addresses, a gesture of personalised care. (Priority: Medium to High ; Impact: High)
* ADD Auto payment Opt Out Button: Enable an OPT-IN/OUT button as a feature for Users to disable Auto Payment option, as per their requirement, and make changes in users’ Bank Details, for/ before the payment of renewal plan. (Priority: High ; Impact: Medium to High)
* Proactive Renewal Reminders: Send proactive reminders (Include small trailers/ teasers of user favourite shows; making them aware of the benefits of the renewal) and detailed information on the benefits of renewing, highlighting new and upcoming content, features, and improvements made since their last renewal (if any).

( Priority: High ; Impact: Medium to High)

* Dedicated Renewal Support: Offer dedicated customer support during the renewal phase to assist with any issues or concerns. This could include a direct chat option with customer support for renewal-related queries and troubleshooting (specially for Adding Bank Account for Payment). (Priority: Medium to High ; Impact: High)

1. Enhanced User Interface

* Simplified Navigation: Redesign the user interface to be more intuitive and user-friendly, with simpler navigation paths (Featured/Top Rated tab, Continue Watching tab, New Releases tab, Watch Again tab, etc) and easily accessible Help Option for quick search (could be accessible from all screens). For Mobile Versions & touchscreen devices, Enable swipe (left/right) to move to the next page (like from Home page >> Games page >> NEW & HOT page >> My Profile page, in one Left Swipe, enabling ease of function to users. (*Priority: Medium to High; Impact: High*)
* Personalised Dashboards: Create personalised dashboards for different user profiles, showing relevant content, recommendations, and account management options. As a beta version, Add a switch-feature for accessing Personalised Dashboard( accessible to users who opt for this feature and turn the switch ‘ON’ ). This option could enable much deeper data in terms of weekly/ monthly patterns of multiple user behaviours, screen time, preferences, clarity on content selection and many more. (Priority: Medium to High; Impact: Medium to High)
* User Feedback Integration: Regularly collect user feedback on UI/UX and make iterative improvements based on this feedback to enhance overall user satisfaction and engagement.

### **Pick the best solution**

To prioritise the solutions and select the best one, we will use the RICE framework (Reach, Impact, Confidence, Effort). This will help us evaluate each solution based on how many users it will affect, the potential impact, the confidence in achieving results, and the effort required to implement it.

Solutions for Consideration

1. Flexible Subscription Plans

2. Value-Added Features (Interactive Storytelling,Choose-Your-Own-Adventure Episodes, Live Streaming Events)

3. Enhanced Recommendation System

4. Multiple Payment Options and Streamlined Renewal Process

5. Proactive Communication and Customer Support

6. Enhanced User Interface

R.I.C.E. Scoring

| Solutions | REACH  (0-10) | IMPACT (0-10) | CONFIDENCE (0-10) | EFFORT (0-10) | RICE SCORE |
| --- | --- | --- | --- | --- | --- |
| FLEXIBLE SUBSCRIPTION PLAN | 8 | 7 | 8 | 6 | 98 |
| VALUE ADDED FEATURES | 6 | 8 | 7 | 8 | 84 |
| ENHANCED RECOMMENDATION SYSTEM | 9 | 7 | 9 | 5 | 126 |
| MULTIPLE PAYMENT OPTIONS AND STREAMLINED RENEWAL PROCESS | 8 | 8 | 9 | 4 | 168 |
| PROACTIVE COMMUNICATION AND CUSTOMER SUPPORT | 8 | 6 | 8 | 5 | 112 |
| ENHANCED USER INTERFACE | 9 | 8 | 8 | 6 | 136 |

Prioritised Solution based on RICE Score: Multiple Payment Options and Streamlined Renewal Process

Problem Statement: Users face difficulties during the renewal phase, which can lead to higher churn rates. This problem is particularly pronounced for users with Affordability Issues and for those encountering Technical or Payment-related problems.

Solution Scope 👍—

1. Technological Aspects:

* Payment Gateways Integration-

1. Integrate a wide variety of payment gateways to include local payment options and explore the bandwidth of payment options via different digital wallets. (..as a promotional activity!)
2. Utilise a robust fraud detection system to protect users and the company from fraudulent activities.

* Two-Page Renewal system-

1. A simplified renewal process, by implementing a two-page renewal process that allows users to renew their subscriptions quickly and easily.
2. Provide auto-renewal reminders with clear instructions and easy opt-out options.
3. Use machine learning to identify the best times to send renewal reminders to increase renewal rates.

