

Hypothesis- Listed Features improve Netflix
as a Complete Story telling platform

Current alternatives:



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

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.

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 consumption

Tech Stack



Kotlin Mobile	Streaming	Frontend	Backend	API and Microservices	Streaming and Real Time	Media Services

redis	Big Data	spark	twilio	Analytics
tableau druid		mixpanel	mixpanel	Analytics

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.



Shrikant Bolla

Traits: Visually impaired but independent, intelligent, emotionally strong.

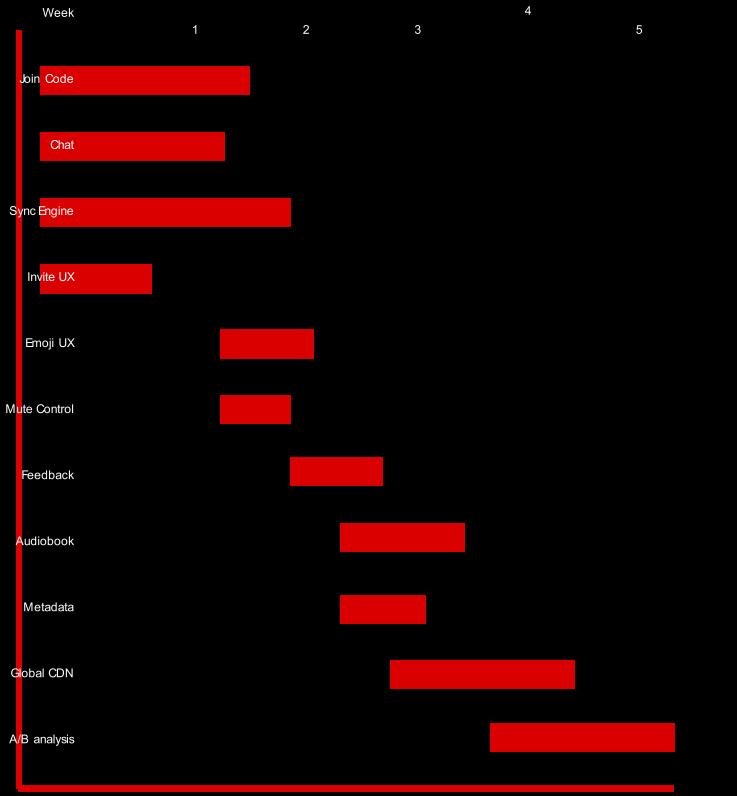
Tech Behavior: Uses voice-based navigation, screen readers, or audio content.
Pain Point: Mainstream platforms don't always support accessible navigation or content.

Buyer Journey Mapping Shrikant Bolla



	Discovery	Consideration	Engagement	Retention
Activity	- Navigates using screen reader / voice commands - Explores "Audio Described" content - Assists to search	- Compares titles with audio descriptions - Uses Siri/Google Assistant - Accessible forums	- Checks reviews with audio descriptions - Keyboard/voice - Controls playback	- Navigates platforms via podcasts / audio plays - Gestures/voice with peers - Saves accessible content
Emotion	- Hopeful but cautious	- Wants to feel included - Curious and expectant - Wants to be part of the community	- Improved when accessible - Frustrated by UI issues - Empowered to share	- Disappointed when UI is not accessible - Empowered to share - Disappointed
Thoughts	- Can I easily explore what's available? - Do they "Walkthrough" make sense without visuals - Is it easy to navigate for me?	- Is the top audio description makes this power menu not labeled properly?	- "Why Netflix made me feel seen." - "I will originals like this."	
Touchpoints	Voice assistants Accessibility settings with audio reviews	YouTube/Player accessibility filters Accessible web version	Described movie descriptions Keyboard shortcuts any	Implicit feedback Feedback forums Netflix blog post features
Solutions	- "Accessibility Hub" in app - Voice control - Curated regional audio descriptions	- Audio description previews - Filter by speech metadata	- Accessibility features - Reader support - High contrast & focus indicators - Gesture voice - Accessible audio reviews - Smart suggestions for inc	

Rollout and Product Backlog





GAME

GTA: San Andreas - The Definitive Edition

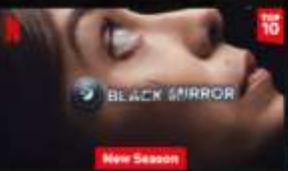
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17+

New on Netflix



Mockup of Proposed Features



Watch party - Audio and Emoji



Audiobook



Live commentary



Watch party - Invite



Black Mirror Common People



Black Mirror Common People

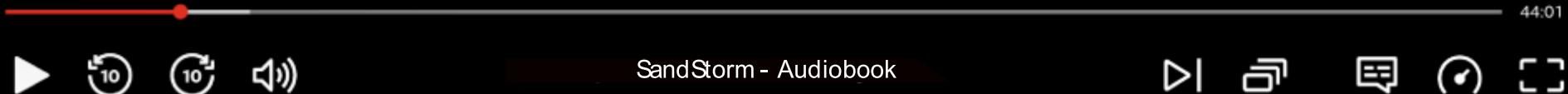




Black Mirror Common People



17:53





Live Broadcast
79500 watching



MattMurdock 8976k **I** dont even understand What the heck happens in this show.....



17:53