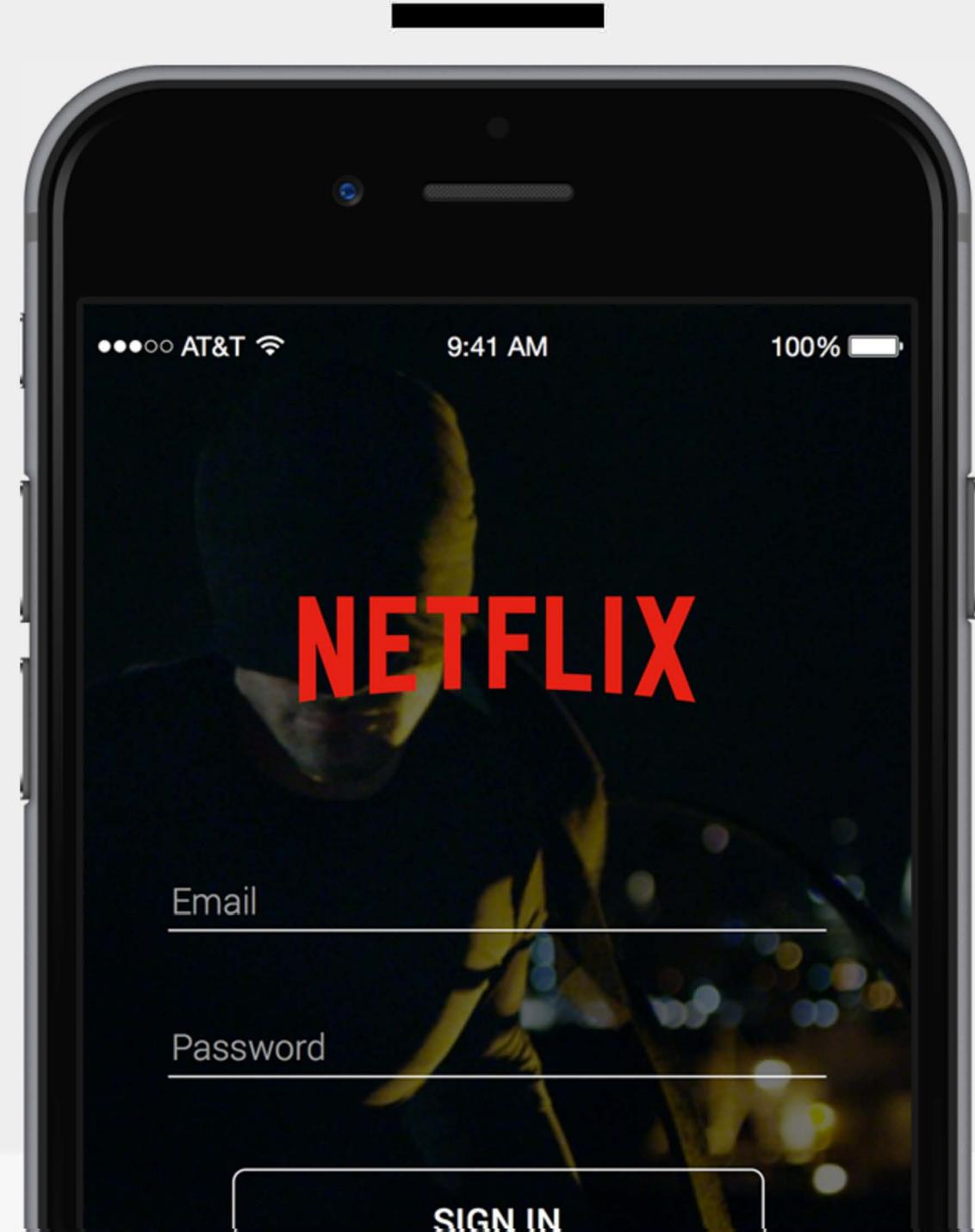


# Product Teardown

User Onboarding in Netflix



**Done by- Ankita Dey**

# About

Netflix is an American subscription video on-demand over-the-top streaming service. The service primarily distributes original and acquired films and television shows from various genres, and it is available internationally in multiple languages.

**Launched in:** 16 January 2007

**Parent:** Netflix, Inc.

**Mission:** “to entertain the world.”

**Vision:** “Becoming the best global entertainment distribution service.”



## Interesting Facts:

- Netflix's first original series was "House of Cards," which premiered in 2013
- Netflix popularized the concept of binge-watching by releasing all episodes of a season at once.
- The "Netflix Effect" refers to the phenomenon where a show or movie becomes wildly popular after being added to Netflix, even if it was previously underappreciated



# User Persona



**Karan Singh**

**Age: 18 Years**

**Occupation: First Year Undergrad**

**Hobbies: Videogames, Movies and Songs**

**Location: Kolkata**



## Pain Points

- Computer is harddrive is limited.
- Exhausted all Movies and TV series in his computer and that his friends have
- Dont have a credit for auto debit options in OTT

## Needs

- Looking for wider areas of entertainment like movies and Tv series.
- Want to get entertainment in cheap rate.

