

**REVITALIZING CONNECTIVITY IN A
DIGITAL FIRST SOCIETY**

NETFLIX

MEET THE TEAM



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EXECUTIVE SUMMARY

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Improving Community Building Netflix to allow greater user engagement

SITUATION

There is no community on Netflix that allows its users to engage with other viewers and discuss show and character developments similar to fandoms

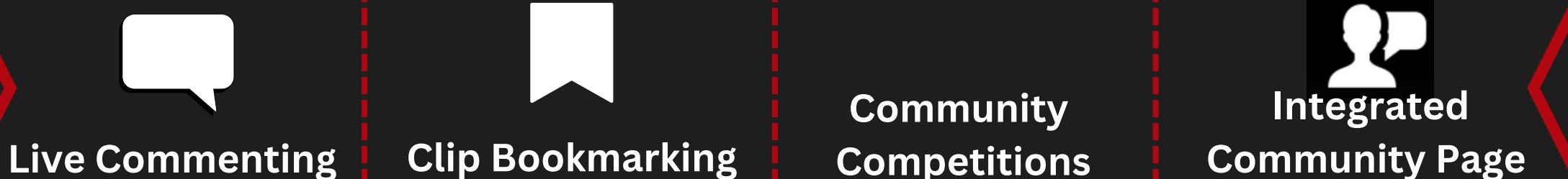
COMPLICATION

Users have now diverted to multiple social media platforms like Reddit, Twitter, Instagram and/or sidechat for discussion

QUESTION

How do we build a community on the app for users to discuss multiple shows?
How do we divert them to Netflix from these applications?

SOLUTION



COMPANY ANALYSIS

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Overview of the company

Company Overview

- One of the world's leading entertainment services
- over 260 million paid memberships
- over 190 countries.

Company Revenue

Total Revenue
\$33,723,297



Company Risk

- Members cancel service for many reasons
- perception
 - dissatisfaction with content
 - preference for competition
 - adverse macroeconomic conditions

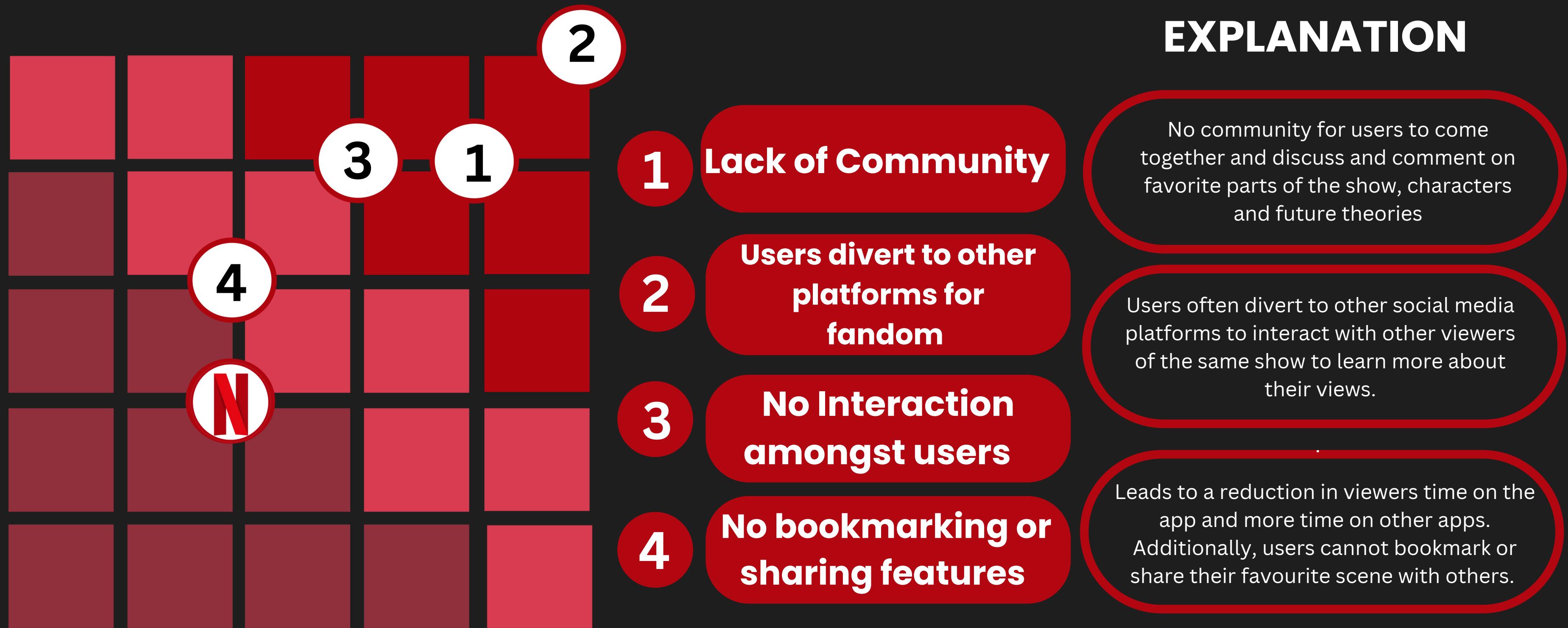
Company Cost

Cost of Revenue
\$19,715,368

PROBLEM STATEMENT

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Lack of community building features discovered across the application



MARKET ANALYSIS AND USER INSIGHTS

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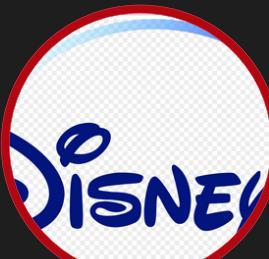
User Experience

