

NETFLIX



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According to **FORBES** back in 2001, Netflix founder Reed Hastings spent \$10 million a year on streaming technology research. This fact alone shows how customer-centric Netflix has been from its very beginning.

Netflix's design thinking can be boiled down to four rules:

1. THINK BIG

2. START SMALL

3. FAIL QUICKLY

4. SCALE FAST

1. THINK BIG

Netflix was not afraid to destroy its existing successful DVD delivery business and follow the technological advance.

2. START SMALL

The company did not rush headlong into the implementation of a new product, but waited for the right moment.

3. FAIL QUICKLY

Early streaming attempts were abandoned.

4. SCALE FAST

Netflix has been able to grow rapidly by moving to the original content.

Netflix, the streaming service, has used design thinking to continuously improve their user experience. According to a case study, they used the following process:

Empathize

Netflix conducted user research to understand its customers' needs and pain points, behaviors, and expectations. By doing this, Netflix is able to identify areas for improvement and design solutions that better meet its customers' needs.

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Define

Based on the research, Netflix defined the problem as a lack of ease in discovering new content.

This helps the company stay focused on its goal and ensure that its solutions align with its customers' needs.



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Ideate

Netflix brainstormed potential solutions, such as creating personalized recommendations and a user-friendly interface.



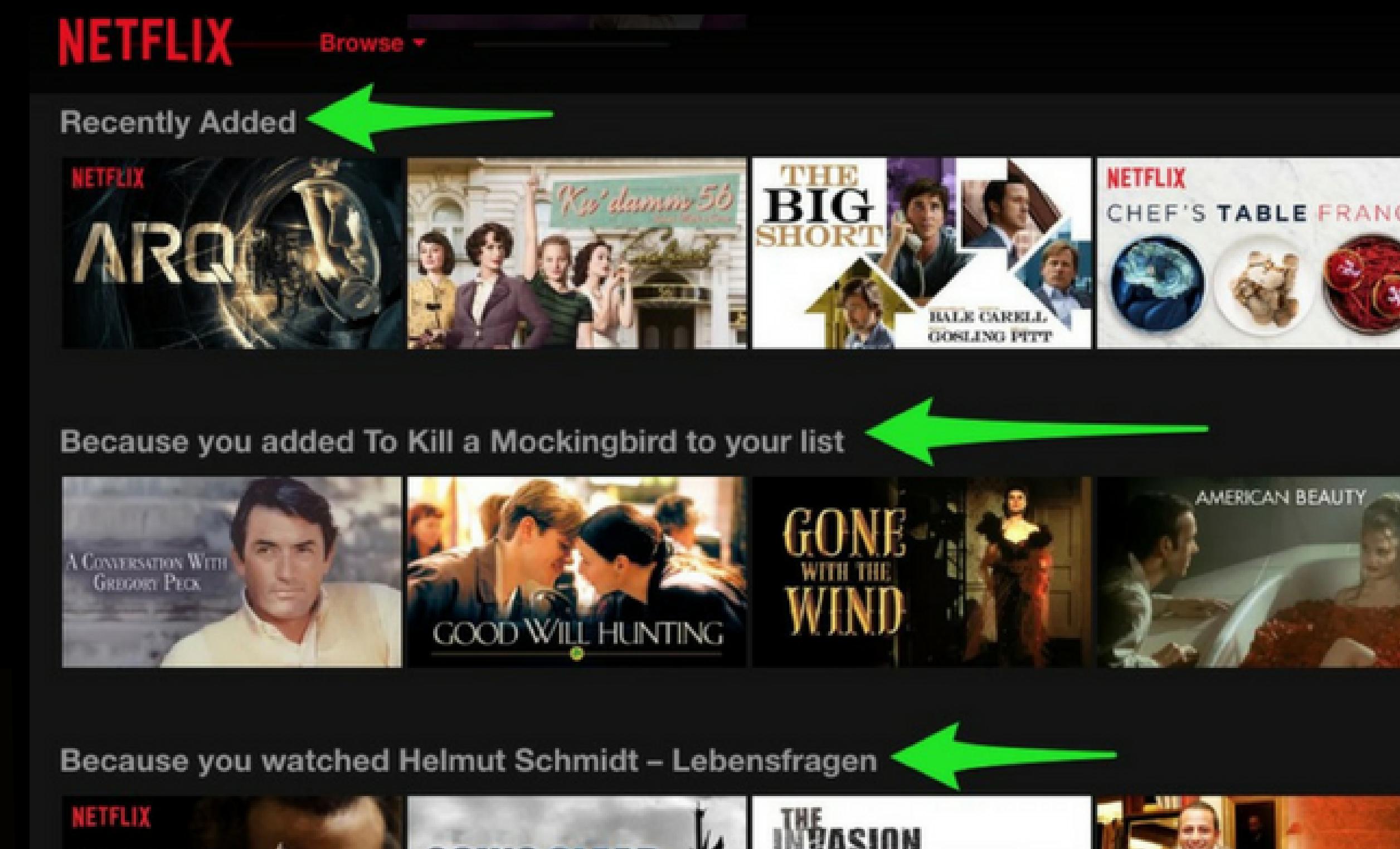


