Research Plan

PROBLEM

Netflix lacks a social media feature embedded in their platform. Top preforming platforms tend to have a social engagement feature of some kind. Even Spotify, a music streaming platform allows users to add friends and see what music they are listening too. Incorporating a social media feature into Netflix can be beneficial especially against competitors in an intense market.

BACKGROUND

I began my research into Netflix to gain insight into the landscape of video streaming services. The streaming service market is incredibly competitive and companies are constantly looking for the newest content and/or features to differentiate themselves from competition. In my research, I will be looking into understanding user pain points and needs when it comes to implementing a social media engagement feature in Netflix's platform.

RESEARCH GOAL

We want to know what Netflix users want when using Netflix as a streaming platform. We want to determine what social media features would be most beneficial in Netflix's UI/UX.

RESEARCH OBJECTIVES
1. Understand what feature the user looks for in Netflix.
2. Understand how important social media features are in streaming platforms
3. Understand what social media feature is most wanted.

SURVEY QUESTIONS
1. Do you watch content on Netflix regularly?
2. Do you have your own account or share with family/friends?
3. Do you usually watch Netflix on a computer, TV, or mobile phone?
4. How often do you watch video content?
5. How do you find new content to watch?
6. Do you think Netflix could benefit from a social engagement feature?

7. What social media features do you think is best to implement into Netflix?
    a. Watch Party
    b. Being able to see what friends are watching (ex: Spotify)
    c. Sharing streaming content through inboxes
    d. User Rating System
    e. Other:

GOOGLE FORMS FOR SURVEY:

https://docs.google.com/forms/d/11Zfr-rPmEoFpid6QY3QDEkgajkBWibaiRHhLnMW-NTc/edit

SUCCESS METRICS OF SURVEY:

> At least 50% agree on one feature to implement

RESEARCH METHODOLOGIES
1. Secondary research + competitive analysis
2. Surveys
3. User Interviews

PARTICIPANTS
1. Send survey about common social media features that can be implemented into Netflix in discords and email chains
2. Gain more insight by interviewing Netflix users in User Interviews
3. Individuals who have a Netflix subscription and commonly watch Netflix

ASSUMPTIONS/RISKS
1. Assume most people are interested in social media feature for Netflix
2. Assume people will use social media features/pay attention to it
3. Assume social media feature will drive higher view/screen times

INTERVIEW QUESTIONS (feature: seeing what friends are watching)