Audience Engagement



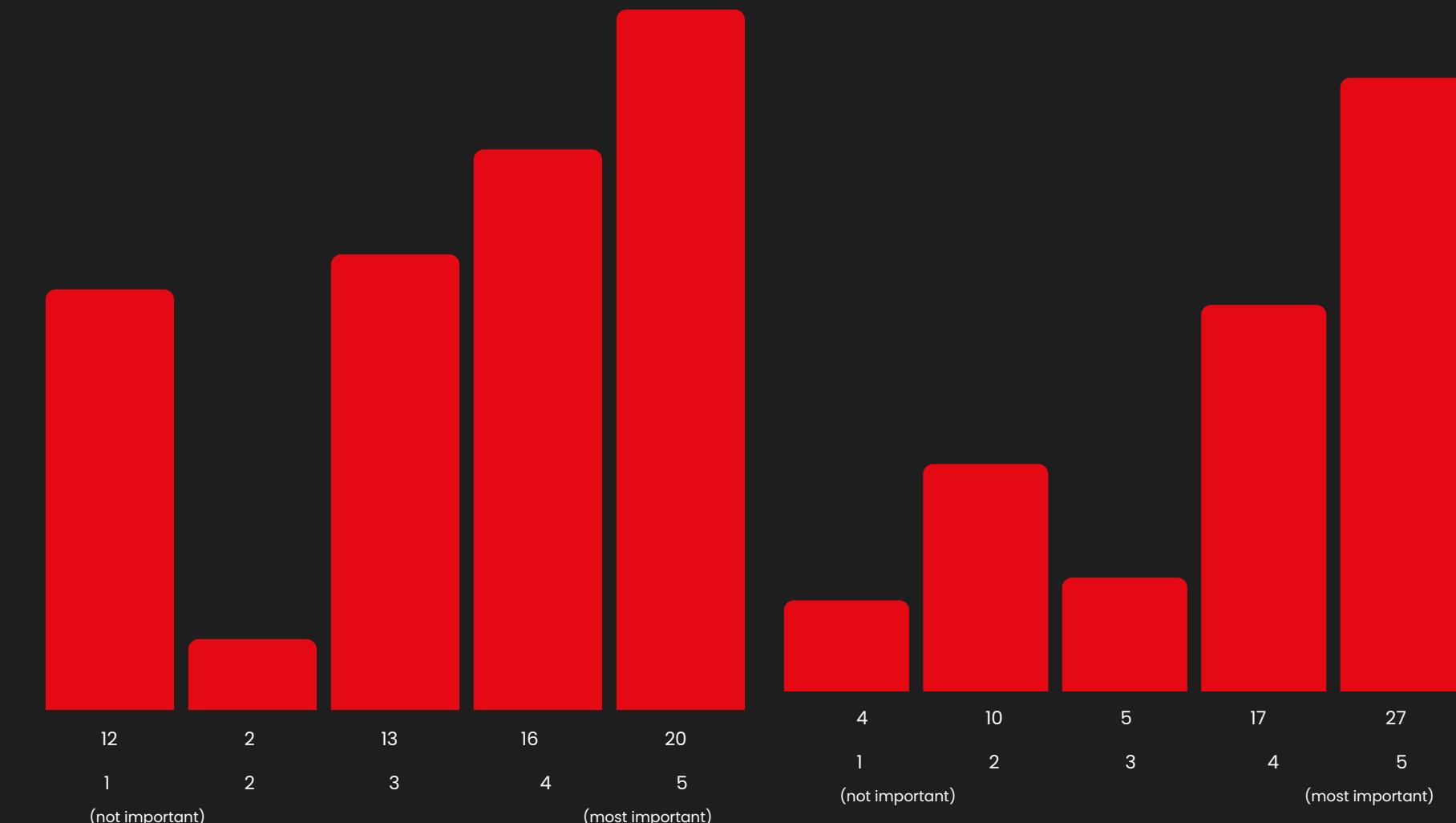
Size of Bubble=Market Share

Competitors Analysis



User Insights

How important is it that Netflix has a built in community feature?



Executive Summary

Company Analysis

Problem Statement

Market Analysis

Solution

Minimum Viable Product

Success Metrics

Roadmap

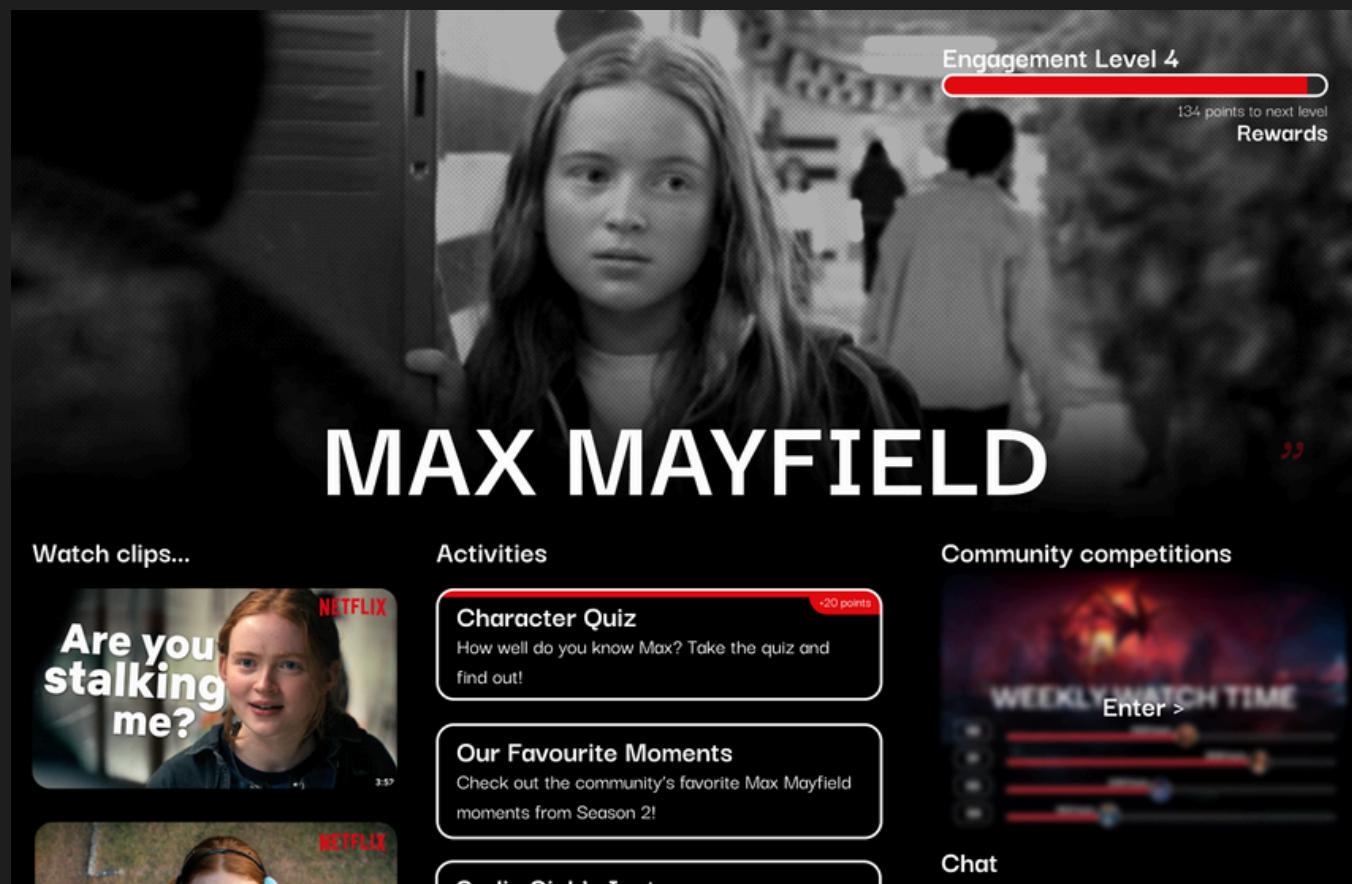
Cost&Feasibility

SOLUTION AND PRODUCT VISION

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Improving Community Building Netflix to allow greater user engagement

Hypothesis: In-app community page will increase user engagement with content



Solution: Live Commenting + Community Pages

Implement a “community mode” that allows live commenting and clip bookmarking, along with an integrated community page.

