

# NETFLIX : NEW USER CUSTOMER JOURNEY MAP

## PRADYUMN



- Software Engineer - 23y
- Recently graduated out of college, used to consume media in college for free by downloading it.
- But now he can afford a subscription and opt for hassle free entertainment experience
- Fond of TV shows, documentaries and movies
- Shared account with other friends and teammates.
- Mostly on his laptop, connected to web. Keen interest for technology.

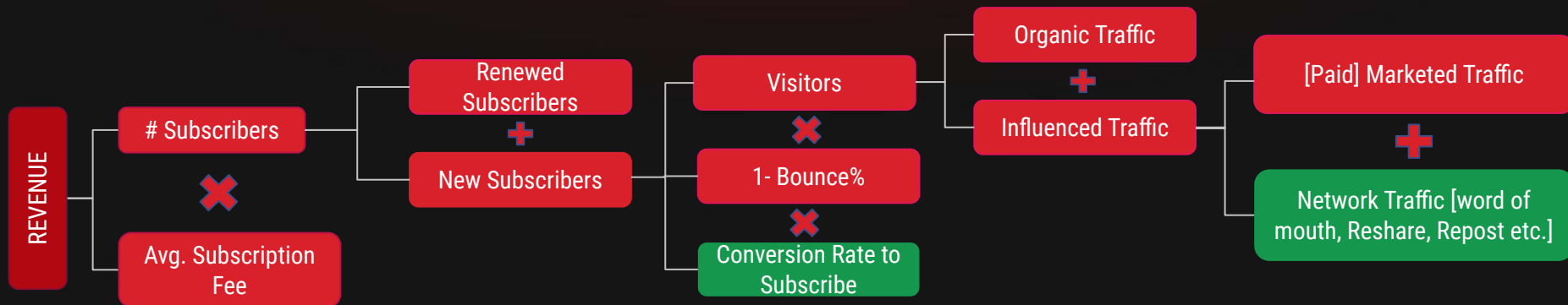
## USER EXPECTATIONS

- Has less time and can afford subscription so wants seamless video consuming experience.
- Technology enthusiast so feels amazed by how Netflix streams content without lag.
- Visits to other cities and want consume media on the go with downloaded content.
- Uses all small features that a video streaming site offers like - making a playlist, adding to watch later, sharing with friends etc.

STAGES	VISIT NETFLIX ▶	SIGN UP ▶	PAYMENT ▶	PROFILE SETUP ▶	HOME SCREEN ▶	VIDEO STREAM ▶
ACTIONS	1. Visits Netflix from his laptop	1. Enter Email Address 2. Add password. 3. Choose plan based on various attributes	1. UPI Autopay 2. Enter UPI ID (linked via Phone Pe in Pradyumn's case) 3. Open phone Pay App and complete the payment.	1. Enter phone number. 2. Select devices I will be watching on. 3. Add all 4 profile names 4. Select language in which you wish to view content. 5. Select 3 movies/series.	1. Redirected to Netflix Home screen, explore categories. 2. Searched for movies. 3. Clicked on profile, can I can see all options. 4. Clicked on settings to explore more features.	1. Clicked on Friends TV series 2. Chose the season and episode to watch. 3. Experiencing the stream.
THOUGHTS	1. Nice theme, I always loved dark themed sites. 2. FAQs are really on point and the experience seems seamless without any glitch. 3. Being a software Engineer I love how responsive this site is w.r.t all screen types.	1. Does Email address without verification means I can use dummy emails? 2. I entered a very easy password, still it accepted. I hope my account is not hacked. 3. Didn't receive any welcome email. 4. Plans are well diveres and cater all categories.	1. I don't want the option to Autopay, I am lazy and may forget to cancel subscription for the months I and my friends decide not to watch Netflix. Especially when there is no major TV series season launch that month. 2. I need to find my UPI ID since I don't remember it. 3. Payment is very smooth	1. Nice range of device compatibility including TV, phone, PC, gaming console, set up box etc. 2. It's nice that I can mark few accounts as children, might be useful in future. 3. I feel pressure to select top 3 movie/series, I need to give it a thought for good recommendation.	1. Nice UI, great catalogue and good recommendations, especially top 10 content in my region. 2. Great search, optimised results. 3. Good sets of profile based settings to view content especially data saver option.	1. I like how simple it is to navigate between seasons and episodes, and the option of playing random episode is lovely. 2. The stream is super smooth, quality is great. 3. I could also see details about the show. 4. Can't wait to binge a season today.
PAIN POINTS	1. I hope they would have few free contents to consume, so that I can witness their streaming experience. Direct Sign Up looks rude.	1. A Google login would be helpful. And would help me avoid remembering extra password.	1. Compulsory Autopay. 2. I need to look for UPI ID.	1. Single selection of top 3 movies/series for all profiles. I feel my friends would judge me based on initial recommendations they get.	1. It would be nice if I could get a quick tour (eg: in freshly installed softwares/ websites), instead of exploring features myself.	1. Like primevideo it would be nice if I could get actor information, music used and random fact based on the paused frame.
EMOTIONS	😊	😞	🙄	🤔	😎	💕
TOUCHPOINTS	N	N	N🇮🇵	N	N	N
OPPORTUNITIES	1. Give an option of previewing few free video content to experience the streaming. 2. It would be better if one could search for the content to see what's available, and on clicking the user can be redirected to subscribe.	1. Include google login.	1. Cancel Autopay option in the payment screen. 2. Option to enter phone number and with backend UPI integration it can send me an SMS to complete the payment, instead of only option of UPI ID, which also takes time to enter.	1. separate top 3 recommendation setup for all profiles.	1. Option of a tour where different prompt guides user of all features available.	1. Option to add frame based annotation of actor details, music played and a random fact if it's exciting.

