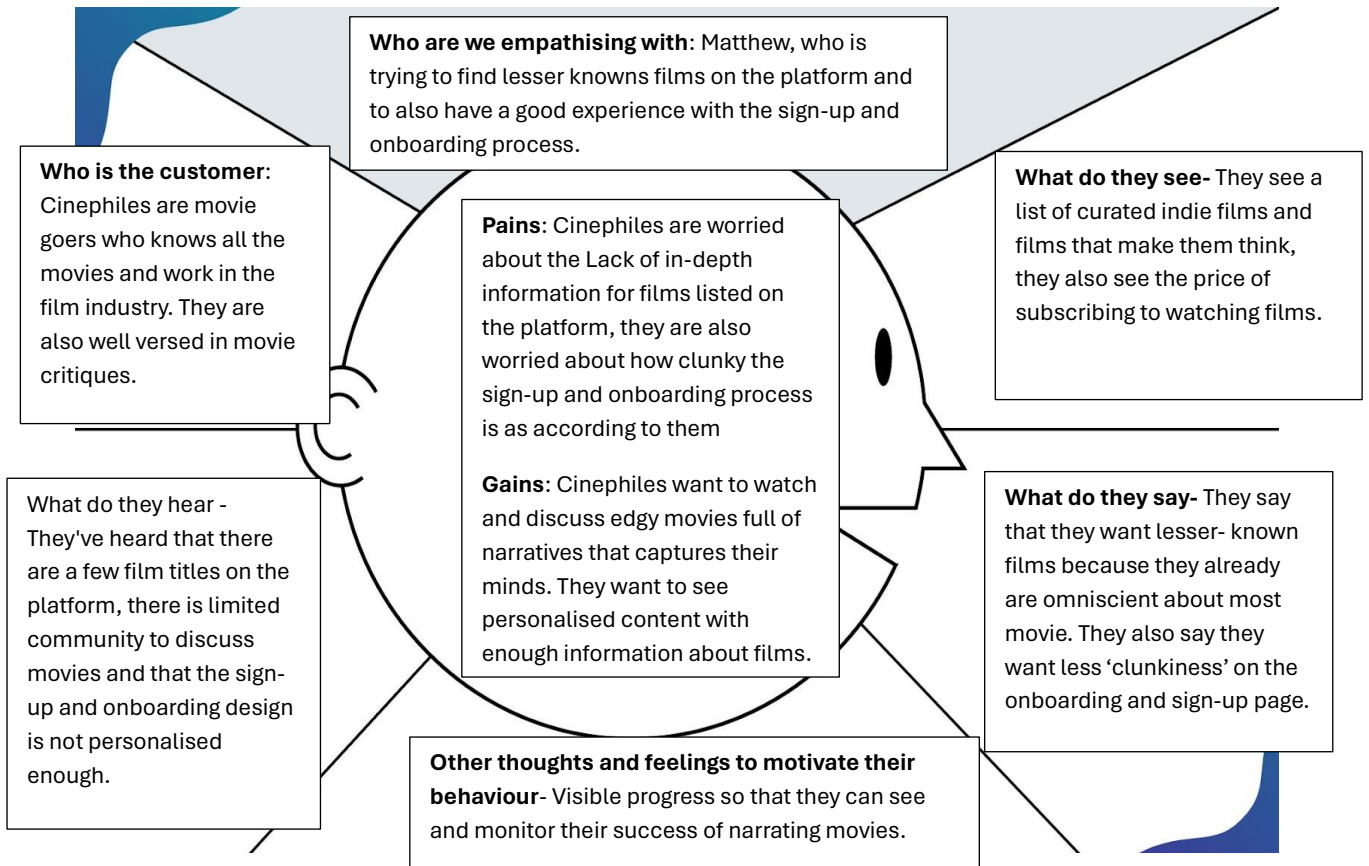


SWOT Matrix for MUBI and IndieFlix

Strengths	Weaknesses
<p data-bbox="204 365 280 398">Mubi</p> <ul data-bbox="252 409 775 1059" style="list-style-type: none">• Handpicked selection of independent classics films and live channels catering to niche audiences• Mubi operates in multiple countries, diversifying its audience base and increasing revenue.• Film license to acquire films• 7 days free trial to their customers achieving a product-led market.• Offers promotional discounts to their visitors.• Offers Membership tier called Mubi Go at a higher price• Can stream on up to 5 devices. <p data-bbox="204 1115 488 1149">IndieFlix's Strength</p> <ul data-bbox="252 1160 775 1921" style="list-style-type: none">• Independent on demand streaming and LiveTV channels• Offers free streaming and educational films to underserved communities.• Dedicated audience of indie films enthusiasts who appreciates its curated selection fostering a loyal user base.• Compared to their competitors, subscription price is low• IndieFlix hosts virtual film festivals around the world.• Users can browse titles without signing up or logging in.• Accessible globally• Can stream on up to 6 devices	<p data-bbox="799 365 876 398">Mubi</p> <ul data-bbox="847 409 1469 947" style="list-style-type: none">• Difficulty to effectively get their target audience up and increasing the range of who watches it.• Mubi's subscription is relatively high compared to other streaming platforms.• Mubi offers 30 films for a 30 days of which all movies disappears from the platform after 30 days. Meaning that users will not be able to repeat some of their favourite movies.• Securing licensing agreement for popular independent films can be challenging. <p data-bbox="799 1126 1118 1160">IndieFlix Weaknesses</p> <ul data-bbox="847 1171 1453 1664" style="list-style-type: none">• Indieflix's focus on Independent and niche content may limit its appeal to broader audiences who are more accustomed to mainstream options.