

NETFLIX

# Case Study

Improving discoverability on Netflix

See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

**Product Case Study**  
by:  
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# Overview of the Discoverability Problem

- The discoverability problem refers to the challenge of users finding what they need within a system, product, or service, whether it's a feature, information, or content.
- It's a critical aspect of user experience (UX) design and information architecture, ensuring that users can easily locate and utilize the available resources without frustration.
- A lack of discoverability can lead to users feeling lost, missing out on valuable functionality, and ultimately abandoning the product or service.

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# Problem Statement

## Problem Statement

- Netflix has a huge content library, but users still find it hard to discover shows and movies they'd enjoy. This leads to lower engagement, repeated recommendations, and many titles going unnoticed.

## Key Issues

- The algorithm heavily favors trending or previously watched genres.
- New or lesser-known content lacks visibility.
- User interfaces offer limited exploration paths beyond basic categories.

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# User Personas

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## A Casual Scroller



**Riya, 23, Student**

### GOALS

- Quick entertainment between study breaks

### PAIN POINTS

- Gets stuck in trending loops and rarely finds anything worth watching

### BEHAVIOUR

- Watches light shows, skips long previews

## The Family Viewer



**Amit, 38, Working Parent**

### GOALS

- Finds shows for family nights

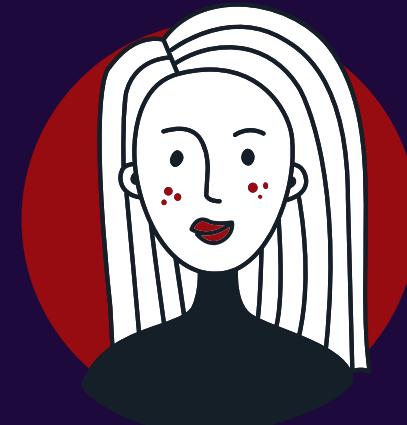
### PAIN POINTS

- Hard to find suitable content across age groups

### BEHAVIOUR

- Uses one account, browses genre tiles, avoids mature content

## The Genre Explorer



**Priya, 29, Tech Professional**

### GOALS

- Discover unique, international or niche content

### PAIN POINTS

- Feels recommendations are too repetitive

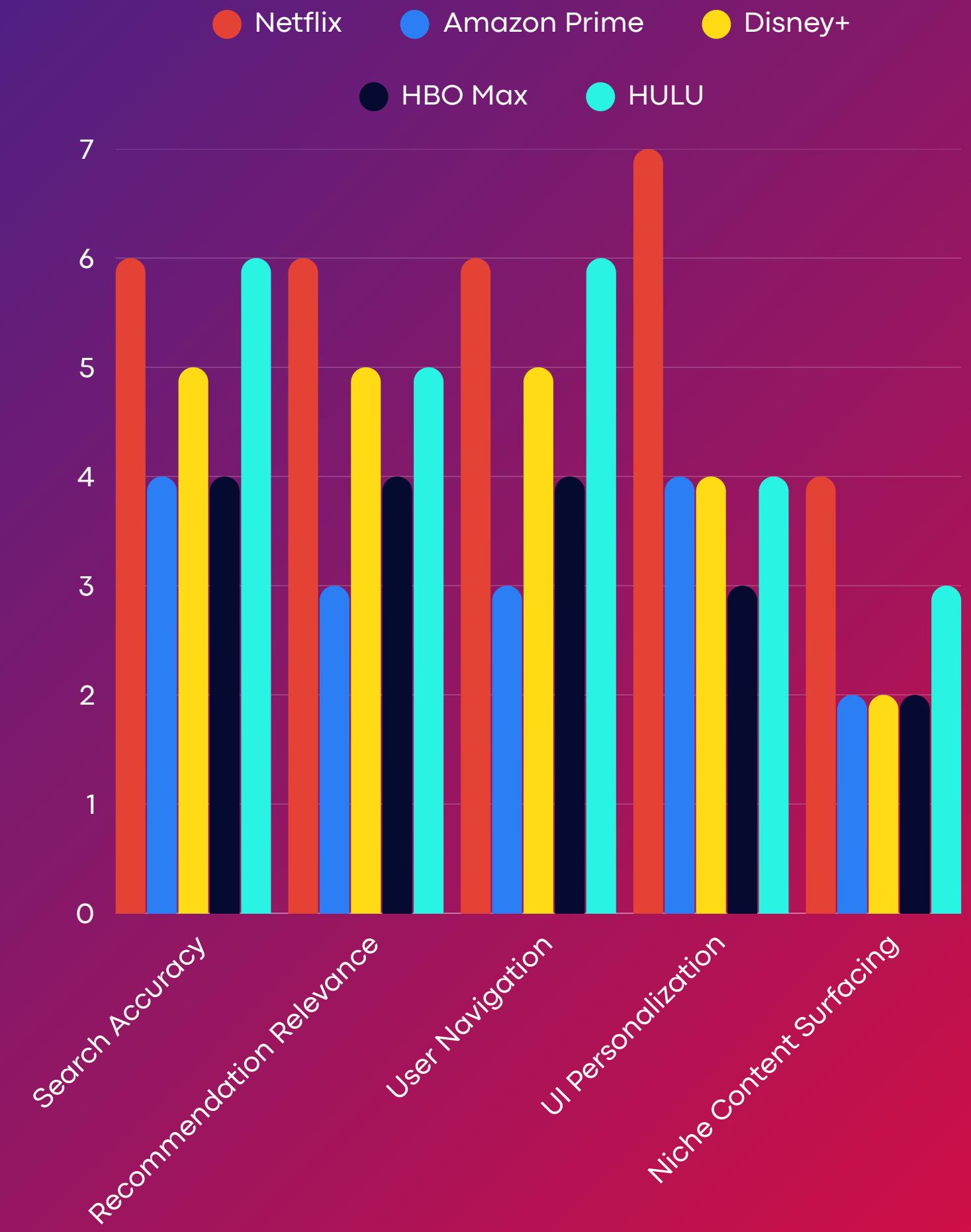
### BEHAVIOUR

- Searches manually, adds to watchlist, rarely clicks auto-suggestions

# Competitor Analysis

Netflix leads the industry in original content production and global reach. Still, it struggles with effective content discoverability, often overwhelming users with a vast catalog but limited pathways to niche or fresh titles. In contrast, competitors like Hulu offer smoother navigation and better surfacing of diverse content, even with smaller libraries, revealing a gap in Netflix's personalization and recommendation strategy that affects user engagement and retention.

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S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