Product Vision

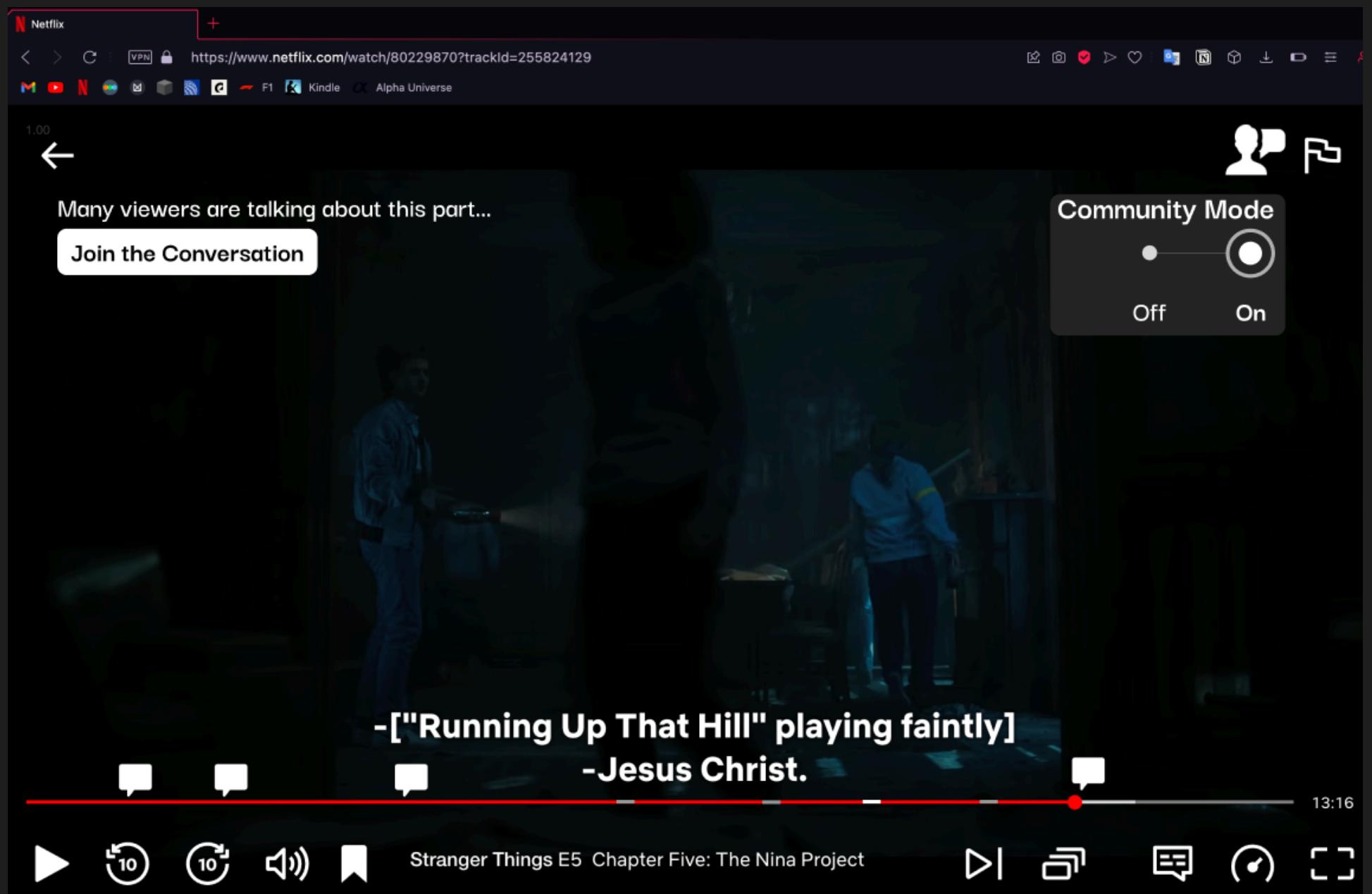
To connect viewers and foster conversations.

[DEMO LINK](#)

MINIMUM VIABLE PRODUCT (MVP)

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Toggleable Community Mode , Live Commenting, and Clip Bookmarking



