

1.

There were three main issues from the first assignment. First, it felt like it was always too long to select the perfect movie/show. It also felt like there were too many options, and the recommendations weren't always relevant to the person's watch history. The primary problem is that there's no consistency when it comes to searching for media. It can sometimes take 5 minutes or can sometimes be nearly impossible. The secondary problem is that there is an issue with the number of recommendations. The most important problem that needs fixing is the current recommendation system, so users can spend less time searching and more time watching.

I am not attempting to solve the issue(s) of how much an account costs, the addition of potential new content, and the search functionality. The criteria I am using for this are mainly qualitative, with user feedback as the main component.

2.

The primary problem of fixing the user experience with Netflix's recommendation system is mostly not AI-shaped. This is because the system mostly relies on machine learning techniques, with AI taking little to no role. A non-AI way to fix this problem is to likely tweak the current model that gives recommendations. There is certainly enough data for Netflix to know what you may like to watch. From favoriting, watching, not-watching, how much of a film you watch, and so much more, there shouldn't be many issues with finding the data.

I'm not confident that AI would do anything better or different for this use case. Unless Netflix wanted to generate why they think you'd enjoy a particular film/show, there is just not currently a need to use AI in this process. However, if AI were to be used, there would almost certainly be enough data for it to be implemented. The issue with it would be that many users do not want to use AI in any way. There is a strong negative sentiment against it with consumers, so it may be hard to gain their trust. I would recommend keeping AI away from this system as it stands. The secondary problem of there being too many options is also mostly not AI-shaped. This problem almost mirrors the primary problem, as if the model were to be tweaked, you would likely find what you want to watch sooner rather than later.

The use of AI could also potentially determine how many shows to send to the user using time of day, watch history, and much more. A user who just finished exclusively watching a 15-season show may want more options to look at for their next binge, vs. the user who only watches films. The most important data would be much of the metadata that is already collected by Netflix (watch time, specific shows/categories, time of watching, etc.). This type of AI use could be more under-the-hood for viewers, so the main disadvantage of using AI would be hallucinations. I would recommend potentially rolling out AI at a later date.

3.

Tuning the recommendation model by adjusting different signals and how much strength they have in deciding the final output. This would be incredibly high value for a good amount of work. You cannot just go and tune parameters without research, but this is very possible. The main risk is that if you get it wrong, it draws even more attention to the problem.

A smaller change could be to change the UI/UX by only showing 5-10 picks at once to reduce the amount of content on the screen. This is a simple fix with a decent amount of value as well.

A third solution could include new page options for those who want to find their new favorite show or just want to watch something with a few seasons or a film. This can add great value with minimal risk involved; this would take a good amount of work to create and section. Another alternative solution could be to incorporate AI by introducing a 'Help Me Choose' button. This would then prompt the user to enter what kind of media they would like to watch, what genres they are interested in, and other questions that could lead them to a calculated choice for them.

4.

The target users for this MVP are users who open the app with an open mind, usually trying to wind down after work/school or something similar. The main value here is that they can find something they want to watch in under 5 minutes. Some of the key features would include an 'Help Me Choose' button, a short list of results to avoid overwhelming the user, and an improved model that identifies more helpful results.

This MVP would not include useless features such as an AI chatbot or a reason why the user may like the choice, as they do little to nothing to influence decision-making. The primary assumption this MVP will test is that the time searching will decrease after implementation. This MVP is appropriate because it does not change much of the current flow of Netflix. If all goes well, the only thing users notice is the new button for choosing a show and the lesser amount of results. This ensures that Netflix still feels like Netflix at the end of the day. Suppose the time searching for a show. The movie decreases significantly following this addition; it would be a success. The usage of the AI feature for helping people choose would also be a key KPI to use. Failure would entail that no one is using the new feature, and the time to search has not gone down.

5.

There was not much temptation to use AI in this MVP besides helping users select media, which happened to be my most uncertain decision. To revisit AI, I believe there would need to be a significant shift in public sentiment towards AI as it stands. Currently, there are not many people who use a certain product because it uses AI, but there are those who will avoid products that use it.