## Personal Characteristics

- Like to Binge watch a series every weekend
- Haevily rely on ratings and reviews to watch the next series
- Get only 2000rs as pocket money for a month from his family

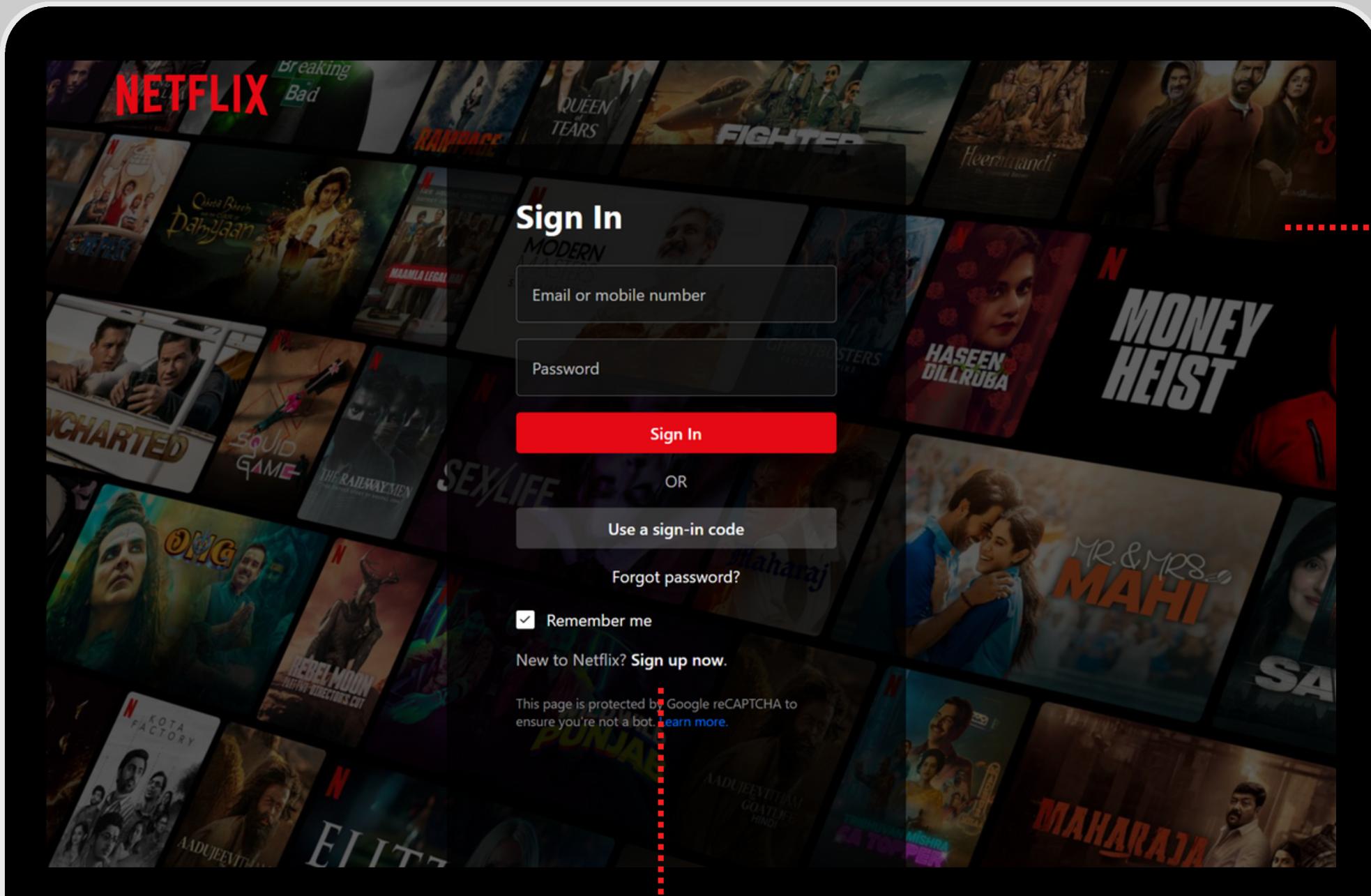
# User Onboarding

— 100

— 50

— 15

Karan's Psych  
Level: 15



Sign Up button is on the first page  
quiet visible

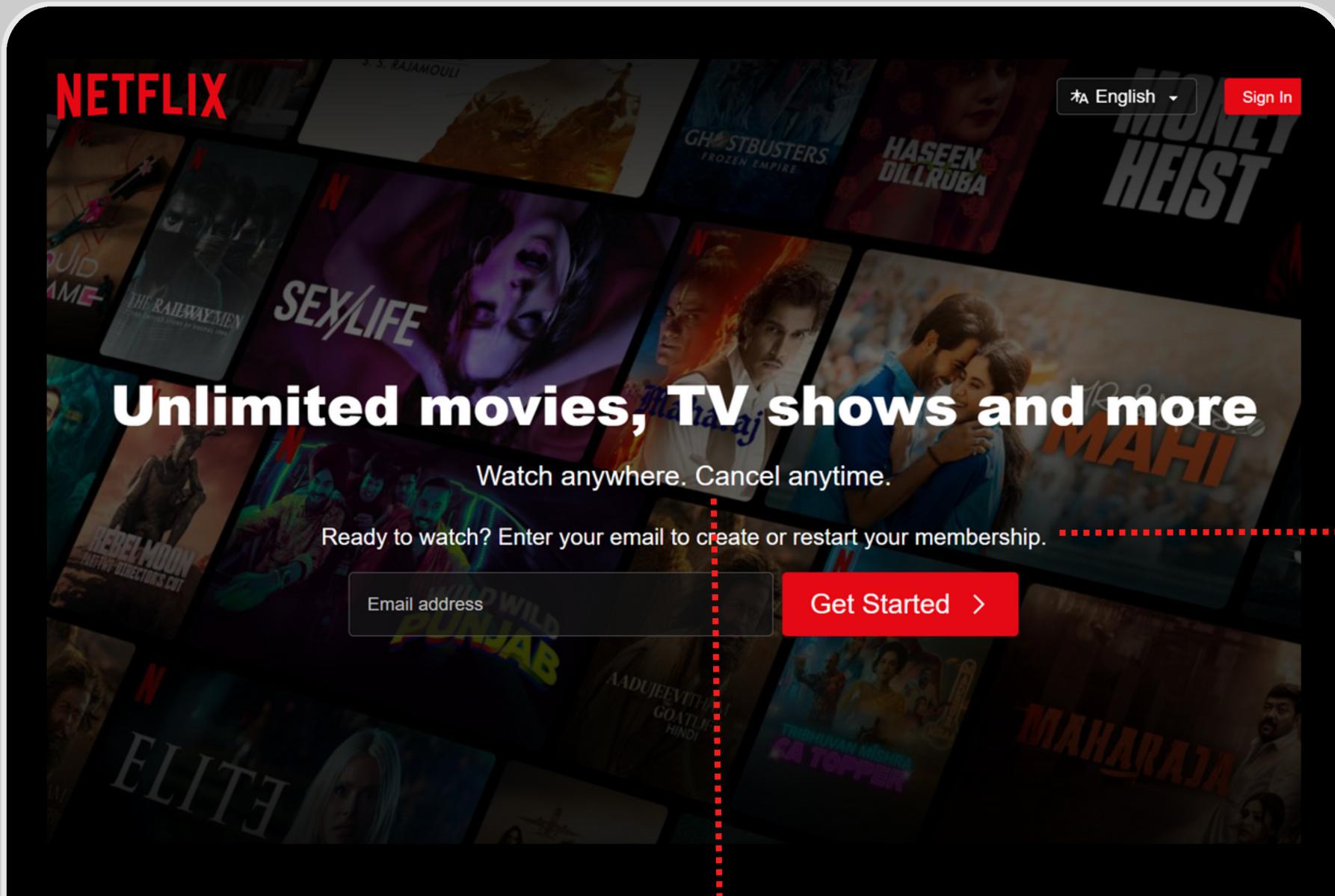
Psych: +5

Psych: +10

All the movies and Tv Series poster Karan can see in the background is exciting for him. He can finally watch content that was previously not available to him

# User Onboarding

— 100



This message is exciting. This was what Karan was looking for also cancel anytime tell him he can get out of Netflix whenever he wants