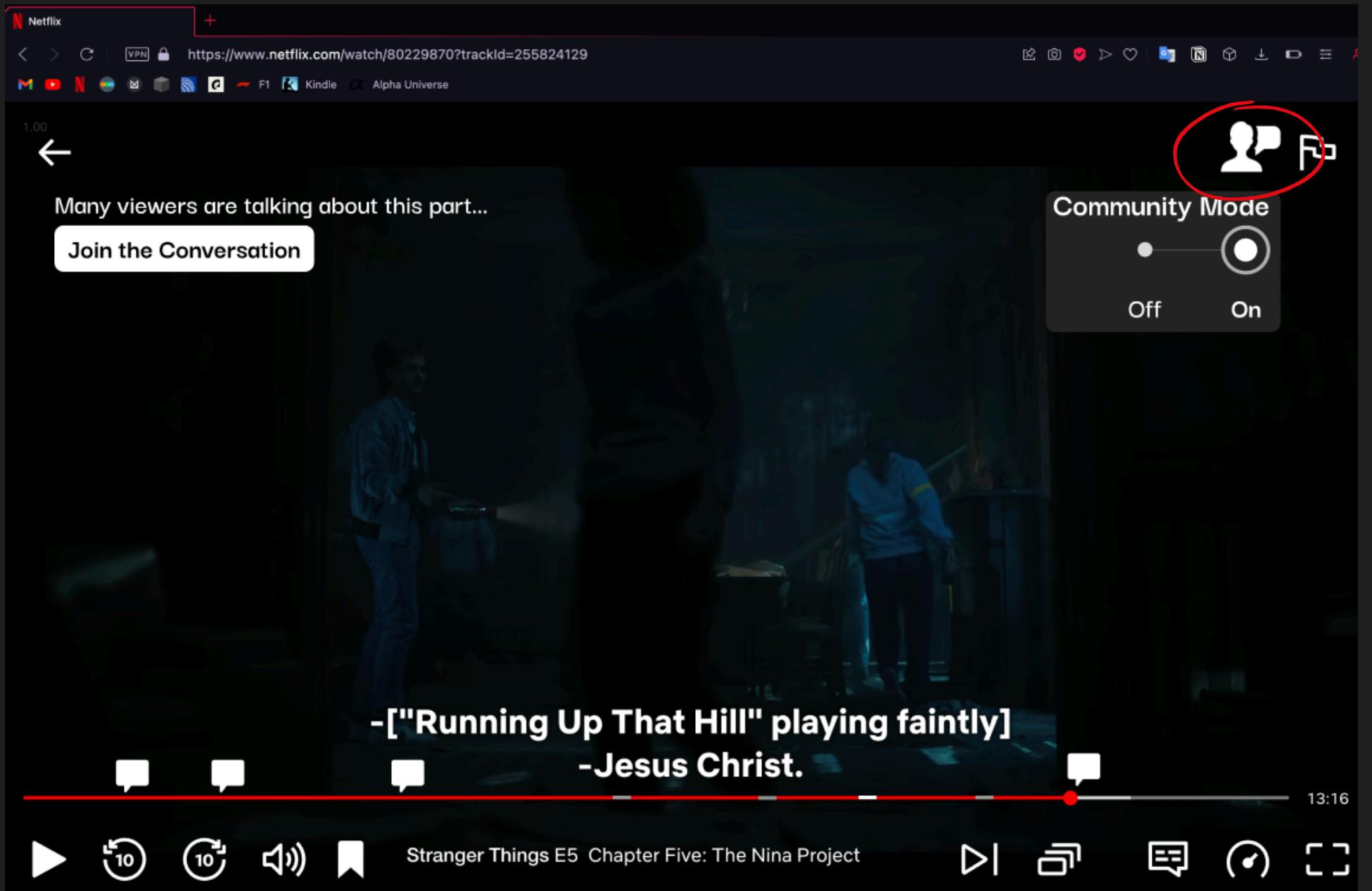
MINIMUM VIABLE PRODUCT (MVP)

Toggleable Community Mode , Live Commenting, and Clip Bookmarking

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Toggleable “Community Mode”

Turns on community features, gives viewers a choice between uninterrupted and community-watching

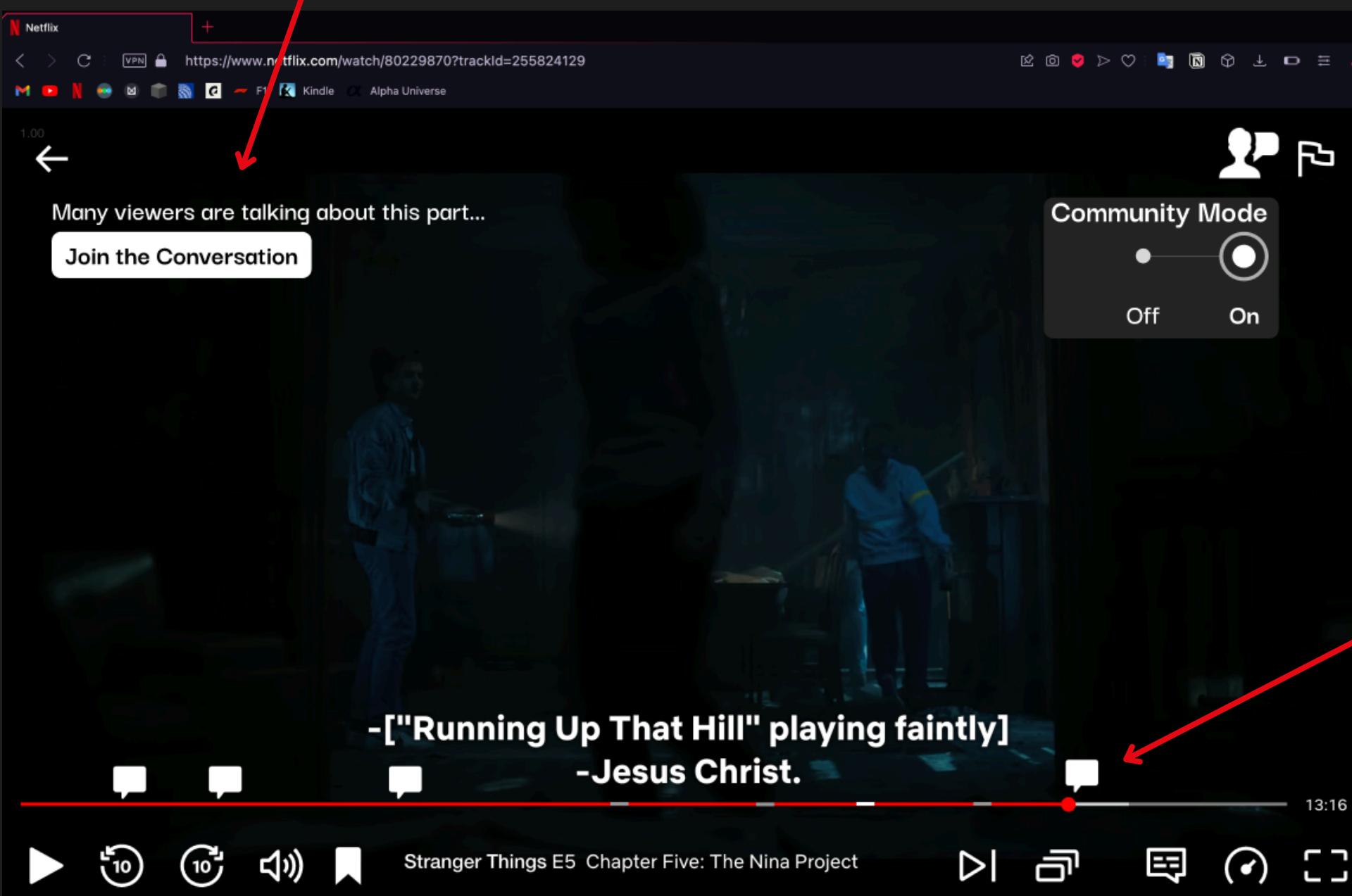


MINIMUM VIABLE PRODUCT (MVP)