<ul style="list-style-type: none"><li>• Strong recommendation engine powered by user data</li><li>• Massive global content library</li><li>• Personalized home screens</li></ul>	<ul style="list-style-type: none"><li>• Repetitive recommendation</li><li>• Discovery limited to top categories</li><li>• Interface overload for new users</li></ul>	<ul style="list-style-type: none"><li>• Use AI to surface niche content</li><li>• Enable user-driven filters and explore modes</li><li>• Collaborate with creators for interactive content discovery</li></ul>	<ul style="list-style-type: none"><li>• Competitors with more intuitive discovery (e.g., YouTube, Disney+)</li><li>• Viewer fatigue due to content overload</li><li>• Privacy concerns over algorithm usage</li></ul>

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# Proposed Solutions

Sr. No.	Solution	Working	Recommendation Focus
1	<b>AI-Powered Contextual Recommendations</b>	Use <b>time-of-day, mood tags</b> , and recent behavior to surface content.	To move beyond static genre-based suggestions and offer hyper-relevant recommendations based on a user's real-time context, mood, and behavior.
2	<b>Niche-First Algorithm Mode (Toggle)</b>	Let users switch to an <b>“Explore the Unseen” mode</b> , prioritizing titles with fewer views but high engagement ratings.	Low-watch but high-rated titles Underrepresented genres, international cinema, indie gems Personal viewing history + similarity clustering from niche fanbase patterns

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# Performance Measure

## 01 AI-Powered Contextual Recommendations

- Real-Time Recommendation Accuracy (%)
- % of users who watched a suggested title within 5 minutes of viewing it
- Engagement Uplift
- Increase in average watch time per session
- Mood/Context Tag Utilization Rate
- % of recommendations influenced by contextual tags (e.g., "late night", "feel-good")

## 02 For Niche-First Algorithm Mode (Toggle)

- Toggle Usage Rate
- % of users who switched on the "Explore the Unseen" mode
- Diversity of Content Viewed
- Increase in number of unique genres or lesser-known titles consumed
- Completion Rate of Niche Titles
- % of niche content watched >70% of duration
- User Satisfaction Score (Niche Mode)
- Post-viewing rating or thumbs-up feedback on unseen/explored content

# Impact and KPIs

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## Watch Time per Session

- Increased significantly, indicating users are spending more time watching once they find more relevant content faster.

## Content Completion Rate

- More users are finishing the content they start—showing improved recommendation relevance.

## New Title Discovery Rate

- Sharp rise implies better exposure to under-watched or niche content due to smarter suggestions.

