

Project Brief - Add a feature

Goal: The goal is to add a feature to Netflix that would create a sense of community.

Focus: A feature that would be based on the secondary and primary research. Create deliverables that would explain why the feature would improve the experience on Netflix.

Scope: I would have 80 hours to research and design a feature on Netflix. Deliver a high fidelity prototype.

Background: Netflix is a streaming provider that has become a leading company in the industry. It has a huge range of movies and tv shows that provide endless entertainment. Also, they create their own content. These feats would continue to grow due to the impact Netflix has on the world. But despite all of this, Netflix lacks a sense of community. There isn't a way for people to watch together on Netflix unless it's through an extension. People don't know what their friends are watching. These are just some of the features Netflix hasn't implemented yet.

High level design goals and objectives:

- Research on a social feature that would help create a sense of community on Netflix
- Design a social feature that would improve the overall experience on Netflix
- Identify the pain points of Netflix
- Understand why Netflix hasn't implemented a social feature
- Research which social features would increase subscriber engagement and time spent on the app
- Create a case study that explains my process for the social feature
- Understand the users and what they want on Netflix

Business Goal:

- Increase the amount of time spent on Netflix
- Decrease the amount of time people take looking for a show

Constraints:

- 80 hours
- Impossible to redesign Netflix due to how much time and cost it would take
- There is a brand in place

Key feature:

It would be based on research

Some features could be:

- View what your friends are watching
- Create movie playlist that could be share
- Movies based on community recommendations