# KPI Tree & New Subscriber Acquisition Product Outcome

$$\text{Revenue} = [(\text{\#New\_Subscribers}) + (\text{\#Renewed\_Subscribers})] * \{\text{Avg Subscription Fee}\}$$



Conversion Rate to Subscribe	Network Traffic [word of mouth, Reshare, Repost etc.]
<ul style="list-style-type: none"><li>Option to pay via UPI without the compulsion of opting for Autopay/Auto-renewal.</li><li>Few free episodes and movies in the non-subscribed home screen to witness user experience, rather than blatantly asking for sign up and payment from a new user.</li></ul>	<ul style="list-style-type: none"><li>Simple hover/button mechanism in the vicinity of preview thumbnail for sharing trailers/posters directly on Social Media.</li><li>Engaging content in form of trailers/short video and posts that keeps the audience hooked and anticipated.</li></ul>



# NETFLIX: PROBLEM FRAMING

## WHAT IS THE TRUE PROBLEM?

The true problem is that Netflix is facing a decline in new paid subscriber growth among potential customers who:

- Are deterred by the perceived gap in content and high subscription fees.
- Do not find the available content inclusive or diverse enough to cater to their preferences.
- May not identify with the restrictive target audience.
- Are interested in subscribing but are hesitant to commit due to a lack of compelling value proposition.

## WHO ARE THE CUSTOMERS FACING THE PROBLEM?

The customers facing this problem are primarily those who are interested in subscribing to Netflix but are deterred by the perceived gap in content and high subscription fees. They may also be potential customers who do not identify with the restrictive target audience.

## HOW DO WE KNOW IT IS A REAL PROBLEM?

The survey was conducted among a sample of the target audience, indicating that the insights may be indicative of the larger customer base's preferences.

- 20% of respondents in the survey felt that the content library can be improved, and 20% felt that the available content is not inclusive of their needs.
- 35% of respondents are only interested in subscribing when Netflix exclusive content is streamed, indicating a need for a more compelling value proposition.
- 60% of respondents are interested in Netflix but are not yet subscribers, suggesting that there is potential for growth if the perceived issues are addressed.

## WHAT IS THE VALUE GENERATED BY SOLVING THIS PROBLEM FOR THE TARGET CUSTOMERS? BY SOLVING THIS PROBLEM, NETFLIX CAN:

- Provide a more diverse and inclusive content library that caters to the needs of different audiences, increasing the value proposition for potential customers.
- Potentially reduce subscription fees or offer more flexible pricing plans, making it more accessible to a wider range of customers.
- Expand its target audience, appealing to potential customers who may not identify with the current restrictive target audience.
- Offer a more compelling value proposition, increasing the likelihood of converting potential customers into paid subscribers.

## WHAT IS THE VALUE GENERATED BY SOLVING THIS PROBLEM FOR THE BUSINESS? BY SOLVING THIS PROBLEM, NETFLIX CAN:

- Attract new customers and retain existing ones, increasing revenue and reducing churn.
- Maintain its position as a market leader by staying ahead of the competition and demonstrating a commitment to growth and innovation.
- Improve investor confidence and stock prices by addressing the pressing issue of declining new paid subscriber growth.

## WHY SHOULD WE SOLVE THIS PROBLEM NOW?

- The decline in new paid subscriber growth is a pressing issue that requires immediate attention to maintain the company's growth trajectory.
- The competition in the streaming market is increasing, and Netflix needs to stay ahead of the curve to maintain its position as a market leader.
- The COVID-19 pandemic has accelerated the shift towards online streaming, and Netflix needs to capitalize on this trend by offering a compelling value proposition to potential customers.