

NETFLIX

Home TV Shows Movies Games New & Popular My List

How I'd Improve Netflix Recommendations

Helping users spend less time searching
and more time watching.

▶ View Case Study

Learn More

Continue Watching



Problem Statement



USER STATISTIC:

Users spend 10–20 minutes browsing before choosing content.



TOO MANY ROWS.

Excessive choices create cognitive overload.



NO CONTEXTUAL UNDERSTANDING.

Suggestions fail to match the viewer's current mood or situation.



DECISION FATIGUE.

Lengthy search times lead to user drop-off.

Continue Watching



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MISSION

"Entertain
the world."

NORTH STAR METRIC

RETENTION

RECOMMENDATION SYSTEM



Contextual
Personalization
Engine

Retention Analytics

Annual Retention Rate (ARR):

94.5%



Subscriber Churn:

5.2% YoY



Engagement Depth:

+18%



9:41

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Home TV Shows

#Styles

Hi Alex

PERSONALIZED HOME SCREEN

Top Picks for You



Your Taste Profile: 96% Match



96%



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SOLO VIEWER



Alex's View

Focused on niche content.

FAMILY



The Miller Family

Shared account, diverse tastes.

CASUAL BROWSER



Jamie's picks

Looks for quick, engaging watch.

WEEKEND BINGER



Weekend Binger

Dedicated weekend viewing marathons.

RETURNING SUBSCRIBER



Welcome Back

Re-evaluating the value prop.

USER PAIN POINTS IDENTIFIED

Profile Pain Points



Analysis paralysis from too much choice.



Disjointed viewing histories.



Wasted time scrolling through options, difficult deciding when to stop browsing and start watching.



Inconsistent watch history.



Overwhelmed by new titles.



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MEET MAYA

34 years

34



WORKING MOTHER



KIDS ASLEEP



45 MINUTES BEFORE BED

Drama

Working Parent

45 min

TV-14

Continue

More Info



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WHO'S WATCHING?



Alex's View



Casual Browser



The Miller Family



Weekend Binger



Welcome Back!

9:00 PM

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Is it too long?

Is it too sad?

Do I need
to think?

This one
looks good!



EPISODE: THE DECISION

45 min | Drama | TV-14 | Backstory

The backstory: A stressful day, kids finally asleep, and kids asleep it kids, the vracnant before bed.

Intent: Unwind

Purely about escaping work stress for a brief period, him ae unique escarping away of unwinting.

Feeling: Casual Browser

Needs to relax without mental effort, looking for something engaging yet light, butthed to need and yet to dresk.

Decision

Chosen after considering key 'Casual Browser' needs, outlode: in the implanlation and engaging the proposition.



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Decision Fatigue:
Too many rows,
overwhelming choice.

Generic now

Generic recommendations mextstanding of asleep, and kids asleeove it kids, vraccanaot, and pornaporic rentcoment.

▶ Play

Flanstowatohlogy



Context Blindness:
Lacks understanding of
user's current intent.

No Mood Detection:
Recommendations don't
account for 'Unwind'
'Unwind' vs. 'Challenge'.

No Runtime Awareness:
Fails to match content to
available time.

No Confidence Score:
Missing indication of how
tailored this choice is.

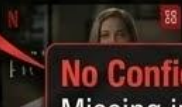
Popular on Netflix



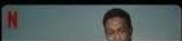
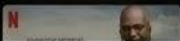
Trending Now



Award-Winning TV Shows



Popular on Netflix



9:41



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Popular on Netflix



The First Mondation Movlog
15 50m • Drama • 5:23m



The Mlicat coreadain Peatored
Woutlog
2h 20m • Drama • 5:00m

Trending Now



Buvest: Mliced Recommendation
Vovinds
2h 30m • Drama • 3h Sow



Sonats-et Mzemanditen, Loeing
Boeors
2h 30m • Drama • 5:10m

Mortotay ättea



Fharides 2s • 2h 30m



Award-Winning TV Shows



MAT SIRS



MAT SIRS



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WHAT ARE YOU IN THE MOOD FOR TONIGHT?



Funny



Relaxing



Thriller



Documentary



Quick Watch



Long Story

Solution Overview

Contextual Understanding

We address Context Blindness by explicitly asking for user intent, making recommendations personal in the moment.

Simplified Choice

Reducing Decision Fatigue with curated mood-based rows instead of endless scrolling.

9:41

NETFLIX**HOW'S YOUR MOOD?**

Jamie's Picks



Funny



Relaxing



Thriller



Long Story



Home



Shows



Apps



Communities



More

OPEN NETFLIX



PERSONALIZED FEED



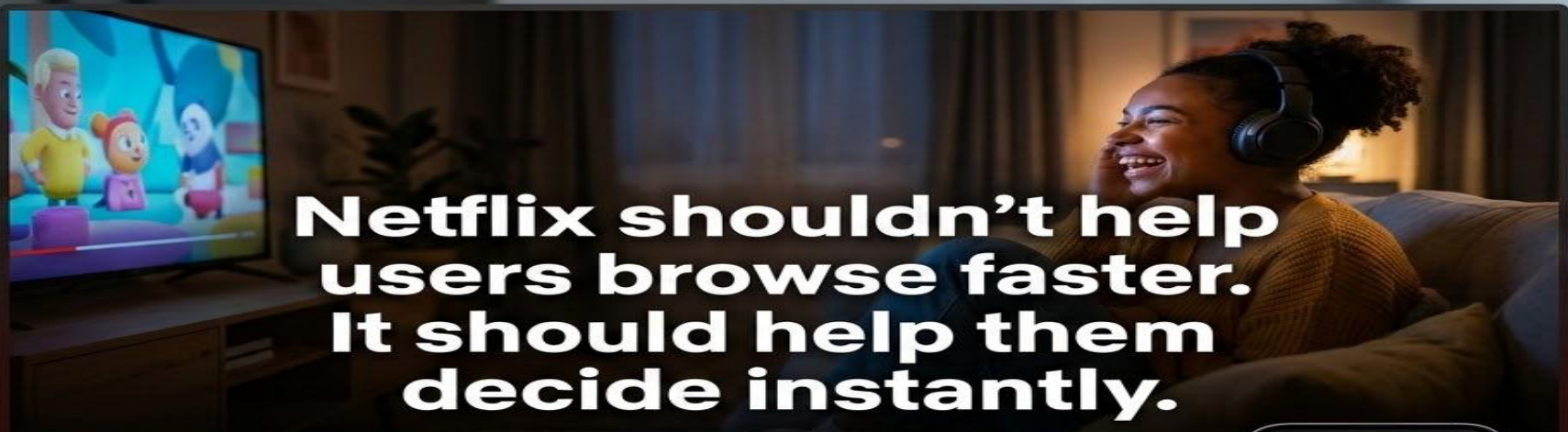
AI UNDERSTANDS CONTEXT



PLAY IN UNDER 2 MINUTES







**Netflix shouldn't help
users browse faster.
It should help them
decide instantly.**

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Continue Watching Now Personalized for You



The Crown
Season 5



Glass Onion: A Knives Out Mystery
★★★★★



Wednesday
Season 1



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