Karan's Psych  
Level: 30

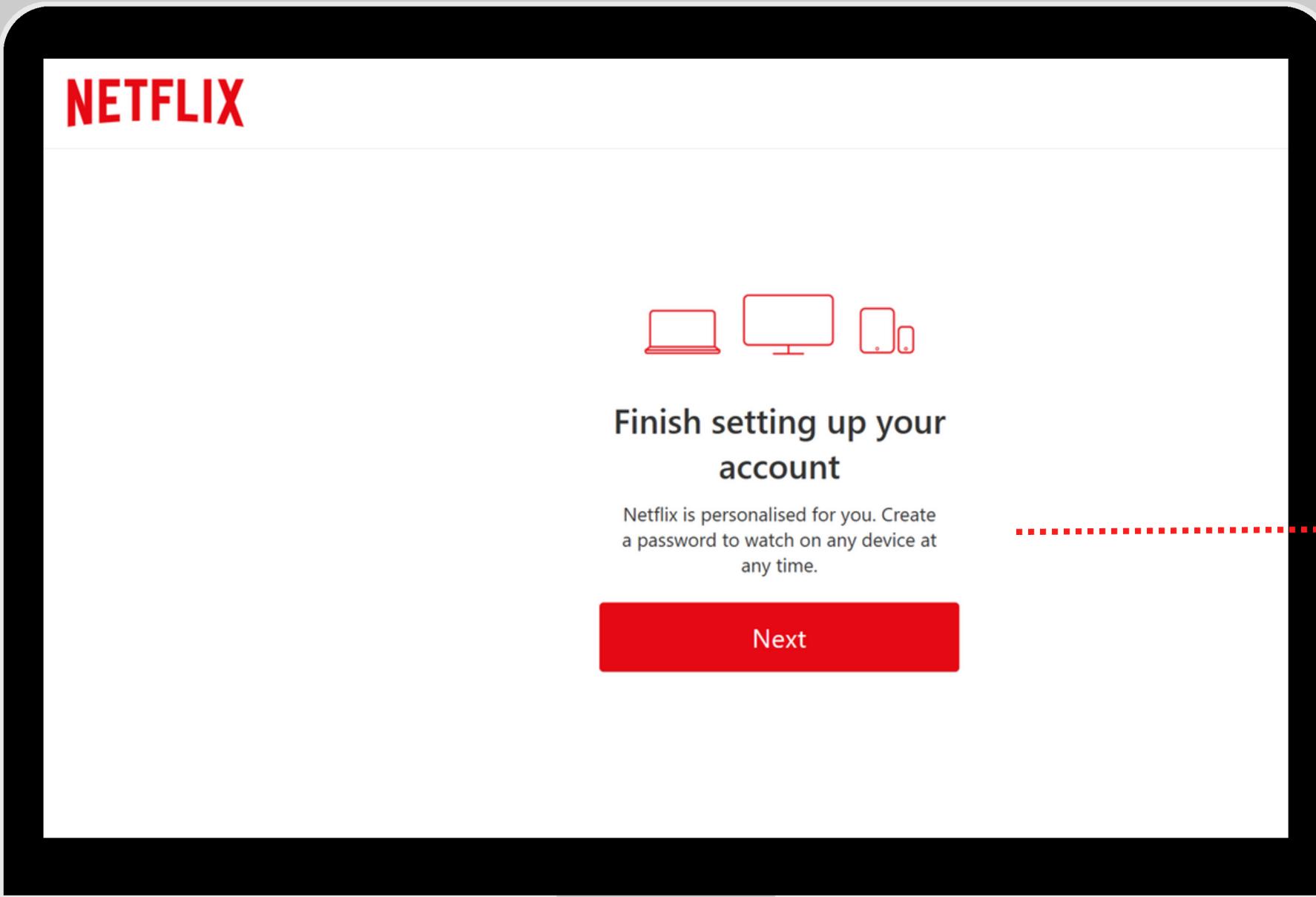
Psych: +10

Information asked by Netflix for signing up is very less. It does not hampers with Karans attention level

Psych: +5

# User Onboarding

— 100



Steps are increasing. This step could have been eliminated

Psych: -2

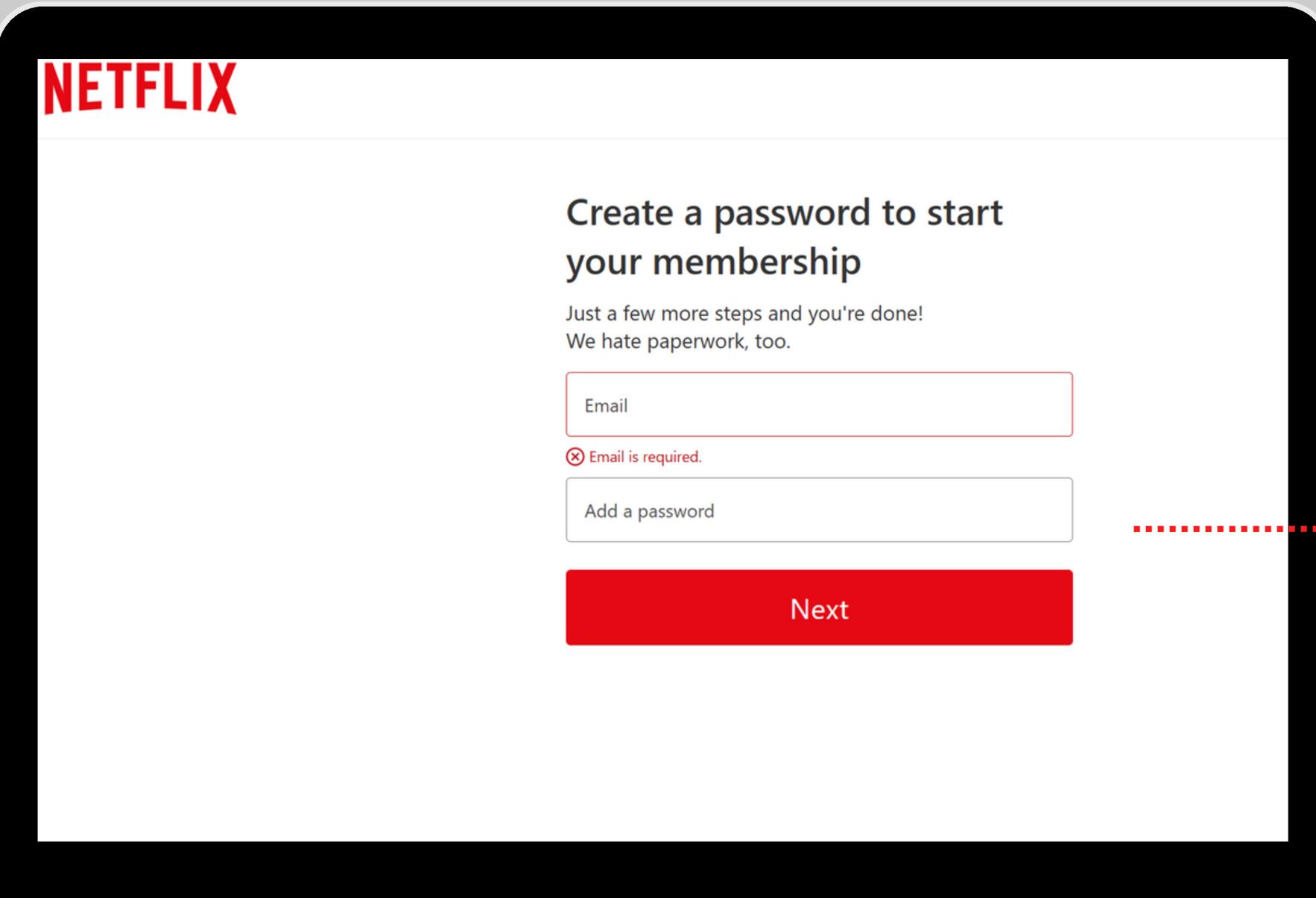
This message is exciting. This was what Karan was looking for