Many of us are familiar with all the advantages of the Netflix platform and its human-centered UX design:

- Card design (you can interact with each card: pick it, bring closer, flip over, etc.)

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AI-powered recommendations (based on your view history Netflix personalize the experience for you)



Prototype

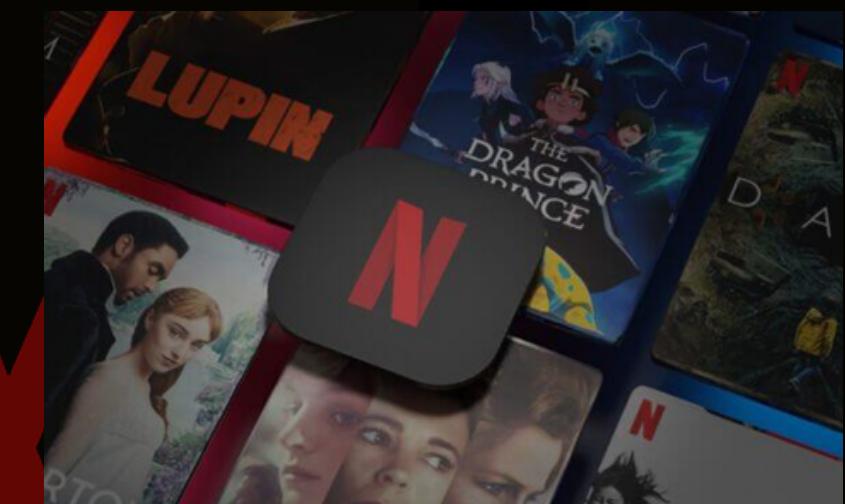
Netflix created a prototype of the new interface and tested it with a small group of users.

Once a set of promising ideas have been identified, Netflix creates prototypes to test these concepts. Prototyping allows the company to quickly and inexpensively test its ideas, and identify any potential issues before investing significant resources in development.



Test

The prototype received positive feedback and was then implemented for all users. Netflix tests its prototypes with real customers, to gather feedback and validate its solutions. This step is critical for improving the design and making sure that the solution meets the customers' needs. The feedback gathered during testing helps Netflix refine its solution and make any necessary modifications.



BUT NETFLIX'S DESIGN THINKING GOES BEYOND DIGITAL DESIGN. IT COVERS THE ENTIRE PROCESS OF USER INTERACTION WITH THE SYSTEM.

Making the customer a top priority and continually thinking about what would be better for them helped Netflix to not only reshape the video rental industry but

also let Netflix become an essential part of how to relax correctly. Because let's be real, there's "Chill" and there's

NETFLIX & CHILL



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THANK YOU

-RADHA KRISHNA GARG