Ben Smith

Netflix Shuffler

3/8/2016
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Organic Proposal:

* I submitted the email to Netflix’s idea website, which I found out about after chatting with a customer support representative. It was submitted on 3/27/2016.

Response:

- Unfortunately, I never received a response to the idea.
Problem/Opportunity:

**Problem:** One of the biggest problems Netflix has with their current system is that there are too many options to choose from, and it takes users too much time to decide what to watch. The amount of time users spend perusing through the many options can equate to nearly one whole day after just a month.

**Opportunity:** Netflix has an opportunity to put in place a shuffle button which randomly selects an option for the user. This decreases the time spent choosing a movie, and increases time spent watching. The shuffle button will also help with giving user’s exposure to various movies or shows that they weren’t aware were in the Netflix catalogue.

**Why Netflix:** I think the shuffle button would work best on Netflix because of the vast collection of shows and movies they have. It wouldn’t necessarily work on Hulu or Amazon Prime because most of their collection are shows being aired on TV in the current season, or blockbuster films that were just released. Most Netflix users have already seen most of the movies or shows in the collection, and are just looking for something to watch that fits their needs at a particular time.
Deliverables:

Researched Packages:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Netflix</th>
<th>Hulu</th>
<th>Amazon Prime</th>
<th>Crackle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>TV Shows</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Originals</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Current TV Seasons</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Recently Released Films</td>
<td>Yes*</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Shuffle</strong></td>
<td><strong>No</strong></td>
<td><strong>No</strong></td>
<td><strong>No</strong></td>
<td><strong>No</strong></td>
</tr>
<tr>
<td>Blockbuster Films</td>
<td>Yes**</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Ad-Free</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

*The films that are recently released are generally independent films or low class films.

**Blockbuster films added are usually months or even years after release.

- As you can see, across all packages there is no shuffle mode. Since Netflix lacks in films and TV, as seen in the annotations above, they could be the first to implement the shuffle mode, and increase the value of their company.
UX Mockup:

Main Netflix Screen

Video Screen

Slide to the Right to see Shuffle.

Red - shuffle is on
White - shuffle is off
* Touching shuffle turns on and off

Season Episode Shuffling

This shuffles the whole series

This shuffles the season selected
## Cost/Benefit Analysis:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2016 Q1</th>
<th>2016 Q2</th>
<th>2016 Q3</th>
<th>2016 Q4</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>100,000</td>
<td>200,000</td>
<td>300,000</td>
<td>400,000</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>9,000</td>
<td>18,000</td>
<td>18,000</td>
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<tr>
<td></td>
<td>-</td>
<td>109,000</td>
<td>218,000</td>
<td>318,000</td>
<td>418,000</td>
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<tr>
<td>$</td>
<td>(162,697.00)</td>
<td>$ (162,697.00)</td>
<td>$ (162,697.00)</td>
<td>$ (162,697.00)</td>
<td>$ (195,236.40)</td>
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<tr>
<td>$</td>
<td>-</td>
<td>$ 522,546</td>
<td>$ 1,045,092</td>
<td>$ 1,524,492</td>
<td>$ 2,003,892</td>
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<tr>
<td>$</td>
<td>(470,552)</td>
<td>$ (470,552)</td>
<td>$ (470,552)</td>
<td>$ (470,552)</td>
<td>$ (535,631)</td>
</tr>
<tr>
<td>$</td>
<td>-</td>
<td>$ 522,546</td>
<td>$ 1,045,092</td>
<td>$ 1,524,492</td>
<td>$ 2,003,892</td>
</tr>
<tr>
<td>$</td>
<td>(470,552)</td>
<td>$ 51,994</td>
<td>$ 574,540</td>
<td>$ 1,053,940</td>
<td>$ 1,468,261</td>
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<tr>
<td>($432,333.93)</td>
<td>$47,770.81</td>
<td>$527,875.55</td>
<td>$968,338.62</td>
<td>$1,349,008.59</td>
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</tr>
</tbody>
</table>

- Double click on the spreadsheet to see the information inside. (If it’s still a pain, I included it in the dropbox.)
- All of my calculations shown in the table are reflective only of 2016; however, I provided the start of 2017 to show what would happen next.
Peer Review:

- Dylan made a lot of grammar corrections for me which I corrected. He also made a few suggestions to re-word a few phrases which I also used.
- The most helpful thing Dylan corrected for me was my organic proposal, which I managed to reword using what he suggested and some new ideas I added.