• Content acquisition costs may be costly especially for a small platform like Indieflix• Like any other streaming platform, IndieFlix is susceptible to technical issues such as buffering or playback errors.

Opportunities for Mubi and IndieFlix	Threats for Mubi and IndieFlix
<ul style="list-style-type: none"> • Carrying out constant surveys and feedback on their users could enhance and develop their products to match user needs. • Putting out adverts on TV, mobile and the internet as a marketing technique could attract new customers and wider audience. • Conducting market analysis and knowing about different market trends in to keep up will differentiate them from their competitors. • Expansion into new markets could drive growth. • Collaborating with filmmakers, festivals or production companies could enhance Mubi's product. 	<ul style="list-style-type: none"> • Faces competition from major streaming platforms like Netflix, Amazon Prime videos and Hulu which have larger budgets and content libraries. • Online piracy poses a threat to Mubi and IndieFlix's revenue and subscriber base because some users may opt for illegal streaming. • Changes in consumer preferences, technology or regulations can impact the streaming industry requiring Mubi and IndieFlix to adapt.

Empathy Map



Evaluation Technique: Three Lenses Innovation

Viability

- Promotional offers to users who cancel their free trial and doesn't renew.
- Problem solving tool on the onboarding page to answer users' questions and resolve any technical or general issues they might have with the sign up and onboarding process.

8

Feasibility

- Reminder of film recommendations and new releases
- Quick tour of the platform's key features before prompting users to sign up.