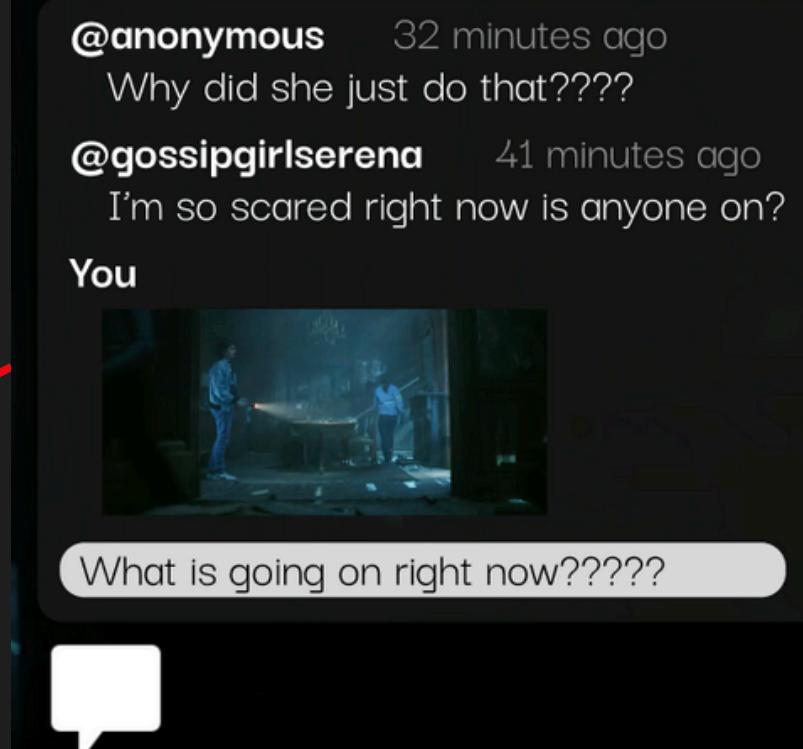
CMUBTG

Toggleable Community Mode , Live Commenting, and Clip Bookmarking

Notification for when a part is highly commented on



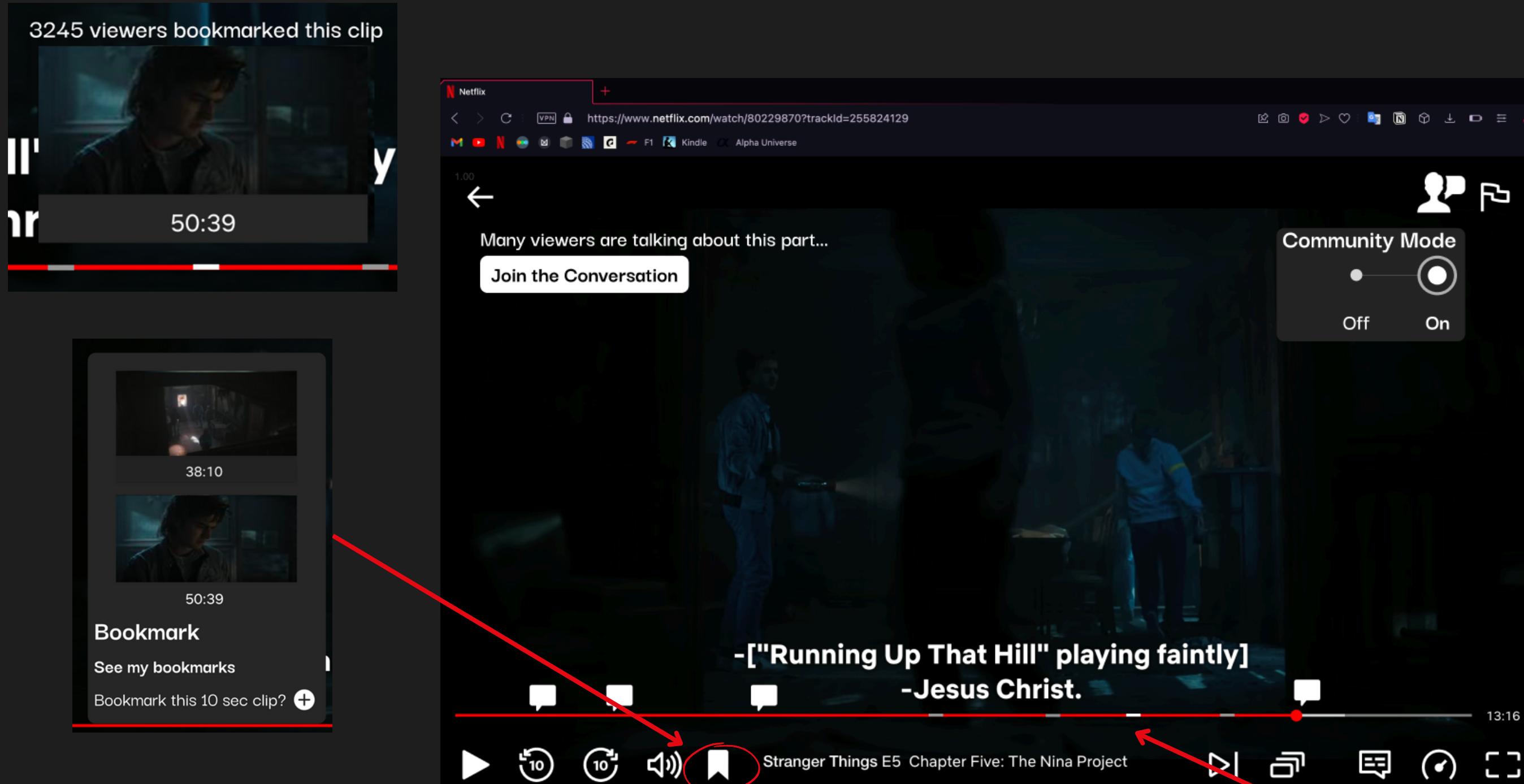
Live Commenting



MINIMUM VIABLE PRODUCT (MVP)

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Toggleable Community Mode , Live Commenting, and Clip Bookmarking