Lessons Learned:

- There were many valuable lessons that I learned throughout this project. The first is that having a peer reviewer is extremely helpful for finding grammar mistakes and making suggestions for ideas.
- However, peer reviewers occasionally don’t review all of the material you wish they did. I was hoping my reviewer would give me more feedback about my cost/benefit analysis and mockup, but the most critique he had for me in those regards were a few grammar corrections.
- I learned that by reading your work a second and third time can also be extremely beneficial. I found a few errors myself that Dylan did not. And more importantly, I realized my own mistakes in my cost/benefit analysis and discovered a much more creative way to present my findings.
- After working on this project, I feel that it has prepared and informed me more on how much time and effort needs to be put into working on projects in a real world environment. Sometimes things take a couple tries to land correctly, and sometimes your voice won’t be heard by those you wish to hear it; you just need to put all the effort you can into making you’re your project/idea as presentable and developed as possible and hope for the best.
- The final thing that I learned while working on this project is that detailing and commenting on your own work is incredibly helpful for when you need to make corrections to something that you were unsure of, and needed to remember the location of where it was in your project.
# Project Scope:

<table>
<thead>
<tr>
<th>Category</th>
<th>Project Elements</th>
<th>Engagement</th>
<th>Value</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ideas</strong></td>
<td>Problem/Opportunity Identification, Definition &amp; Refining</td>
<td>Significant</td>
<td></td>
<td>Can't decide what to watch on Netflix</td>
</tr>
<tr>
<td></td>
<td>Root cause Analysis, Fishbone Diagram, WHY, Brainstorming, SWOT</td>
<td>None</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Requirements elicitation from users &amp; stakeholders</td>
<td>None</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Observations, Data Collections, Surveys, Study current Procedures &amp; Workflow</td>
<td>None</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research Software Packages, Feature Mapping</td>
<td>Most</td>
<td></td>
<td>Look at what other streaming services are offering</td>
</tr>
<tr>
<td></td>
<td>Functional (Non-Functional/Supplemental) Requirements</td>
<td>None</td>
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<tr>
<td></td>
<td>User/Goals, User Stories, Use Cases</td>
<td>None</td>
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<tr>
<td></td>
<td>StoryBoard (formal section)</td>
<td>None</td>
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<tr>
<td></td>
<td>Process Models (As-is, To-be), Activity Diagrams, Simulation, (formal section)</td>
<td>None</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Data Model (ERD, DataDictionary, TOGAF)</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td>User Interface Design, UK, Mockups</td>
<td>Very Significant</td>
<td></td>
<td>How does randomize look on Netflix?</td>
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<tr>
<td></td>
<td>Output Design, Reports, Visualizations, Dashboards (formal section)</td>
<td>None</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Business Rules (Decision Table, Tr) Path, State Transition Diagram (formal section)</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td>Cost/Benefit Analysis (Economic, Feasibility) Using Excel, NPV, IRR, AR (formal section)</td>
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<td>How will the implementation affect Netflix?</td>
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<tr>
<td><strong>Manage &amp; Communicate</strong></td>
<td>Faisability Analysis (Technical, Operational, Schedule) (formal section)</td>
<td>None</td>
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<tr>
<td></td>
<td>Communicate with stakeholders (meetings, interviews, feedback, building consensus)</td>
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<tr>
<td></td>
<td>Bridging the User &lt;-&gt; IT communication gap</td>
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<tr>
<td></td>
<td>Communicate ideas, Present, Facilitate/Manage Meetings</td>
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<td>Send Email to Netflix</td>
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<tr>
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<td>Project &amp; Scope Management, 80/20, KISS</td>
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<td></td>
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<tr>
<td><strong>Implement &amp; Deploy</strong></td>
<td>BI, spreadsheet models, reports, queries, dashboards, visualizations, data mining</td>
<td>None</td>
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<td></td>
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<tr>
<td></td>
<td>Application Prototype (LightSwitch or any other AMD or App development tool)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Testing, Procedures, Demonstrations, Training, Conversion, Deployment, Change Mgmt</td>
<td>None</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total: 34