

## **Question 1: Pick any app on your phone and suggest the Top 2-3 product features/changes you'd like to bring to it. Also talk about what metrics will they move if they are implemented.**

Solution:

I use multiple apps but one app/company I highly admire is Netflix owing to the content and user experience of the app (Android App). Plain and Lucid, no frills. Absence of rating was quite odd to me at first but later realised that removing that saves me from watching what the herd wants and Netflix offers personalised recommendation. Smart! I like many of the features but found something missing, which I will cover in this writeup.

### **App: Netflix App (Android)**

Goal of the company or app can be to increase retention, time spent on app/watching (engagement) or conversions (from free to paid), referrals, etc. The key to all this is to increase the utility of customer and increase quality engagement. So, I pick engagement as the goal.

**Goal: To increase user engagement, the average time people spend on netflix app (productively, not just for looking at what they want to watch)**

When we talk about improvements or changes in the product, I think it is better to have a particular type of user category in mind as each user category share similar likes and tastes, and different categories may have different utility for a feature or even the product. Now, when I think about the type of users, they can be best categorised into 4 categories according to age considering the similarity in their goals and characteristics:

1. 5-15: Kids and early teens (Content restriction)
2. 15-30: High school/college students, young professionals (Technology Savvy, open to try new things)
3. 30 - 50: Mid-Senior level professionals (Have developed their own tastes, not too tech savvy and relatively averse to trials)
4. 50+: Senior Professionals, retired people (Very limited technical knowledge, averse to new things, have already developed tastes)

Out of all these categories, I would like to choose 2nd category of 15-30 because of the favourable characteristics of this population. They are open to trying out new stuff and are tech savvy which forms ideal ground for netflix. Additionally, they form a significant portion of netflix current viewers. So, working in this direction not just leads to more adoption but also better customer experience for current users (leading to more renewals)

### **User Segment: 14-30 years of age**

Let's talk more on the characteristics, aspirations and values of our target user segment to identify the improvements.

Some of them are:

- Open to new stuff, challenges and views
- Tech savvy
- **Strong presence on social media**
- **Influenced a lot by peers and friends**

- Not too much money to spend

Netflix has worked more on less centric to each of these characteristics. The content provide alternate views and unconventional views and shows like House of Cards (you may not agree!), have provided agility of using it on different technologies-Laptop, Phone, Tablet, Smart TVs, etc. They have also considered several steps regarding the ideal pricing structure to them and customers alike. But, it doesn't seem they have delivered much on 2 grounds, focussing on the user's strong affection of social media presence and influence their friends and peers have on their decisions, tastes, etc. I would like to focus on use cases related to these 2 only.

Considering the fact that their friends and peers are also connected to them on social media, it is safe to assume that the more a person is connected to social media, the more a person is probable to be connected to in the real world. It may not be true in some cases, say when the other person is not present or for a bunch of other reasons, but this assumption will simplify our thought process as you see later.

### **Use Case Category: Strong presence on social media of user and their peers**

Now, let's delve deep into the particular ways we can focus on this trait. Talking about myself, I generally watches a TV series on some friend's recommendation or if it is trending on facebook, in the sense of large number of reference to the storylines, dialogues, references, video frames and above all, memes!

But this all for me, lets pick up a framework to avoid any personal bias and avoid leaving any important component of interest. When we look at the reasons why people use any social media platform, say facebook, it is due to the following reasons:

- Updates on friend's activities, life events
- Keeping up with the trend (news, movements, fashion, cultural, etc)
- Communication (personalised chats and groups)
- Share personal views

Netflix can leverage the points mentioned above (as it does get facebook data of users) to help in these type of use cases:

### **Use Cases:**

1. **I am not sure what movie/ tv series to watch. I am a bit tired of the recommendation system. Me too is so heated topic, I wish it could watch some of it. I wonder what my friends have watched/ watching? What type of shows do the Dance cub guys watch, I wish I could know.**
2. **Wow, that's funny! I could create a meme out of it. Hmm.. too much of work, will do later. (That later never comes!)**
3. **Wow, I need to share this dialogue of Frank Underwood, but wouldn't that be too stupid? Forget, let me keep the intelligence to me :P**

Based on these cases, we can come up with the following features. I will provide the details of these features, what feature should be prioritised and how to check if the feature is working as we expect. Also, I discovered a strong reason to push feature 3 that I will discuss later.