## Exploration Rate

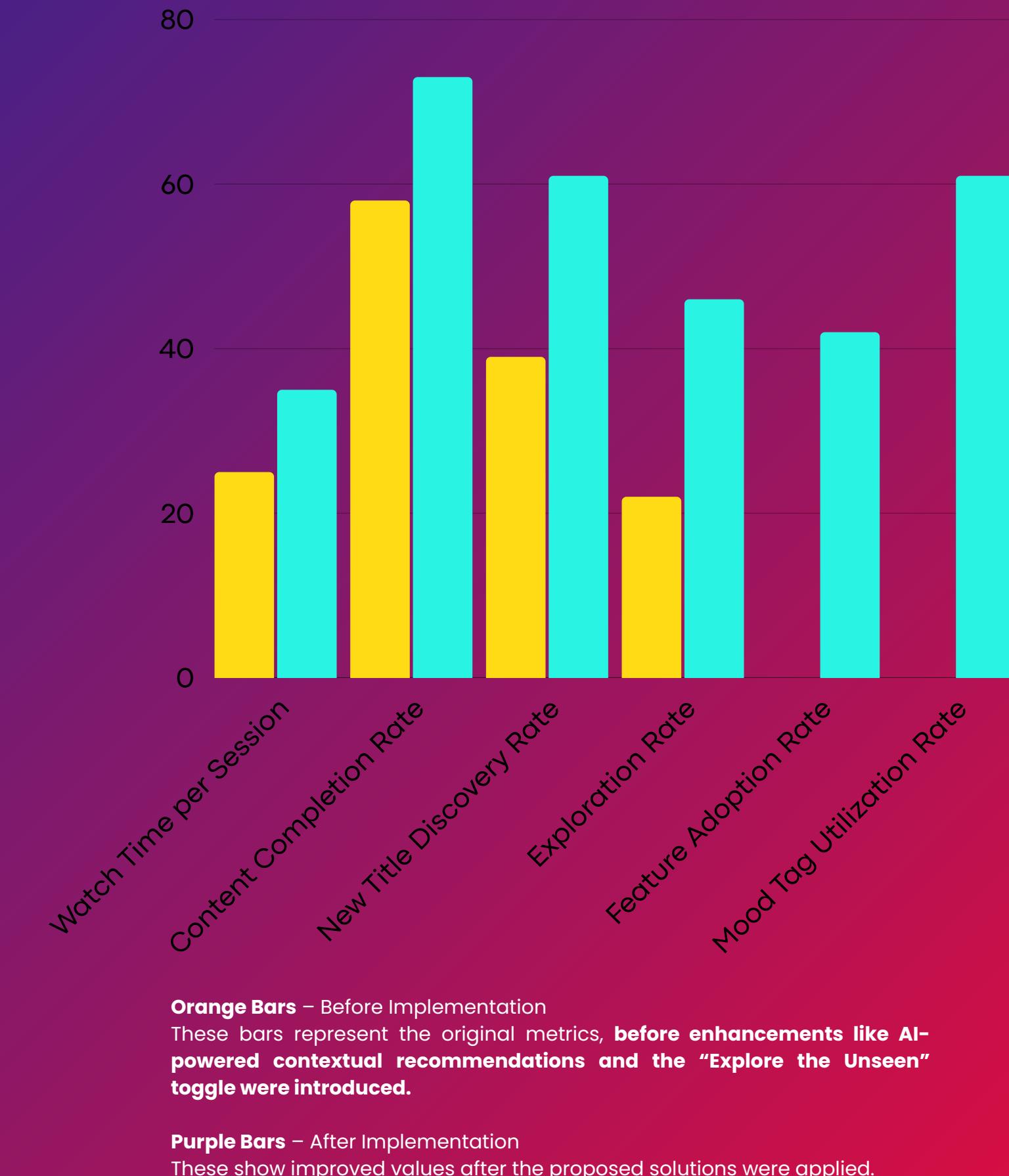
- Users are browsing beyond the homepage more often, likely influenced by improved UI/UX and contextual prompts.

## Feature Adoption Rate

- Reflects the percentage of users opting into the “Niche-First” toggle mode—a strong start post-launch.

## Mood Tag Utilization Rate

- Jump from 0% shows that the system is now actively using mood/context data for recommendations.



# Conclusion

**By integrating AI-powered contextual recommendations and a niche-first discovery mode, Netflix can significantly enhance how users find and engage with content. The proposed solutions address key limitations in the current system—reducing content fatigue, surfacing hidden gems, and personalizing the viewing experience in real time. With measurable improvements in user engagement, retention, and platform intelligence, this strategy positions Netflix to stay ahead in an increasingly competitive streaming landscape.**

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# References



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# Thank You

## Get In Touch

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