



Product Teardown : New User Onboarding

By Kunal Shroff



Overview

Netflix is a global streaming service founded in 1997. It initially started as a DVD rental-by-mail service and has now expanded to be available in over 190 countries. It is a subscription based streaming service that allows members to watch content on various devices.

Business Model

Subscription Model

Netflix offers different plans for users, providing flexibility in choosing the most suitable subscription.

Main Competitors

1. Amazon Prime Video
2. Disney+
3. Hulu
4. HBO MAX
5. Apple TV+
6. Paramount+
7. Youtube Tv

On Demand Streaming

Users can watch content on various devices, allowing for convenient and flexible viewing options.

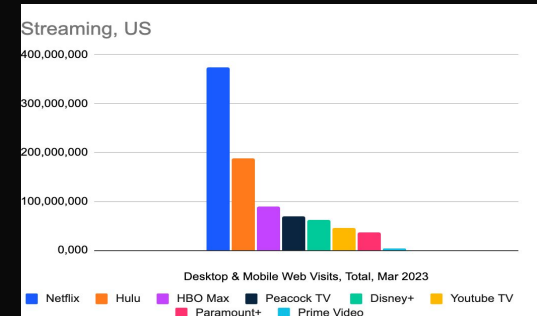
Mission

To provide quality content across all geographical locations. Available in different languages on all devices for all age groups.

Original Content

Netflix invests heavily in producing exclusive content, offering a wide range of original shows and movies.

Key Stats



**Sudha**

49



Mumbai



Housewife

Goals & Needs

- To be able to watch favourite movies in her free time.
- Explore new age movies/content.
- Not that Tech Savvy needs an easy to use app.

Pain Points

- Doesn't like to go to the theatre to watch movies.
- Needs a budget friendly platform.

User Story

Savita is a mother of two Children aged 8 & 11 respectively. She likes cooking and watching movies and her favourite actor is Salman Khan.

**Kevin**

19



New Jersey



Student

Goals & Needs

- Likes to Binge watch tv series and anime.
- Likes to watch content on his tablet.
- A less cluttered platform for streaming his favourite content.

Pain Points

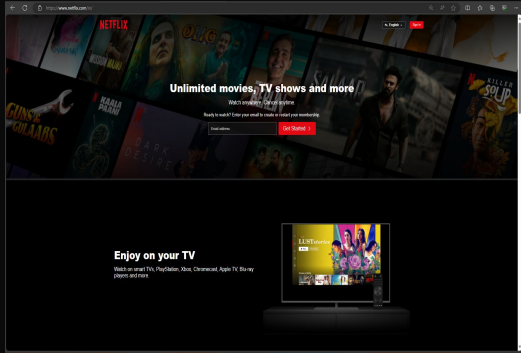
- Finding the next show to watch.
- Quality Content in 4k to watch on TV.

User Story

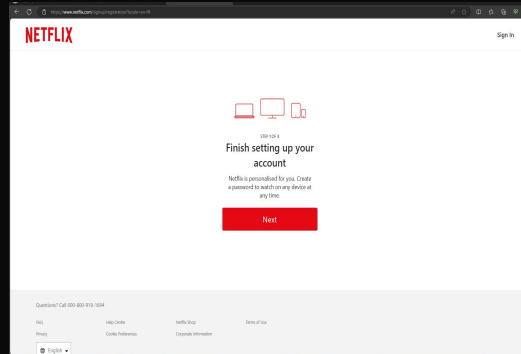
Kevin is a student whose hobbies include playing football with his friends and listening to music and binge watching shows. His favourite football team is Manchester City and he likes watching K-Drama a lot.

N User Journey

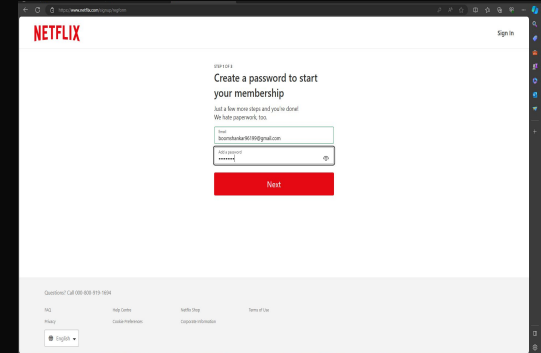
Discovery



Setting up



Email & Password



Thinking

The UI looks good and user friendly

The Content is available across many different devices

How much long is it going to take ?