Clip Bookmarking

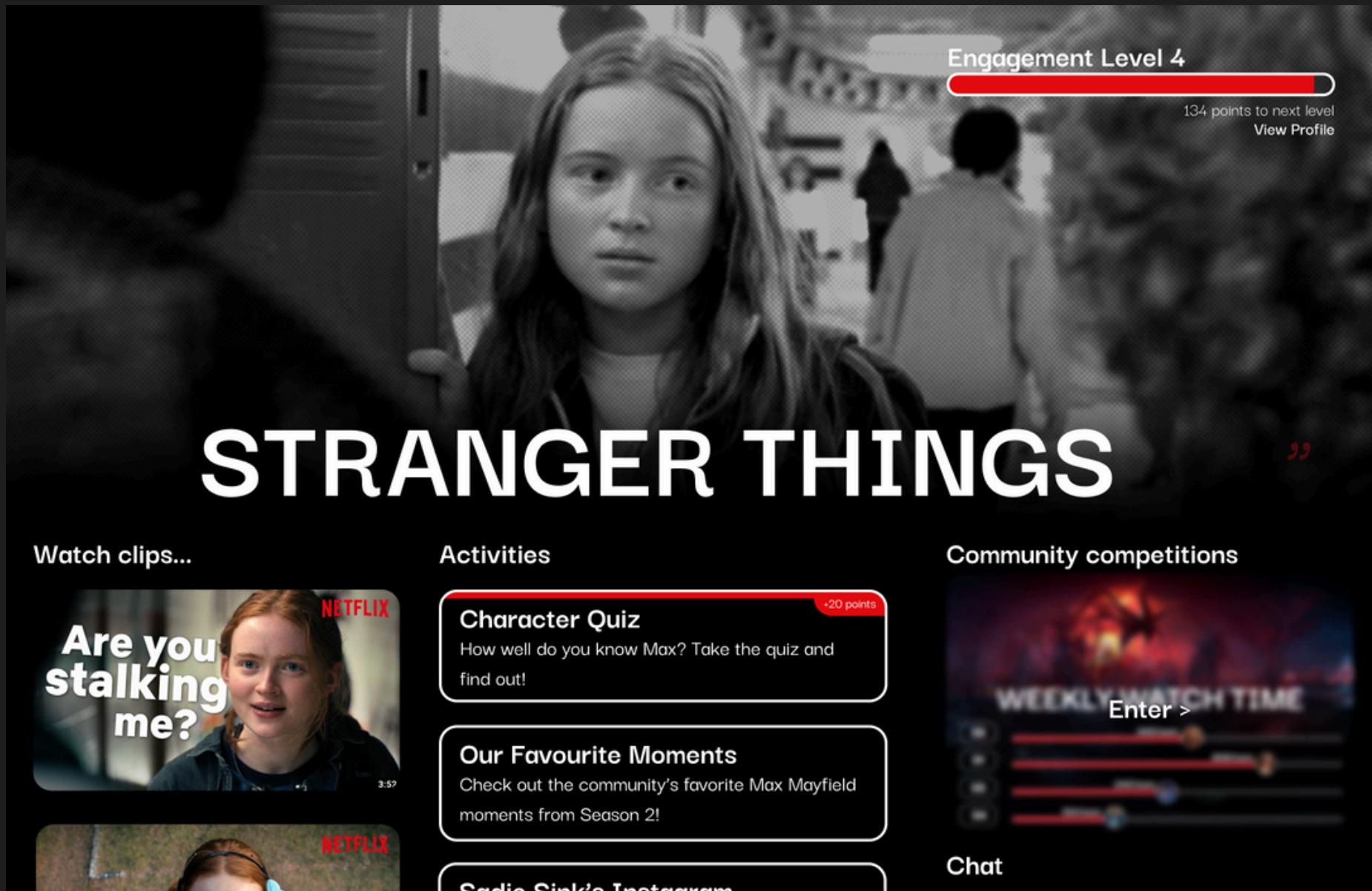
Popular bookmarks
highlighted white

MINIMUM VIABLE PRODUCT (MVP) CONT.

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Community Page and Inter-show Community watch time competitions

Community Page

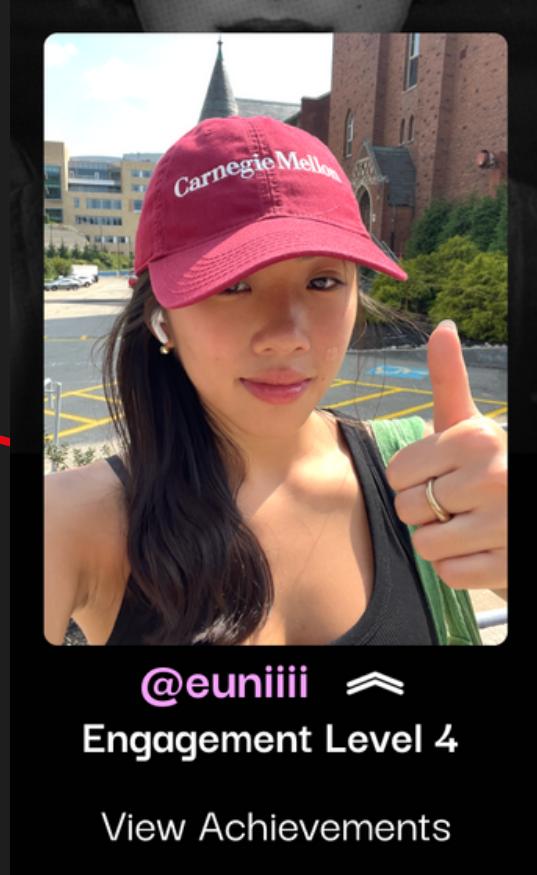
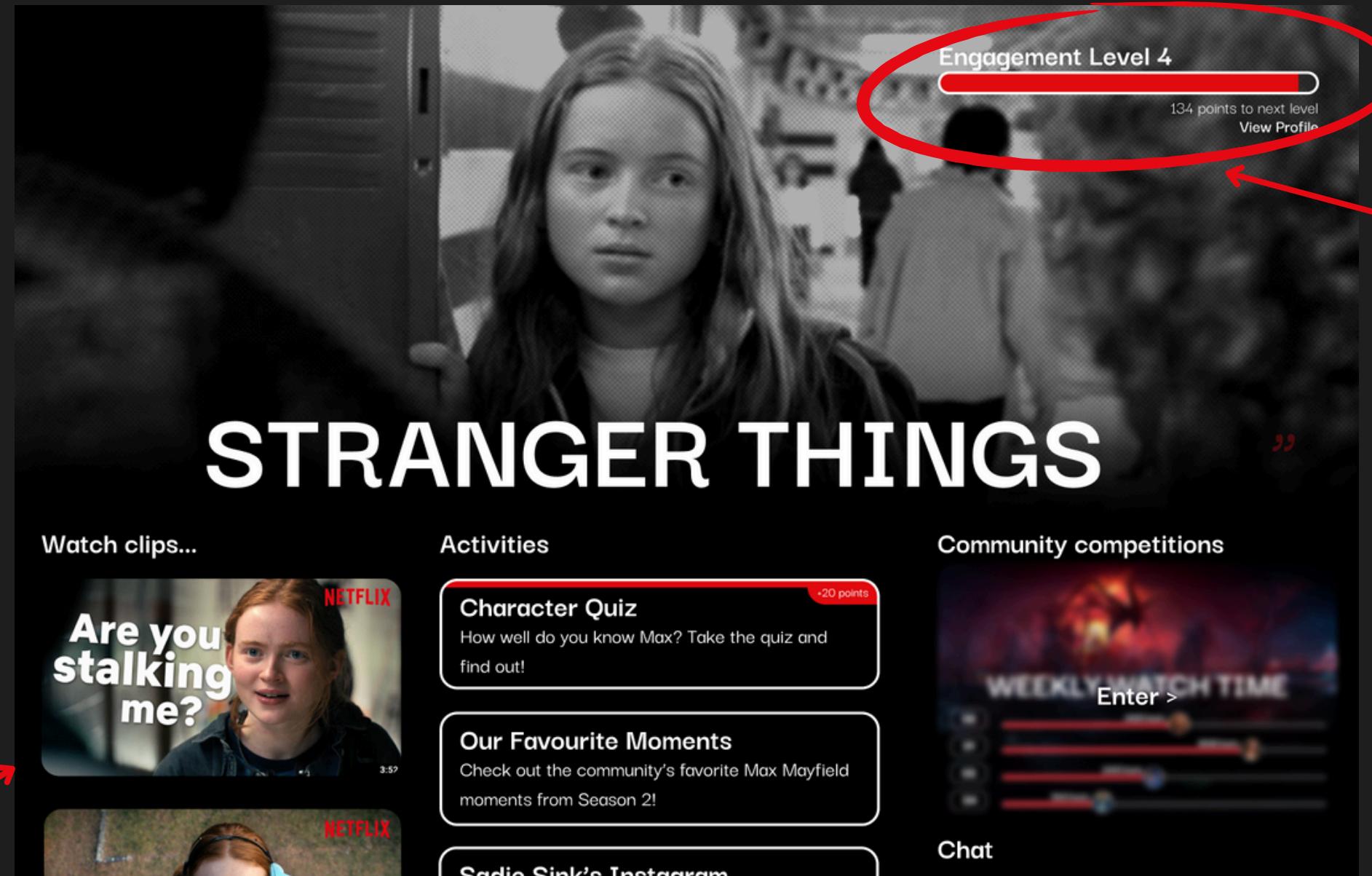