Psych: +5

Karan's Psych  
Level: 28

# User Onboarding

— 100



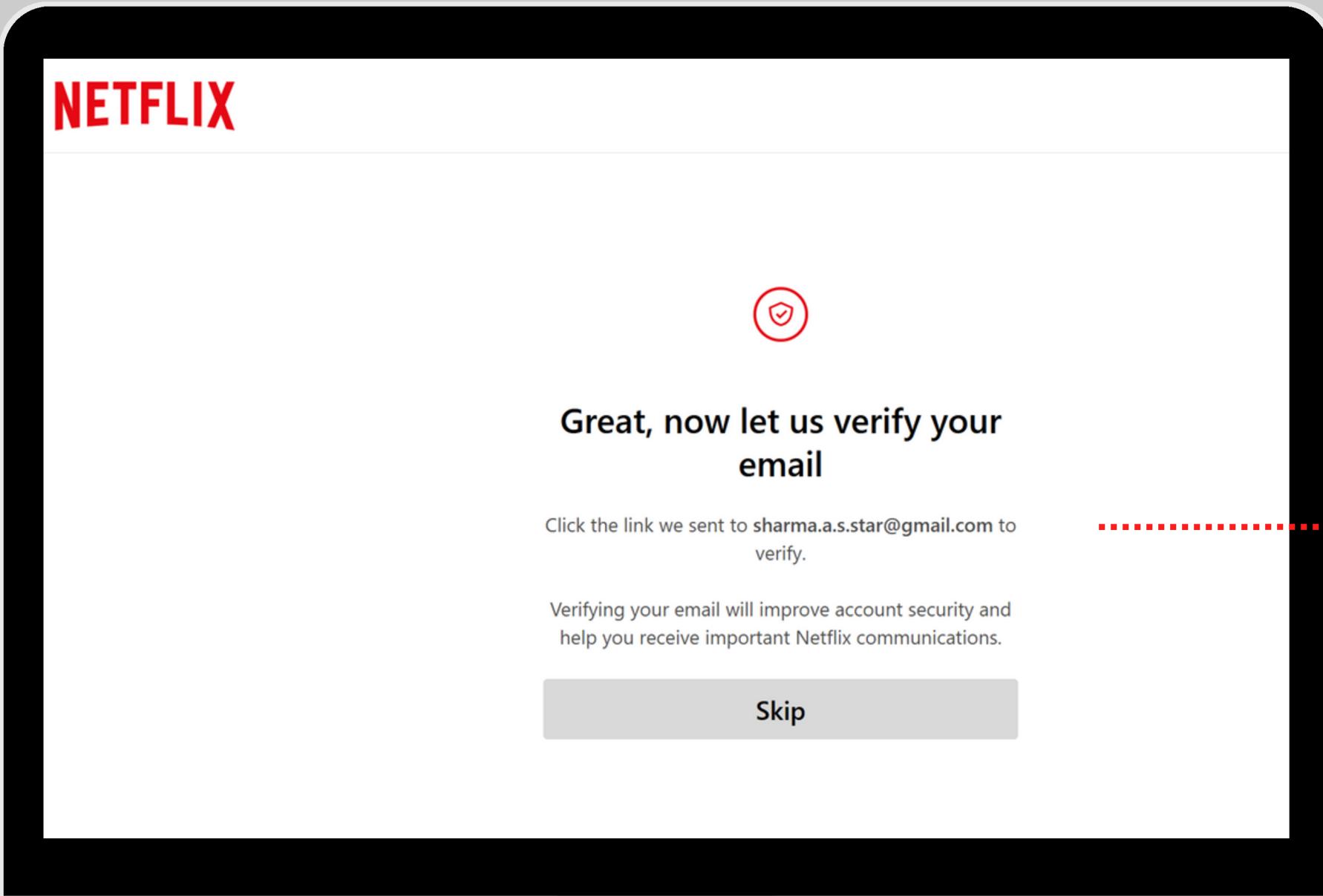
Minimal Information sought.

