NETFLIX UX Research Case Study

RESEARCHER
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2024 / CASE STUDY
METHODOLOGY & COMPETITIVE BENCHMARK

PROBLEM SPACE

The Challenge

01 INTERACTION LOOP

Decision Fatigue

Users spend excessive time scrolling through content without making a choice, leading to frustration and session abandonment.

02 SECONDARY MOTIVATIONS

Untapped Learning Potential

Streaming platforms lack features for secondary motivations like language learning through foreign-language content, leaving an unmet user need.

SCOPE OF WORK

Research Topics

01 Determination of user habits →

02 Availability of mobile app →

03 Observing users motivations →

04 Understanding expectations and complaints in user experiences →

PROCESS ARCHITECTURE

Research Methods

STAGE // 01

Netnography

Analyzing contextual digital behavior and structured platform feedback threads.

STAGE // 02

Personas

Modeling ideal and fringe user behaviors derived directly from quantitative groupings.

STAGE // 03

Usability Interviews

Direct, recorded feedback paths studying screen progression and navigational friction.

STAGE // 04

Benchmark

Comparative landscape evaluations tracking feature parity across market alternatives.

METHOD 01

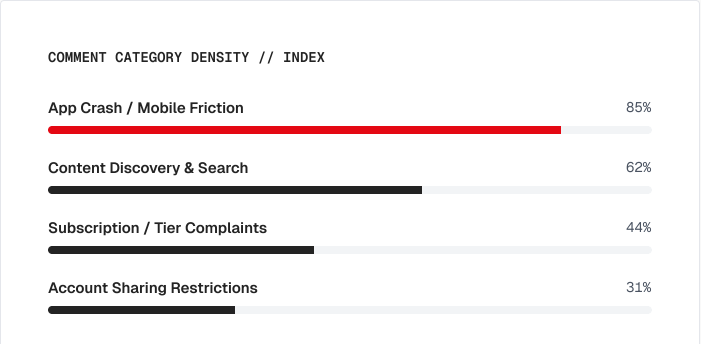
Netnography

Contextual Listening

In the netnography study, comments were analyzed on digital platforms. Comments were categorized to show which topics were more intense.

CORE PLATFORMS SURVEYED

App Store Reviews, Google Play Store, Reddit, Ekşi Sözlük



LANDSCAPE EVALUATION

Benchmark

A benchmark study was conducted to understand what 4 popular platforms offer their users and the privileges they provide.

GLOBAL ACCENT
Netflix

DOMESTIC MARKET
BluTV

LOCAL SPORTS/REALITY
EXXEN

ECOSYSTEM BENEFIT
Prime Video

STRUCTURING THE MATRIX

Benchmark Questions

To keep assessments standardized, the platform evaluation was designed around five foundational vectors covering the end-to-end user lifecycle:

Q1
How is the membership process going?
Registration friction, tier clarity, credit card entry requirement limits.

Q2
How about searching journey?
Fuzzy search indexing, auto-suggestions, category filter accessibility.

Q3
How is the watching process?
Buffer optimization, custom player controls, language track switching.

Q4
How does feedback process work?
Dislikes, recommendation surveys, active profiling surveys.

Q5
How useful are information screens?
Trailer overlays, actor details, genre tagging depth.

FEATURE EVALUATION MODEL

Benchmark Comparison // Summary Dashboard

01 / NETFLIX UX STRENGTHS

Membership Flow — VERY HIGH
Ultra-frictionless sign-up flow and payment integration across global platforms.

Intuitive Search — EXCELLENT
Advanced real-time query recommendations, category hubs, and predictive UI.

Seamless Watching — FLAWLESS
Instant, zero-buffer adaptive stream recovery combined with fluid player controls.

Downloads — SMART CACHE
Proactive smart-downloads cache the next episode in background automatically.

02 / KEY OPPORTUNITIES & GAPS

Ecosystem Integration — N/A
Operates completely siloed. No retail tie-ins or adjacent subscription benefits.

Rating System — LIMITED MATCH %
Opaque algorithmic 'Match %' reduces user trust compared to transparent public scales.

Interactive Feedback — BASIC
Minimal live interactive surveys or quick evaluation prompts compared to Prime Video.

Localized Packaging — VARIABLE
Competitors like EXXEN bundle high-demand regional live sports packages directly.

03 / COMPETITOR ADVANTAGES

Prime Video X-Ray — INDUSTRY BEST
Unrivaled in-stream IMDb cast metadata, soundtracks, and scene trivia on pause.

Prime Video Ecosystem — HIGH LOCK-IN
Consolidated Amazon Prime shipping, music, and streaming bundle packages.

BluTV Content Synergy — WARNER/DISCOVERY
Integrates vast global documentary and reality catalogs under localized pricing.

EXXEN Sports Tier — NICHE CHAMPION
Captures key markets with exclusive Champions League and national football broadcast rights.

USER DISCOVERY

User Interviews Overview

Age 20+
TARGET COHORT
Focusing on active millennials & gen-z stream habits

2 Platforms
AVERAGE USAGE
Users typically cross-subscribe to distinct catalogs

Mobile App
PRIMARY DEVICE
Preferred medium for casual, on-the-go browsing

Active Users
USER FREQUENCY
Subscribers stream content at least 3-4 times a week

Note: Interviews were conducted with three representative users (one male and two females) focusing on mobile streaming frictions.