### **Features:**

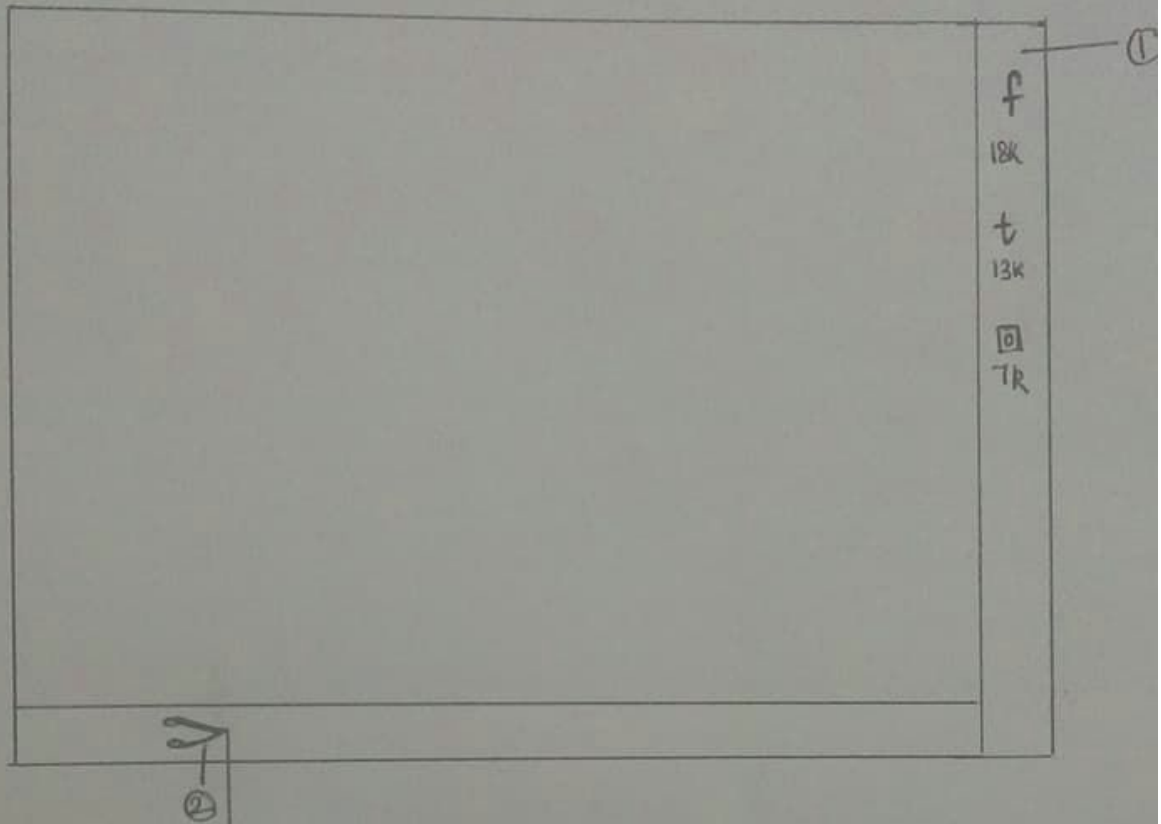
- 1. Recommendation system on the basis of users' social media friends, groups, pages and trends they are following**
- 2. Social profile of users like provided by Spotify to share what they have watched/watching, planning to watch, their My List, etc.**
- 3. Sharing Netflix to social media through dialogues, video frames and memes.**

#### **Features in Detail:**

Now, let's talk about each feature in more detail. The recommendation feature first. Netflix can identify the trends and interests of the user in a particular time frame from the user's activity on facebook, the friends, the groups and pages one follows and come up with highly personalised recommendation list, which also factors the time factor as user interests can be changing over time (especially in this user segment). But, I am a bit sceptical if Netflix is doing it now or not, I couldn't find exactly about their use of social media data for recommendations but it seems highly probable they have already inculcated it in some form, if not, go for it Netflix!

Secondly, the social profile on Netflix. This is a bit similar to Spotify's activity feed where I can follow my facebook friends avatar on Spotify and can know what they are listening/ have listened and their playlists. Similar thing for Netflix would give the watched Shows, Movies and their My List item. We can provide an option of what the user doesn't want to show in his/her avatar.

Third and most innovative of all is the Share Netflix on Social Media Feature. I have tried to provide a rough idea in the picture below. Here, the bar marked as one will give the number of posts (dialogues, video frames and memes) posted on various social media platforms for a particular episode/ season or series. The second feature provides an option to share either the dialogue that is present in the current frame, the video frame itself and 'share and create meme' where Netflix can provide a small additional pop-up to do small edits on the frame and allow it to post directly on various social media platforms.



Shore dialog
Shore Video Frame
Shore & Create name

### **Metrics to compare the 3 features:**

If I have to decide on only one of the features or priority of features to implement, I would try to look for some metrics on which I compare each feature and then provide a preference. I have considered the following metrics and also highlighted the limitations of each below. I have ranked each feature as **High, Medium/Moderate, Low** on each metric.

First is **user engagement**. Recommendation would surely be good but it may be already incorporated. So, it will score a **Medium** rank. In comparison to this, the social avator would be **Low** and **High** for share on netflix, reason being that it would encourage user to watch series more and come back for other series or seasons, if they received a good reaction on social media. Also, the stats of sharing will make them feel okay and they are not doing something stupid. On the reverse side, if they don't get much positive reaction, will they blame netflix for it? It would be more on social media and then the person will mostly return back to its series or try other series. In either series, it seems like a win-win.

Second is technical complexity in implementation. Recommendation system would be **High** owing to changes required in current recommendation system and using additional APIs and features in existing algorithms. Social avator is a **Low** and share feature would be **Moderate**.

In terms of time to unroll, it would be High for recommendation, low for netflix profile and medium for share feature, keeping in mind the time to develop, get the legals cleared with social media platforms and developing policies.

Talking about limitations, Recommendation could significantly alter the current recommendation system which may be detrimental if not done properly posing high risks. Social avator would be a new add on but lacks grace and user attention compared to other features but would be safe to just dock out in case of any errors. The share on social feature will be linked to the video player and may cause issue with player if any issue arise, in addition to constraints of data use in each case.

**Based on this, I would recommend Share Netflix on Social media as the most promising feature, followed by Social avator and recommendations.**

### **Metrics to look upon:**

These metrics can provide insight on the utimate goal which is user engagement and how this leads to conversion to paid subscribers:

- Average time spend in watching
- Average number of shows watched
- Number of Social engagements: Number of shares from netflix to various social platforms
  - We can use econometrics models to identify how this features effects the first two metrics to identify how successful the feature has been
- And finally, retention rate