Psych: +2

Karan's Psych  
Level: 30

# User Onboarding

— 100



— 50

— 25

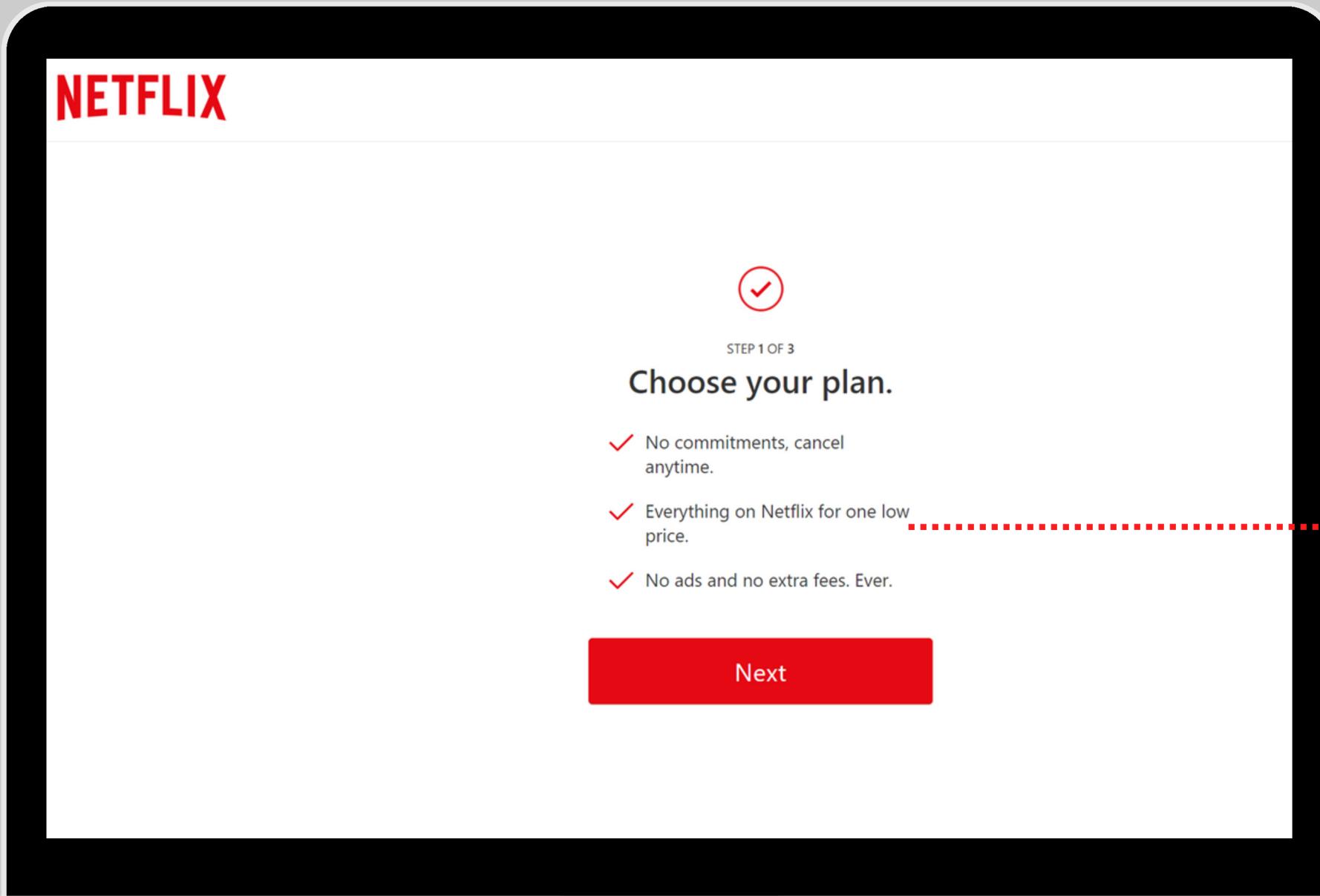
Karan Need to go back to his email to verify. Steps are too much

