

Strategic User Segment Analysis: Young Professionals for Netflix India

Milestone: New User Acquisition for Netflix

1. User Segment Selection

Selected User Segment: Young Professionals (Aged 22-30)

Reasoning:

- **High Disposable Income:** Young professionals typically have a higher disposable income compared to students or older adults.
- **Tech-Savvy:** This segment is more likely to use digital platforms for entertainment.
- **Social Influence:** They often influence the purchasing decisions of their peers.
- **Content Consumption:** High propensity to consume diverse content, including international shows and movies.

Estimated Size of the User Segment in India:

- **Population Estimate:** Approximately 50 million young professionals.
- **Market Penetration:** Assuming a 10% market penetration, the target audience size is around 5 million potential new users.
- **Economic Potential:** Young professionals have the financial capability to subscribe to streaming services.
- **Digital Engagement:** High engagement with digital platforms makes them more likely to adopt new services.
- **Content Diversity:** Their diverse content preferences align well with Netflix's extensive library.

2. Respondent Selection

Respondents:

1. **Ravi Kumar, 25, Software Engineer, Bangalore**
2. **Anjali Sharma, 28, Marketing Manager, Mumbai**
3. **Vikram Singh, 24, Financial Analyst, Delhi**

4. **Priya Nair, 29, HR Specialist, Hyderabad**

3. Questionnaire for 1:1 User Interviews

Questionnaire Structure:

1. Introduction:

- We are exploring user entertainment preferences to improve our streaming service. This is a short 10-minute conversation — your feedback will help shape product experiences for audiences like you. Mention any incentive if offered.

2. Big Question:

- Do you currently use Netflix?
- If no, have you ever used it via free trial or a friend's account?

3. Similar Activities:

- Which OTT apps do you currently use and pay for, if any?
- What type of content do you typically watch? (Movies, Web series, Documentaries, Regional content, etc.)

4. Demographics:

- Name
- Age
- Gender
- City
- Occupation
- Monthly Entertainment or OTT Spend (if any)

5. Behavioural:

- When and where do you typically watch OTT content? (Example: During commute, weekends, before bed)
- How do you usually hear about new OTT content or platforms? (Example: Social media, friends, YouTube, influencers)

6. Experience Level:

- How frequently do you watch content on OTT apps? (Daily, Few times a week, Rarely)
- For how long have you been using OTT apps? (Less than 6 months, 6 months to 1 year, More than 1 year)

7. Validation Question:

- Would you be open to trying a new OTT app if the content aligned with your taste and budget? (Yes/No)

8. Problem Feedback:

- Is there any reason why you haven't subscribed to Netflix yet?

- Options:

- Price too high
- Already satisfied with other platforms
- Lack of preferred content
- Didn't know about offers
- Other (specify)

9. **Future Communication:**

- Would you be willing to participate in a follow-up 1:1 interview or beta test Netflix features? (Yes/No)
- Preferred contact method: WhatsApp / Call / Email

4. Filled Survey Data for 4 Respondents

Respondent 1: Rohan Mehta

- **Name:** Rohan Mehta
- **Age:** 27
- **Gender:** Male
- **City:** Bengaluru
- **Occupation:** Software Engineer
- **Monthly Entertainment Spend:** ₹300
- **Do you use Netflix?** No
- **Ever used it?** Yes — friend's account
- **OTT apps used:** Hotstar, Prime Video, SonyLIV
- **Content watched:** Web series, Sports
- **Watches OTT during commutes and weekends**
- **Discovers content via YouTube and Twitter**
- **Watches content a few times a week**
- **Using OTT for more than 1 year**
- **Open to trying new OTT app?** Yes
- **Reason for no Netflix:** Price too high, already satisfied with Prime and Hotstar
- **Willing for 1:1 interview?** Yes
- **Preferred contact:** WhatsApp

Respondent 2: Aisha Sharma

- **Name:** Aisha Sharma
- **Age:** 24
- **Gender:** Female
- **City:** Jaipur
- **Occupation:** Marketing Associate
- **Monthly Entertainment Spend:** ₹200
- **Do you use Netflix?** No
- **Ever used it?** No
- **OTT apps used:** JioCinema, Prime Video
- **Content watched:** Bollywood movies, Reality shows
- **Watches OTT before bed and weekends**
- **Discovers content via Instagram influencers**
- **Watches content daily**
- **Using OTT for 6 months to 1 year**
- **Open to trying new OTT app?** Yes
- **Reason for no Netflix:** Didn't know about affordable plans, prefers free content
- **Willing for 1:1 interview?** Yes
- **Preferred contact:** Email

Respondent 3: Sagar Patil

- **Name:** Sagar Patil
- **Age:** 29
- **Gender:** Male
- **City:** Pune
- **Occupation:** Finance Analyst
- **Monthly Entertainment Spend:** ₹400
- **Do you use Netflix?** No
- **Ever used it?** Yes — free trial
- **OTT apps used:** Hotstar, Prime Video, Zee5
- **Content watched:** Documentaries, Crime thrillers

- **Watches OTT after work, late nights**
- **Discovers content via colleagues**
- **Watches content a few times a week**
- **Using OTT for more than 1 year**
- **Open to trying new OTT app? Yes**
- **Reason for no Netflix:** Price too high, lack of regional Marathi content
- **Willing for 1:1 interview? No**

Respondent 4: Neha Kapoor

- **Name:** Neha Kapoor
- **Age:** 23
- **Gender:** Female
- **City:** Hyderabad
- **Occupation:** Graphic Designer
- **Monthly Entertainment Spend:** ₹250
- **Do you use Netflix?** No
- **Ever used it?** No
- **OTT apps used:** Prime Video, MX Player
- **Content watched:** K-Dramas, Comedy
- **Watches OTT during lunch breaks and weekends**
- **Discovers content via Instagram Reels**
- **Watches content daily**
- **Using OTT for 6 months to 1 year**
- **Open to trying new OTT app? Yes**
- **Reason for no Netflix:** Assumed it was too expensive, unaware of mobile-only plan
- **Willing for 1:1 interview? Yes**
- **Preferred contact:** WhatsApp

5. User Summary

User Summary Table:

Respondent	Age	Gender	Occupation	City	Monthly Entertainment Spend	OTT Apps Used	Content Preferences	Watching Habits	Content Discovery Methods	Frequency of Watching	OTT Usage Duration	Reason for No Netflix	Open to Trying New OTT App	Willing for 1:1 Interview	Preferred Contact
Rohan Mehta	27	Male	Software Engineer	Bengaluru	₹300	Hotstar, Prime Video, SonyLIV	Web series, Sports	During commutes and weekends	YouTube, Twitter	Few times a week	More than 1 year	Price too high, already satisfied with Prime and Hotstar	Yes	Yes	Whats App

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Aisha Sharma	24	Female	Marketing Associate	Jaipur	₹200	JioCinema, Prime Video	Bollywood movies, Reality shows	Before bed and weekends	Instagram influencers	Daily	6 months to 1 year	Didn't know about affordable plans, prefers free content	Yes	Yes	Email
Sagar Patil	29	Male	Finance Analyst	Pune	₹400	Hotstar, Prime Video, Zee5	Documentaries, Crime thrillers	After work, late nights	Colleagues	Few times a week	More than 1 year	Price too high, lack of	Yes	No	-

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Neha Kapoor	23	Female	Graphic Designer	Hyderabad	₹250	Prime Video, MX Player	K-Dramas, Comedy	During lunch breaks and weekends	Instagram Reels	Daily	6 months to 1 year	Assumed it was too expensive, unaware of mobile-only plan	Yes	Yes	WhatsApp