

What is the true problem?

- People are using someones else netflix
- users are finding NETFLIX expensive
- Users are not able to find good quality content of their taste.

Who are the customer facing the problem?

- Salaried people age 25-35 who are paying for Netflix -
- Students' aged between 18-24 who are using someone else's Netflix account

How do we know its a real problem?

- User Research
- Market Analysis
- Customer Feedback
- Subscriber Surveys
- Financial Metrics

What are the values generated by the problem?

For the target customer

- Diverse and Extensive Content Library
- Personalized Recommendations
- Seamless and User-Friendly Streaming Experience
- Competitive Pricing and Value for Money
- Enhanced User Satisfaction and Loyalty

For the business

- Revenue Growth
- Brand Equity and Reputation
- Data and Insights
- Investor Confidence
- Differentiation from Competitors

Why should we solve this problem now ?

- Competitive Landscape: Netflix faces intense competition from other streaming services
- Revenue Growth: Netflix's revenue growth is directly linked to the number of subscribers.