Psych: -5

Karan's Psych  
Level: 25

# User Onboarding

— 100



— 50

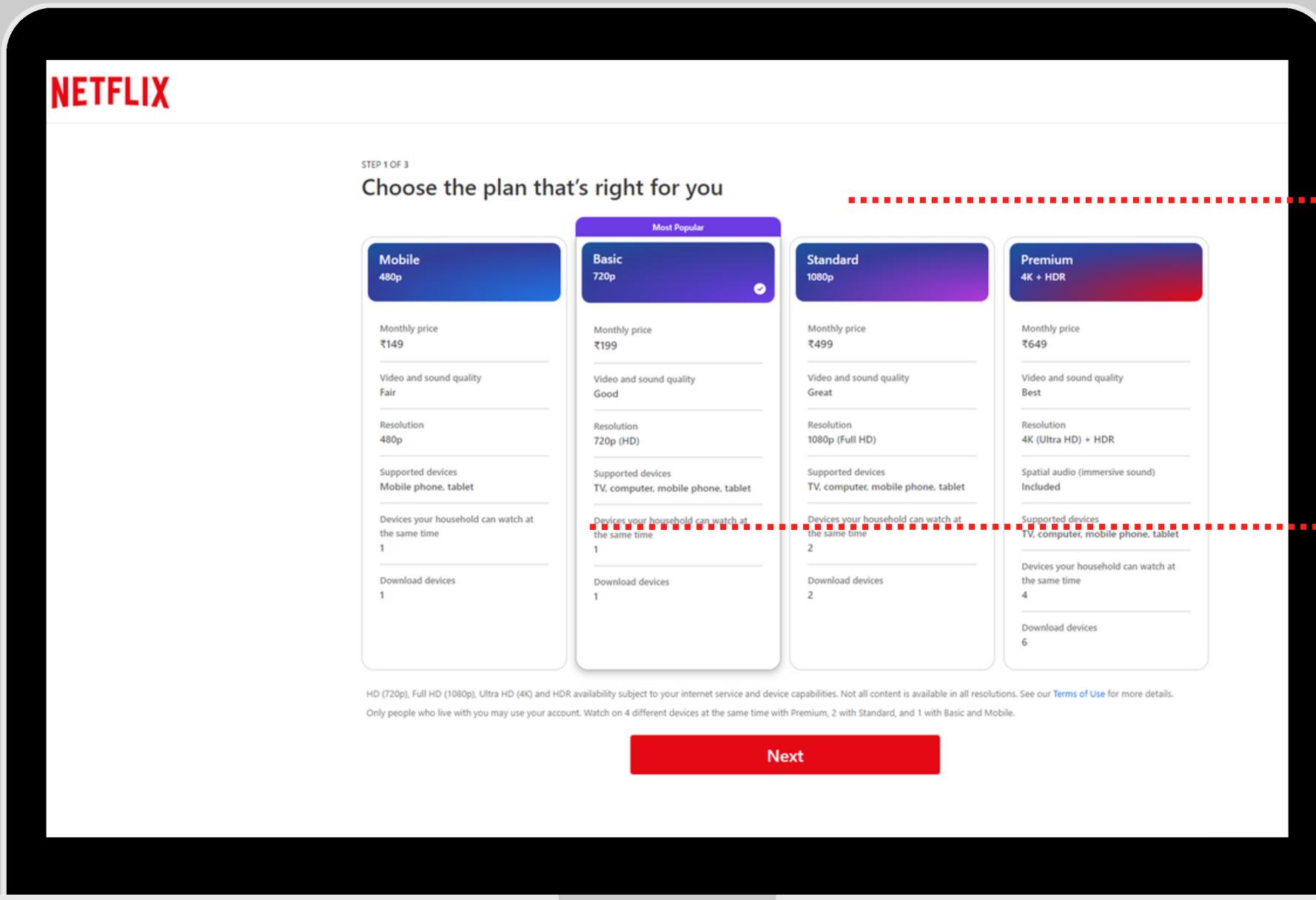
— 25

Although information is useful but could have merge this step with the next step

Psych: 0

# User Onboarding

— 100



Psych: +10

Lots of plan to choose from. he can get bring his friends and get a cheaper rate for better quality

