

Hypothesis- Listed Features improve Netflix as a Complete Storytelling platform.

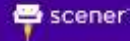


Live: A global live streaming feature with short-life comments and a visible viewer count is not yet a standard offering on Netflix.

Party: Netflix does not currently provide a built-in watch party feature on TVs with invite codes, user muting, and self-exit options.

Audio: Audio movies focused on enriching novel adaptations with integrated AI-generated image slideshows are not presently available on Netflix.

Current alternatives:



Problem with Alternatives:
Problems with User experience
Piracy
Missed Consumer Data
Security Risks
Brand Dilution

Business Goal: User Engagement & Retention

Benchmark Source



Product Outcome :

7 DAY Retention
5 % of users Retain
5-10 % of users are Active commenters

Feature

Session Duration(Engagement)
Group Watch
Avg.Group watch sessions increase 15% more
Duration

Viral Growth
Average invitees per session- 1.4
New users Via code 10-15%

Monetization
Group Watch
3-5 Events per month
Paid emoji Engagement 1-2%

Improve UX
Host Muteh +Playback
Sync complaints dropped from 5-2%
Sync accuracy-2%

Audio movies
Increases Average user session by 18-25%
increase in DAU in passive content consumer



Kotlin

Mobile



Machine Learning



aws



Frontend



Backend



NETFLIX ZUUL

NETFLIX EUREKA

FastAPI



API and Microservices



gRPC

Streaming and Real Time



kafka

Media Services



redis



Big Data



mongoDB



tableau



druid



API and Microservices



twilio

mixpanel

Google Analytics

Segment

Analytics

Amplitude

Target Personas



Reenu - Young Adults / Social Watchers

Traits: Young, nostalgic, romantic, highly social.
Tech Behavior: Watches shows on mobile, shares memes/clips, joins virtual watch parties.
Pain Point: Needs smooth, mobile-first content with social features like Group Watch.



Bharat - Busy Working Professional

Traits: Ambitious, always working, multitasker with high standards.
Tech Behavior: Prefers audio content, background entertainment during work/commute.
Pain Point: No time for long watch sessions — needs quick, intelligent content formats.



Geet-Long Distant Family member

Traits: Emotionally expressive, values relationships deeply.
Tech Behavior: Uses Group Watch or synced viewing to stay connected with loved ones.
Pain Point: Misses shared experiences with distant family or partner.



Manickam - Low Bandwidth Member

Traits: Humble, grounded, street-smart, values efficiency.
Tech Behavior: Uses budget smartphone, low-data mode, audio-first content on the go.
Pain Point: Struggles with streaming delays and high data usage.



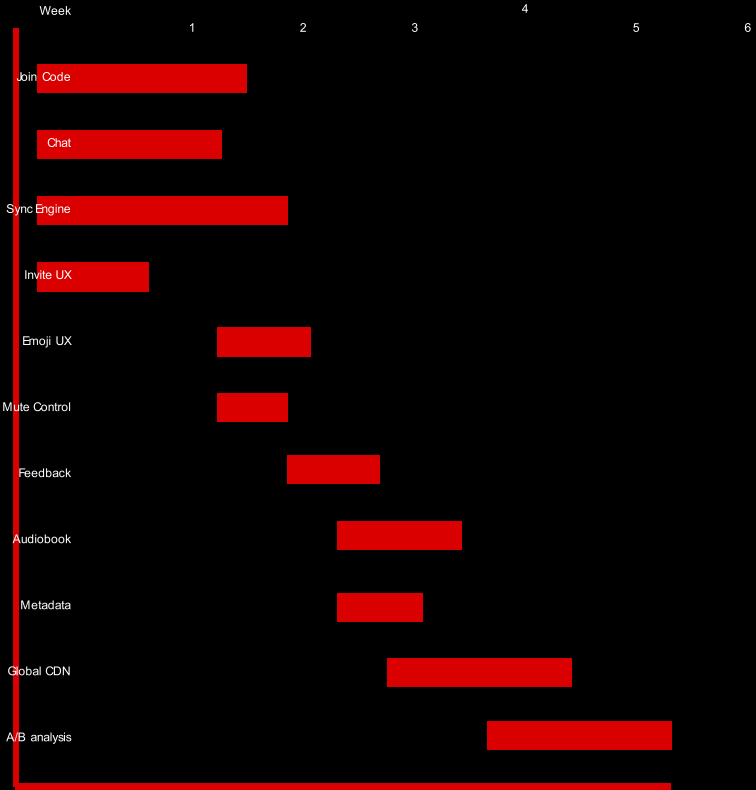
Shrikanth Bolla

Traits: Visually impaired but independent, intelligent, emotionally strong.
Tech Behavior: Uses voice-based navigation, screen readers, or audio content.
Pain Point: Mainstream platforms don't always support accessible navigation or content.

Buyer Journey Mapping Shrikanth Bolla



	Discovery	Consideration	Engagement	Retention
Activity		<ul style="list-style-type: none"> - Navigates using screen reader / voice commands - Explores "Audio Described" content - Assistant to search for titles with audio descriptions - Uses Siri/Google Assistant to search - Checks reviews with audio descriptions - keyboard/voice - Controls playback 	<ul style="list-style-type: none"> - Navigates via recommendations - Saves accessible 	
Emotion	<ul style="list-style-type: none"> Hopeful but cautious Worried 	<ul style="list-style-type: none"> Believe Curious and expectant Wants to try on accessibility 	<ul style="list-style-type: none"> Frustrated when UI is not friendly 	<ul style="list-style-type: none"> Empowered to share Disappointed
Thoughts	<ul style="list-style-type: none"> "Can I easily explore what's available?" described Tamil film? 	<ul style="list-style-type: none"> Will this make sense without visuals to navigate for me?" 	<ul style="list-style-type: none"> "Is the top audio description makes this power menu not labeled properly?" 	<ul style="list-style-type: none"> "Why this made me feel seen." "I was originals like this."
Touchpoints	<ul style="list-style-type: none"> Voice assistants Accessibility settings with audio reviews 	<ul style="list-style-type: none"> YouTube Podcasts Accessibility filters Audio-described web series 	<ul style="list-style-type: none"> Keyboard shortcuts (any) 	<ul style="list-style-type: none"> Netflix blogposts features
Solutions	<ul style="list-style-type: none"> - "Accessibility Hub" in app - Voice-curated regional audio-described content 	<ul style="list-style-type: none"> - Filter by audio-described content - Filter by low-speech metadata 	<ul style="list-style-type: none"> - Gestures - High contrast & focus indicators 	<ul style="list-style-type: none"> - "Accessible" suggestions for movies





GAME

GTA: San Andreas - The Definitive Edition

Mobile Game • Action

Included with your membership



Get Mobile Game



Send to My Mobile Device



17+

New on Netflix



Mockup of Proposed Features



Watch party - Audio and Emoji



Audiobook



Live commentary



Watch party - Invite



17:53



Black Mirror Common People





17:53



Black Mirror Common People





Black Mirror Common People



17:53





Live Broadcast
79500 watching



17:53



MattMurdock8976: Mont even understand What the heck happens in this show.....