USER ARCHETYPES

Persona // Mert

Mert

LIFE COACH | SMART TV & MOBILE | SOPHISTICATED TRAIT

CORE MOTIVATION & PAIN POINTS

"I love discovering fresh series and cinematic movies, but the paradox of choice is frustrating. I often spend up to 20 minutes just indecisively scrolling through tiles without picking anything to watch. I hope more art-house content or curated recommendation systems are integrated."

USER ARCHETYPES

Persona // Onur

Onur

STUDENT • 25 Y/O • ANTALYA | PC, MOBILE & TV | GAMER TRAIT

CORE MOTIVATION & PAIN POINTS

"I frequently watch foreign language series specifically to improve my listening and vocabulary comprehension. I also love watching game-to-series adaptations. There's a major gap in modern streaming apps for educational or interactive subtitle support that aids language learning directly."

USER VALIDATION

Usability Test Metrics

Zoom Sessions

REMOTE TESTING

Moderated task-based testing sessions recorded with real-time screen sharing

3 Active Users

COHORT SAMPLE

Selected from frequent streaming platform users on both Android and iOS devices

16 Minutes

AVERAGE SESSION

Typical duration taken to complete searching, adjusting playback, and setting discovery tasks

METHODOLOGY NOTE // Tasks included navigating sub-menus, finding specific audio/language setups, comparing recommendations, and identifying platform-specific UX bottlenecks.

UX ENHANCEMENTS

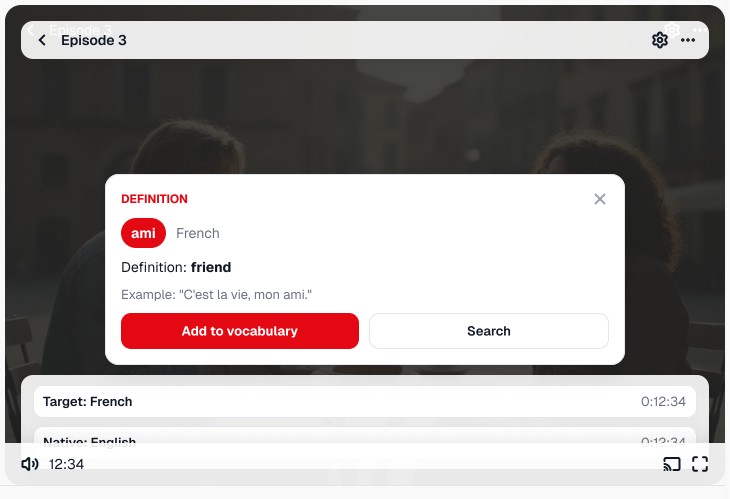
Suggestions // Netflix Edu

Dual Subtitle Comparison & Translation

A powerful feature targeted at language learners. Users can select and display two different subtitle tracks simultaneously (e.g., target language and native language).

Clicking or tapping directly on any foreign word immediately highlights it, pauses the playback, and brings up a quick definitions card with optional Google search linkage.

- Dual-subtitles synchronized with frame playback
- Tap-to-translate interactively with instant dictionary definitions
- Direct integration with personal vocabulary lists for later review



UX ENHANCEMENTS

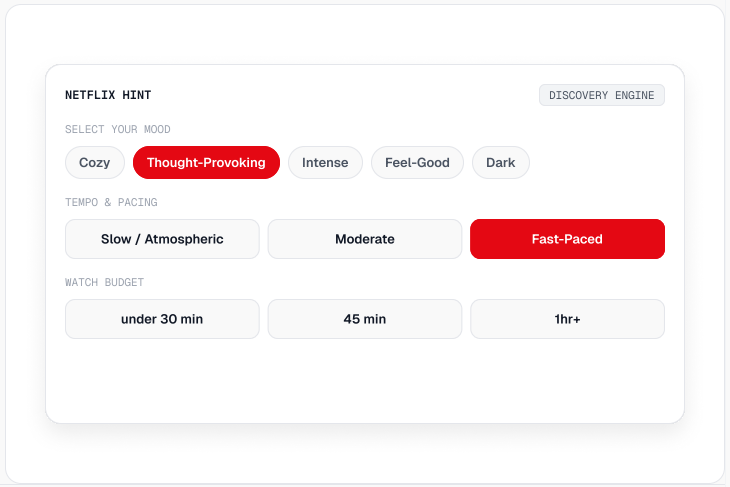
Suggestions // Netflix Hint

Mood & Attribute Based Discovery

An elegant preference selector helping users bypass choice paralysis. Instead of generic genres, users select mood tags, tempo preferences, and ideal watch-times.

The interface dynamically adjusts content recommendations using subtle percentage matches, ensuring faster choice resolution and more satisfied viewing experiences.

- Mood tags (e.g. Cozy, Intense, Thought-provoking)
- Tempo selector from slower art-films to fast-paced action
- Direct correlation with real-time watch budgets (e.g., 'under 45 minutes')



Thank You

Bariscan Seyis — UX Research & Product Case Study

CASE STUDY FINISHED

Netflix Case

TURKEY / 2024

END OF DOCUMENTATION