Project Metrics

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Last week, after analyst conducted a SWOT analysis of Netflix, they pointed out many strengths, weaknesses, new opportunities, and threats faced by the competition. With this new information, it has been decided that for continuous growth Netflix needs to adapt. After review of the analysis and long discussion of the steps ahead, Netflix has chosen to enter the live TV market with the new Netflix Live. This is an opportunity that cannot be passed up if Netflix expects continuous growth into the future. In doing so, the goal is to gain new members and sustained growth.

Entering the live TV market will not be easy, since there is quite a bit of competition; for example, Hulu, Sony Play Station Vue, and AT&T Now (Moore, 2019). These are just a few and they all offer something a little different. For Netflix to be successful in this market, the R&D department recommends offering something not yet offered, personalization. So, Netflix will now offer a new personalized live TV experience along with the already successful streaming service.

This new personalized experience is expected to help Netflix gain a foothold in the live TV market, bring in more subscribers, help to maintain if not improve the current customer churn rate of four percent (How Netflix Maintains a Low Churn Rate by Keeping Customers Engaged & Watching. 2019, February 15), and improve the overall user experience.

For Netflix to move forward with Netflix Live, it is important to have measurable goals with a set timeline of completion. The main long-term goal is to be fully integrated into the live TV market by December 31, 2021; however, the beta live date is December 31, 2020. There are several steps that needs to happen in order to make a successful transition.

First, reach out to the various TV networks and obtain the proper permissions necessary to stream their channels. This could take some time and may take obtaining permissions even after going live; however, we will continue to work with these future partners into the future. By getting different networks on board, Netflix live will be able to offer more channels at a relatively low cost.

Second, rewrite the user agreement to cover the use of the live service by November 1, 2020. The user agreement needs to cover the both the rights of the new user and of Netflix Live as the service provider. This user agreement is vital to protecting the rights of both.

The next step is to revamp the user interface. The new interface needs to be one that can be personalized by the user, such as color, viewing content, and channels. The new interface is one of the most important projects to getting the new service up and running, since personalization is the selling point of our new service. This new user interface needs to be available by December 1, 2020.

The last step, this new personalized experience will allow the user to choose by channel they wish to subscribe to, not by premade packages. In order to make this very important feature to happen, each channel needs to be given individual prices that are cheap enough that when bundled with other channels the overall price is still affordable. Netflix expects that this will be what makes the live TV steaming different from the rest. All pricing needs to be complete by December 1, 2020.

Below is a RACI chart that identifies which department is responsible for what task, whom they need to correspond with and report during the transition to Netflix Live.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | James | Fred | Pricing department | Licenses department | Legal department | Web design department | Accounting department |
| Obtain license for streaming rights | A | I | C | R | C |  |  |
| Rewrite user agreement | A | I | C | C | R | C | C |
| Revamp user interface | A | I | C | C | C | R | C |
| Pricing | A | I | R | C | C | C | C |

Create A Responsibility Assignment Matrix (RACI chart) That Works. (2019, July 16)

For Netflix Live to meet its goal of full integration into the live TV market by December 31, 2021, it is important for each department to work hard to accomplishing each task given to them in a timely and efficient manner. Each of these tasks are important to the success of Netflix Live and if not completed before launch will be costly for Netflix.

The two metrics below are to help evaluate the achievement of each objective. These metrics show each milestone as the transition into Netflix Live is being made. Ensure that each department keeps the metrics up to date for tracking purposes and for each department to see the progress toward goal completion.

A screenshot of a cell phone

Description automatically generatedA screenshot of a social media post

Description automatically generated

The two-proceeding matrix are best suited for Netflix’s integration into the live TV market with Netflix Live and will help the team maintain track of the progress as well as due dates. The first matrix is an Excel file that list start and end dates for the move to a more personalize able user interface. This one is for the personalization of the user interface, and a separate one will be developed for the three remining project goals, rewriting the user agreement, obtaining licenses, and developing the best prices.

The second matrix will be where each department will be able to track by percentage the completion of their prospective project. This matrix is best suited for the purpose of this move to Live TV due to the ability to update, and track over the company portal. This planner shows the duration length, in this case months, each project has set aside for planning, execution, and completion. Also, on this planner, it shows the actual start, not by date but by period, which when compared to the first matrix, the viewer will be able to see the date.

Both these metrics together will help keep the teams on track up till the full integration date of December 31, 2021. Since staying on track is key to success, these will show how much time is left before each milestone and where each team is in making their mark. Good Luck Teams.

References

Create A Responsibility Assignment Matrix (RACI chart) That Works. (2019, July 16). Retrieved from https://thedigitalprojectmanager.com/raci-chart-made-simple/.

How Netflix Maintains a Low Churn Rate by Keeping Customers Engaged & Watching. (2019, February 15). Retrieved from https://neilpatel.com/blog/how-netflix-maintains-low-churn/.

Moore, B. (2019, October 4). The Best Live TV Streaming Services for 2019. Retrieved from https://www.pcmag.com/roundup/370908/the-best-live-tv-streaming-services.