Even the single plan is quiet affordable for him

Psych: +5

Karan's Psych  
Level: 40

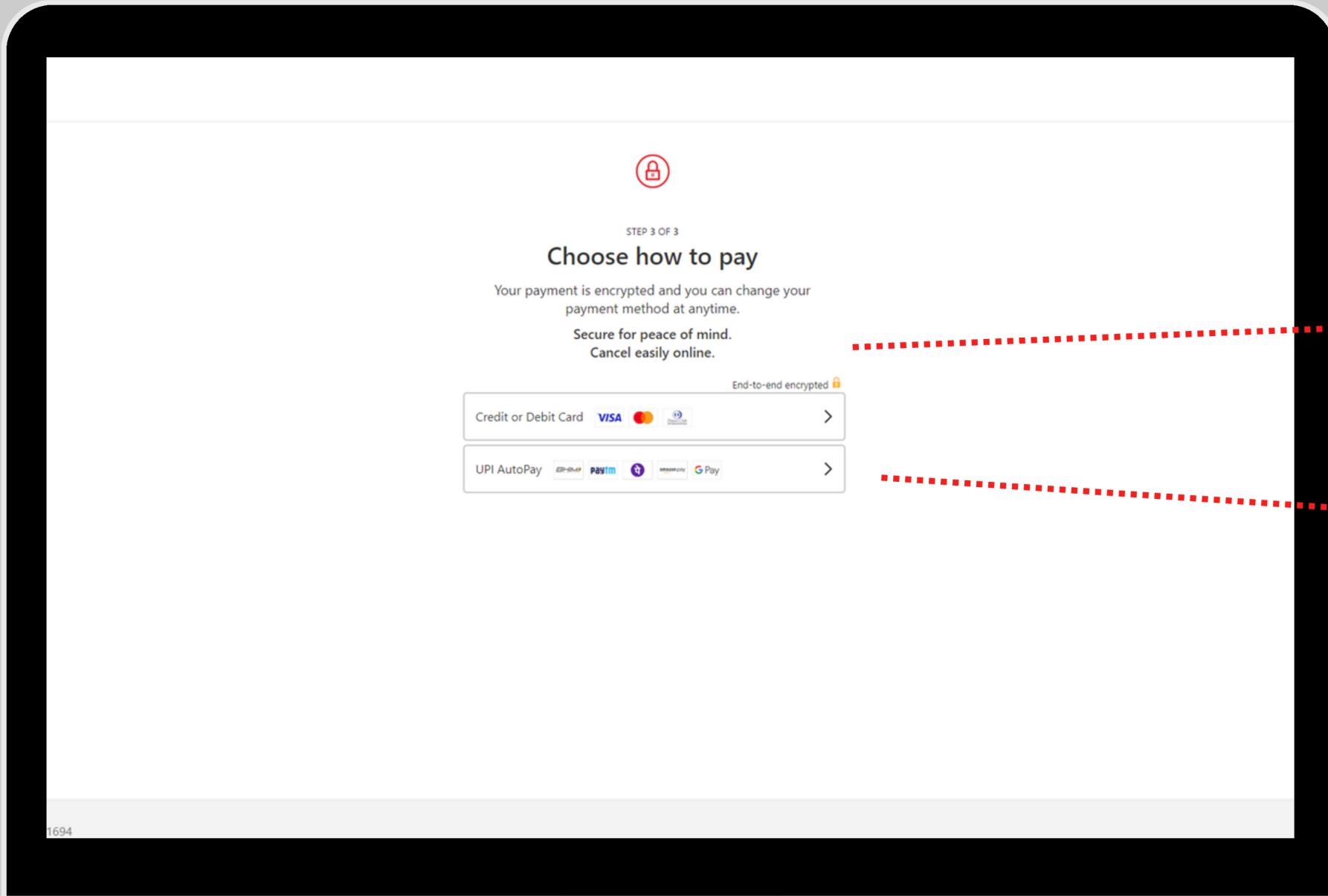
# User Onboarding

— 100

— 60

— 50

Karan's Psych  
Level: 60



Psych: +10

Cancel anytime again reassures him that he is not obligated to anything and he can get out of netflix when ever he wants

Since Karan doesn't have a Credit Card, the UPI option helps him a lot.

Psych: +10

## Key Take Aways

1

### THE FIRST PAGE

The movie and TV Series poster in the first page lure users comming into Netflix