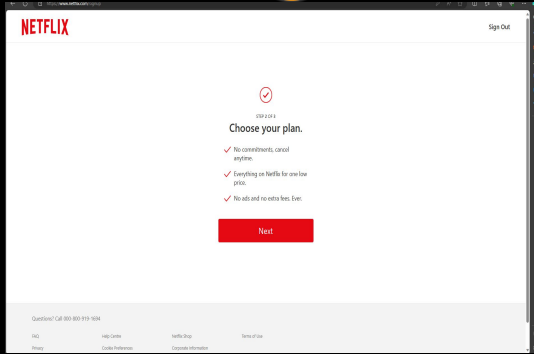
Pain Points

No different sign-up Option Available ?

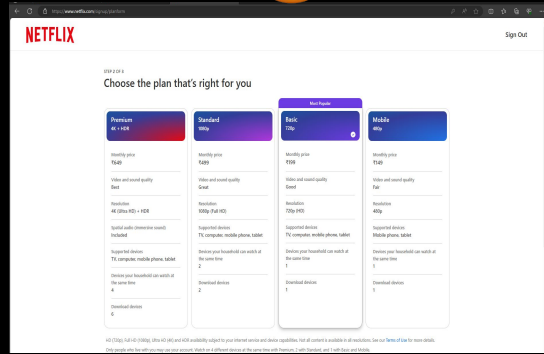
Otp login would have been much better than this.

N User Journey

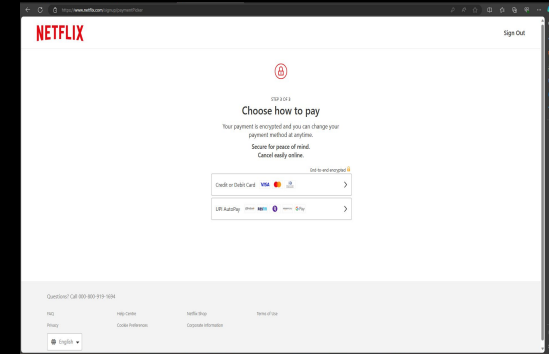
Choose Plan



Choose Price



Payment Method



Thinking

No ads and can
cancel anytime
!!!

Lot of different
plans to choose
from. Even budget
friendly Plan
Available

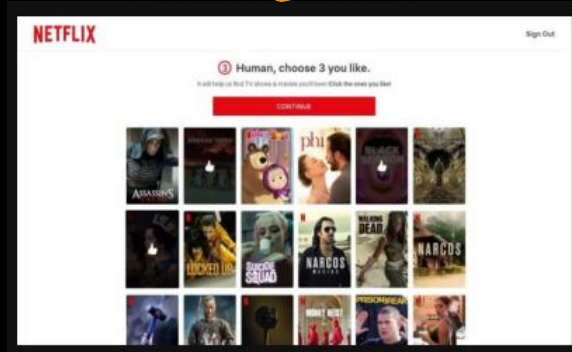
Can change the
payment method
anytime, that's
very good.

Pain Points

No free trial ? How do I know
whether it's worth paying for it
or not ?

N User Journey

Choose Content



What to choose
from here ?

Done !!!



Finally it's done,
now I can watch
my favourite
Content.

Thinking

Pain Points



Experiencing Netflix

Recommendations

- ★ It would be a good idea to restart giving a free trial so that users try it out and understand the product's value proposition.
- ★ Can start having other login options other than "email & password".
- ★ Start giving option to change video quality in the player itself.

Pros

- Great Content.
- Lot of languages, different genres available.
- Clean & Easy to use UI
- Good set of Recommendations.

Cons

- Lot of content blocked due to geographical barriers.
- Pretty basic "my list" feature with no customizable options.



Metrics

Level 1 (L1) Metrics:

Subscriber Growth Rate: This metric measures the percentage increase in the number of subscribers over a specific period. Higher subscriber growth directly correlates with potential revenue growth.

Average Revenue per User (ARPU): ARPU indicates the average amount of revenue generated from each subscriber. Increasing ARPU directly impacts revenue growth.



North Star Metric
Monthly Recurring Revenue (MRR): This metric represents the total revenue generated from monthly subscriptions.

Level 2 (L2) Metrics:

Engagement Metrics: Higher subscriber engagement often leads to increased retention and higher revenue.

Average Time Spent Watching: Monitoring the average time subscribers spend watching content can indicate engagement levels and potential revenue opportunities.