MINIMUM VIABLE PRODUCT (MVP) CONT.

CMUBTG

Community Page and Inter-show Community watch time competitions

Community Page

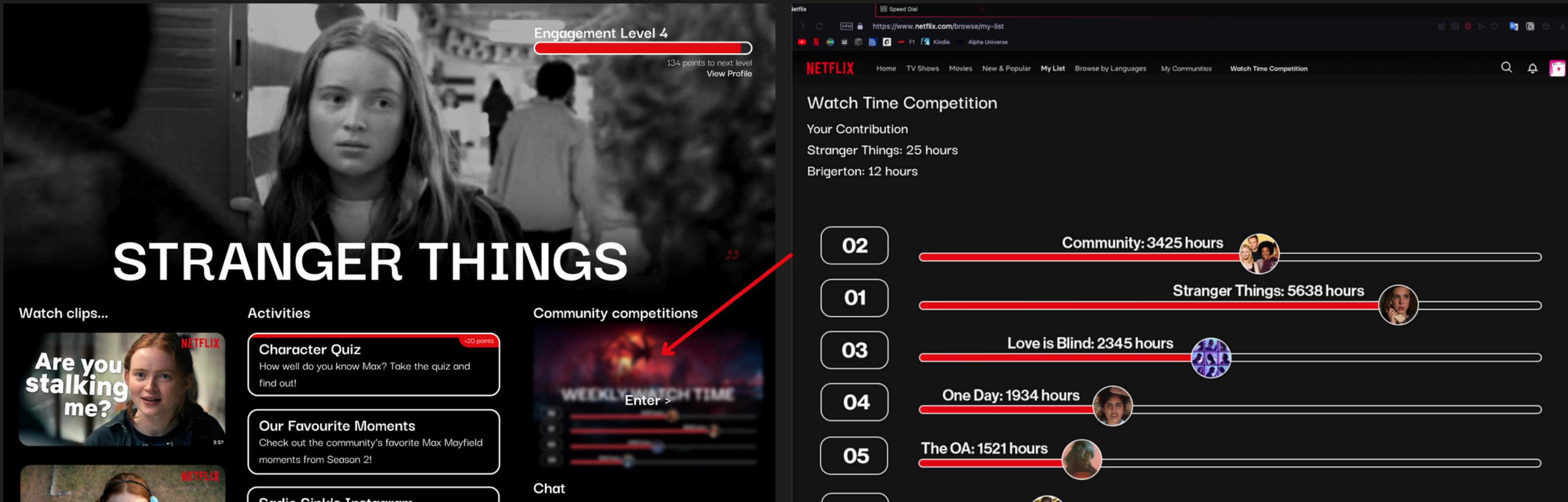


Integrate Netflix's Youtube clips onto the platform

MINIMUM VIABLE PRODUCT (MVP) CONT.

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Community Page and Inter-show Community watch time competitions

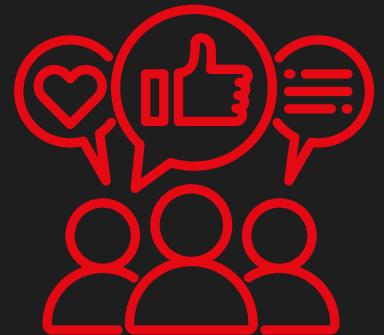


Mini Feature: Weekly Watch Time Competitions

SUCCESS METRIC

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How will we be measuring the success of this product?



User Engagement Metrics

Avg daily time on platform, active users, % increase post-community.



Subscriber Growth

Net increase in subscribers, % growth compared to previous period.



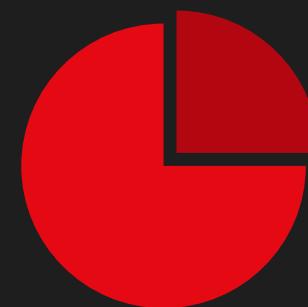
Retention Rate

% of users retained over time, churn rate reduction post-community.



Customer Satisfaction

NPS gauging satisfaction, community feature-specific survey results.



Market Share

Streaming market share vs. competitors, change over time relative to competitors.