2

### MINIMUM DETAILS

Minimum Details required for Singup reduce resistance to signup

3

### PAYMENT OPTIONS

Multiple payment options attracts wider user base

4

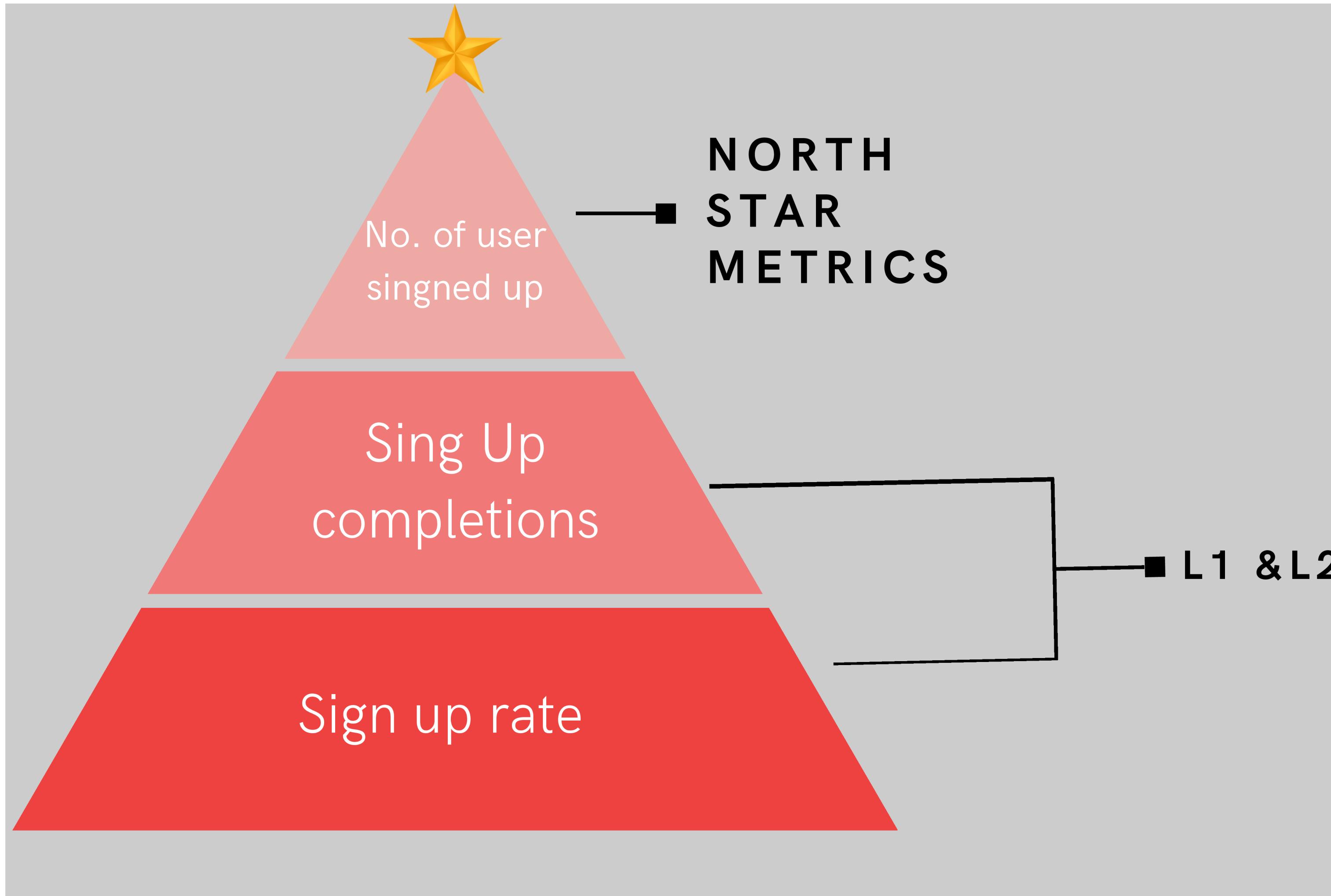
### GET OUT EASY

Cancel anytime written while making payment reassures the user that they are not married to the product

5

### STEP REDUCTION

There were multiple steps to signup and some steps in between could easily be ommited



THANK

YOU