2. Design Aspects:

* Transparent Pricing:

1. *Design an intuitive pricing page that clearly explains the benefits of each subscription tier, including any personalised offers or discounts.*
2. Include a savings calculator that shows users how much they can save with different plans or longer commitment periods.
3. *Make sure the pricing page is easily accessible and understandable, with a clean and user-friendly layout.*

* Streamlined User Interface:

1. *Redesign the renewal interface to be more intuitive and user-friendly, with clear navigation paths and easily accessible help options.*
2. Provide a detailed breakdown of subscription benefits and recent content additions to reinforce the value proposition at the renewal phase.
3. *Incorporate a Progress Indicator Bar to guide users through the renewal process, reducing friction and confusion(initially for testing purpose).*

3. Proactive Communication and Support:

Personalized Renewal Offers:

1. Provide personalised renewal offers based on user viewing history and engagement. For example, offer a discount or additional month for free for highly engaged users.
2. Send proactive renewal reminders and detailed information on the benefits of renewing, highlighting new and upcoming content, features, and improvements made since their last renewal.

Dedicated Renewal Support:

1. Offer dedicated customer support during the renewal phase to assist with any issues or concerns. This could include a direct chat option with customer support for renewal-related queries and troubleshooting.
2. Provide easy access to FAQs and help articles specifically related to subscription renewals and payment issues.

## Impact of solutions on Users and Business:

Impact on Users:

* Reduced Friction: Simplified renewal processes and multiple payment options reduce friction, making it easier for users to renew their subscriptions.
* Increased Satisfaction: Transparent pricing and personalised offers enhance user satisfaction by providing clear value and addressing individual needs.
* Better Experience: Proactive communication and dedicated support improve the overall user experience, reducing frustration and increasing loyalty.

Impact on Business:

* Higher Renewal Rates: Streamlining the renewal process and offering multiple payment options are likely to increase renewal rates, reducing churn and stabilising revenue streams.
* Improved Retention: Providing a better user experience through clear communication and support helps retain customers, fostering long-term loyalty.
* Enhanced Value Perception: Transparent pricing and personalised offers reinforce the perceived value of the subscription, encouraging users to continue their subscriptions.

VERSIONING:

Intuition of Basic Ideas based out of solutions scoped after RICE framework above, with reference to the Design aspect-

<https://share.balsamiq.com/c/1Y3ULqkDVw5vSSaaDBRWeM.png>

# Post-Implementation Steps

After scoping the solution and implementation, the next steps involve monitoring, evaluation, feedback incorporation, and continuous improvement to ensure the success of the solution.

1. Monitoring and Performance Tracking

Objective:To ensure that the implemented solutions are functioning as expected and to identify any issues early.

Actions:

Set Up Monitoring Tools: Use analytics and monitoring tools to track the performance of the new features. Tools like Google Analytics, Mixpanel, or custom dashboards can help.

Define Key Metrics: Establish key performance indicators (KPIs) to measure the success of the solutions. These could include:

- Renewal Rate

- Churn Rate

- Transaction Success Rate

- User Satisfaction Scores

- Average Time to Renew

- Engagement with New Features (e.g., interactive storytelling usage)

Real-Time Monitoring: Continuously monitor these metrics in real-time to catch any immediate issues.

2. Evaluation and Analysis

Objective: To evaluate the impact of the implemented solutions and understand how well they are meeting the objectives.

Actions:

Data Analysis: Regularly analyse the collected data to assess the effectiveness of the solutions.

Compare Metrics: Compare the pre-implementation and post-implementation metrics to measure improvements.

Identify Trends: Look for trends and patterns in user behaviour to gain insights into how users are interacting with the new features.

3. Feedback Collection

Objective:To gather user feedback to understand their experience and identify areas for further improvement.

Actions:

User Surveys: Conduct surveys to collect qualitative feedback from users about their experience with the new payment options and renewal process.

Focus Groups: Organise focus groups with different user segments to get in-depth feedback and suggestions.

Support Channels: Monitor customer support interactions for feedback on any issues users may be facing with the new features.

4. Iterative Improvements

Objective:To continuously refine and improve the solutions based on feedback and performance data.

Actions:

Prioritise Feedback: Prioritise the feedback and issues based on their impact and feasibility.

Implement Updates:Roll out updates and improvements in an agile manner, focusing on the most critical enhancements first.  
Test Changes: Test the changes thoroughly before a full-scale rollout to ensure they resolve the issues without introducing new problems.

5. Communication and Education

Objective:To ensure users are fully aware of the new features and know how to use them effectively.

Actions:

Update Help Resources: Continuously update help articles, FAQs, and tutorials based on user feedback and common issues.

User Education Campaigns:Run educational campaigns to inform users about new features and how to maximise their benefits.

Regular Updates: Keep users informed about updates and improvements through newsletters, in-app notifications, and social media.

6. Long-Term Strategy

Objective:To integrate the new solutions into the long-term strategy for sustained growth and improvement.

Actions:

Roadmap Development: Develop a long-term product roadmap that includes planned features and improvements based on user feedback and market trends.

Market Analysis: Continuously analyse market trends and competitor actions to stay ahead and innovate.

Scalability Planning: Ensure that the solutions are scalable and can handle increasing user demand and new technological advancements.