



IIM KASHIPUR



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CONSULTING KNIGHTS CASE STUDY

PROBLEM STATEMENT

You are a Product Consultant working for Netflix and are briefed with the following problem statement:

The average Netflix user only opens the platform 3 times a week. There are 2 types of content already available on Netflix: movies and TV series. Users who are currently watching a TV series are 60% more likely to open Netflix on a daily basis.

With this in mind, your task is to improve the average time spent by a user on the platform. Netflix has asked you to ideate a brand-new sister product that will also be built for content consumption keeping the typical Netflix user in mind.



TARGET AUDIENCE

1

Between the age group 18-30

2

Resides in a Tier 1/2 city

5

Reads the news on a daily basis and wants to stay updated on what is going on in various industries

3

Working professionals generally working in the IT sector

4

Active on social media platforms like Tiktok, Instagram and Youtube

PRODUCT

Nowadays everybody wants information and they want it quickly. This information can be about various industries and trending world events. With so many different platforms covering this in multiple formats(text, audio, video), consuming relevant content on a daily basis is an uphill battle for any user.



PRODUCT

The product is a video-first byte-sized content platform, similar to Tiktok. However, unlike other social media channels, the content is not for entertainment purposes but for things happening in various industries and in the news

Additionally, in order to learn something in-depth, 3-5 of the byte-sized content pieces are connected in a structured manner. For example, a content piece on the British PM Rishi Sunak might contain the following byte-sized video: A Little About Rishi, Rishi's Political Career and Rishi's Political Leaning.



CHALLENGE

- Participants are requested to do their primary and secondary research
- Develop a User acquisition plan for next 2 years
- Make a GTM plan in order to launch this product to the existing Netflix users.

Instructions

- Participants are requested to make a 3-slider solution excluding the cover page and thank you slide