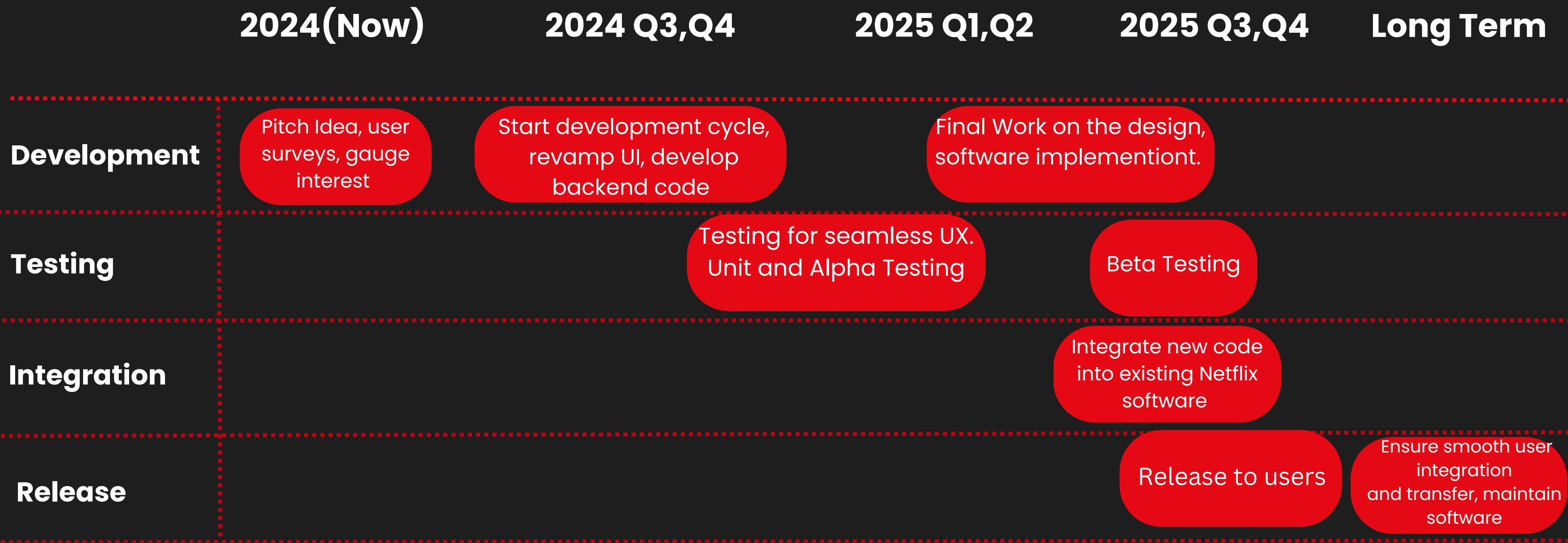
Revenue Growth

Subscription fee revenue increase, ARPU impact post-feature introduction.

ROADMAP

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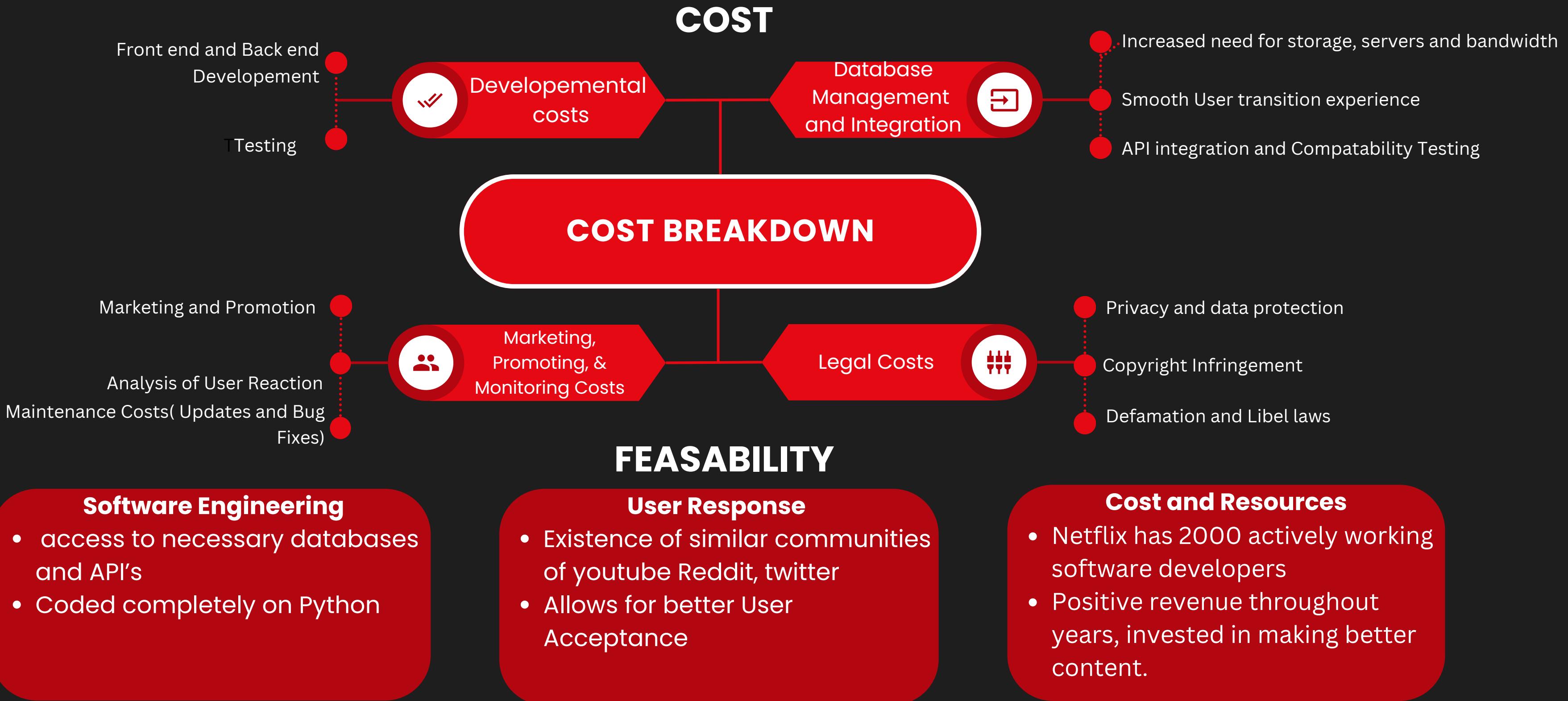
Our vision for the development process of this product.



COST AND FEASABILITY

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THANK YOU

Any questions?

Sources

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Executive Summary	Company Analysis	Problem Statement	Market Analysis	Solution	Minimum Viable Product	Success Metrics	Roadmap	Cost&Feasibility
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