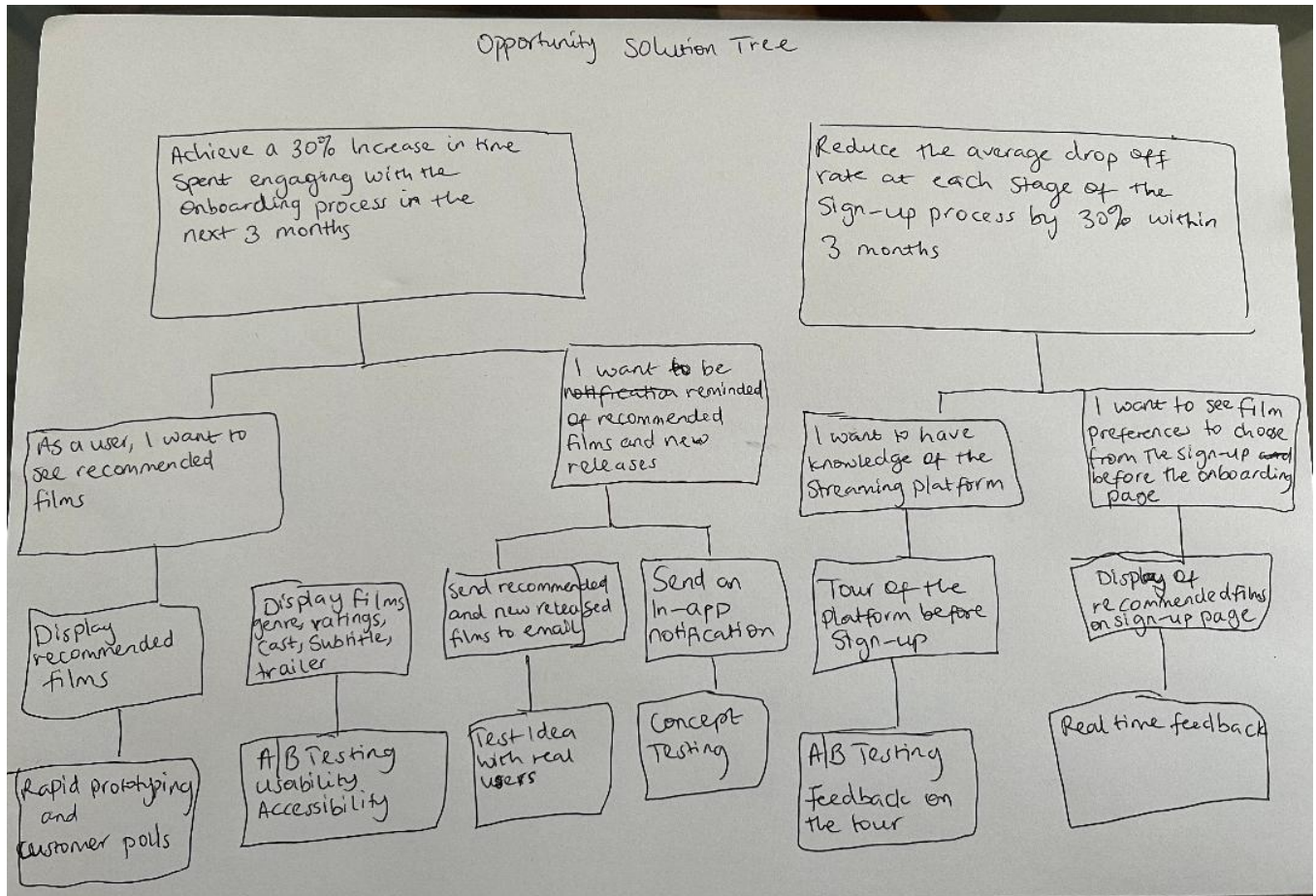
8

Desirability

- Improve the personalised content to algorithmically showcase films along with enough information about the film.
- Adding more film titles
- Better tool for communicating with other film buffs and reviewing films.

9

Opportunity solution Tree



SCAMPER Ideation

S

- Substitute the current personalised content with a personalised content recommendation along with enough information about the film.

C

- Combine the sign-up fields with social sign-ups for quicker user experience.
- Combine current film titles with more film titles.

A

- Promotional offers to users who cancel their free trial and doesn't renew.
- Reminder of film recommendations and new releases
- Problem solving tool on the onboarding page to answer users' questions and resolve any technical or general issues they might have with the sign up and onboarding process.
- Introduce a feedback and survey tool to get user's feedback and highlight pain points for improvement.

M

- Modify the sign-up page with personalised movie preferences for users to choose their favourite film genre before the onboarding process.

P

- Put into good use the current subscription method by introducing a tiered subscription.
- Put into good use the user profile on the platform after sign-up by introducing useful and essential fields such as all user ratings, reviews, watch list, favourite lists along with who follows the user and who the user follows.
- Put into good use the subscription payment to introduce membership tier to offer users more curated films to keep them engrossed.

E

- Eliminate or replace the current way users discuss movies with a personalised tool for users to get the most out of the community.

R

- Reverse the typical flow of the onboarding process by starting with a quick tour of the platform's key features before prompting users to sign up.

Prioritisation technique: Impact/effort

Quick wins – Low effort, high impact <ul style="list-style-type: none">• Improve the personalised content to algorithmically showcase films based on recommendation and user history along with enough information about the personalised content.	Comprehensive projects – high effort, high impact <ul style="list-style-type: none">• Adding a user problem resolving tool on the onboarding page to answer users' questions and resolve any technical or general issues they might have with the sign up and onboarding process.
Necessary tasks – low effort, low impact <ul style="list-style-type: none">• Better tool for communicating with other film buffs and reviewing films.	Time wasters – high effort, low impact <p>No score</p>

Lo-fi Prototype

