Survey analysis

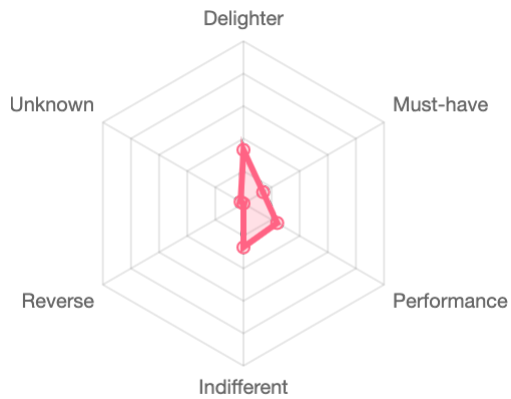|	
Name	Netflix survey
Num features	13
Num responses	51
Started at	Sun 27th Feb 2022, 10:47am (UTC)
Status	Active

Standard Kano categorisation

For each feature we show the primary Kano category if there's a clear enough signal (in green), otherwise we'll show the contenders with a confidence level next to each one (in orange). As more answers come in, the categorisation and confidence will update.
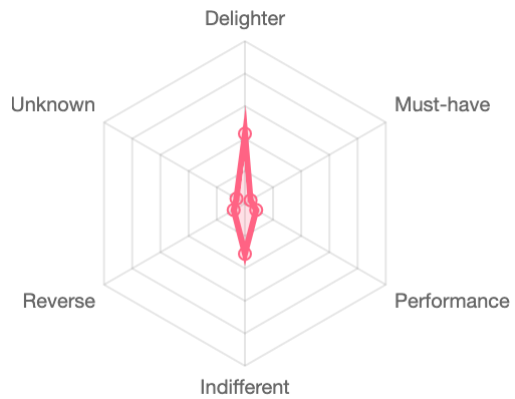
① Profiles

Category: Indifferent (82%)

② Notifications

Category: Indifferent (89%)

Give Feedback
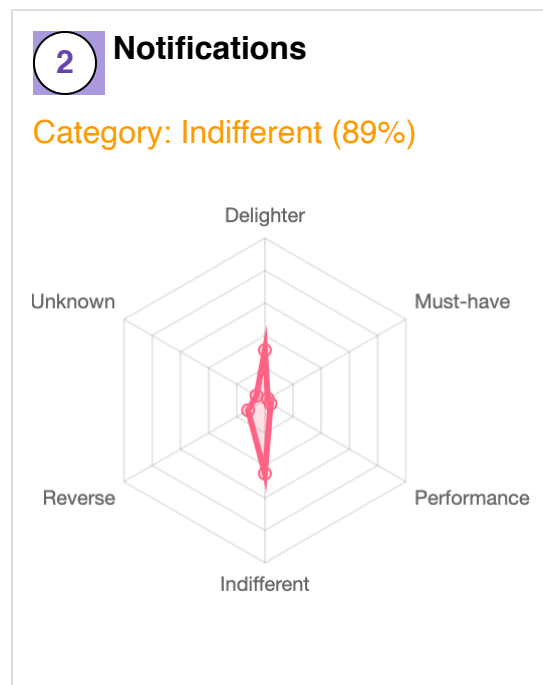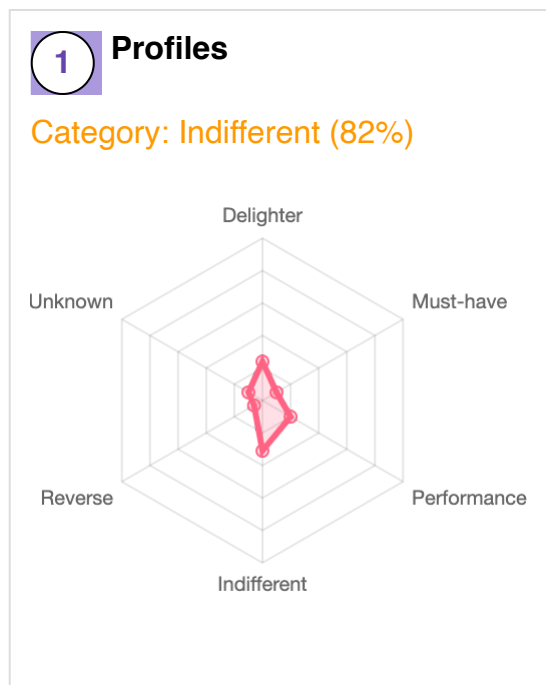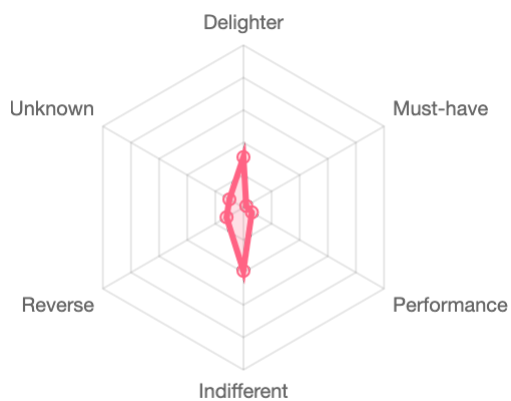
3 Watch anywhere

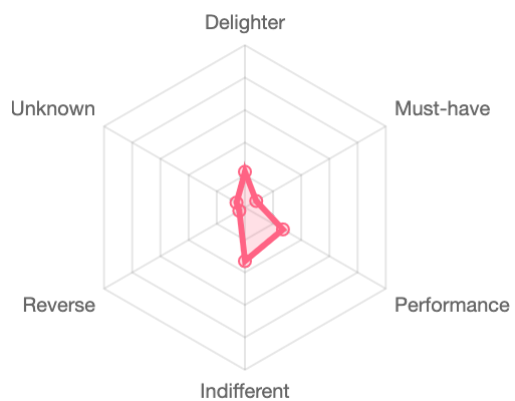Category: Delighter (66%)

4 Hide stuff

Category: Delighter (88%)

5 Channels

Category: Indifferent (82%)
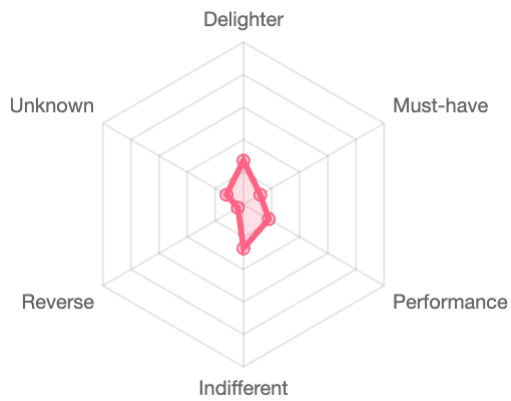Category: Delighter (54%)

6 Download / offline viewing

Category: Indifferent (73%)

Give
Feedback

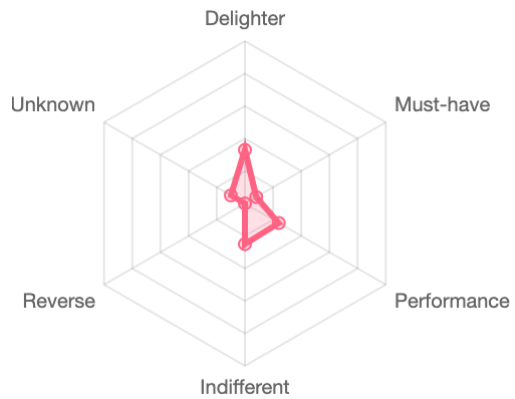## 7 Homepage recommendations

Category: Delighter (63%)
Category: Indifferent (63%)

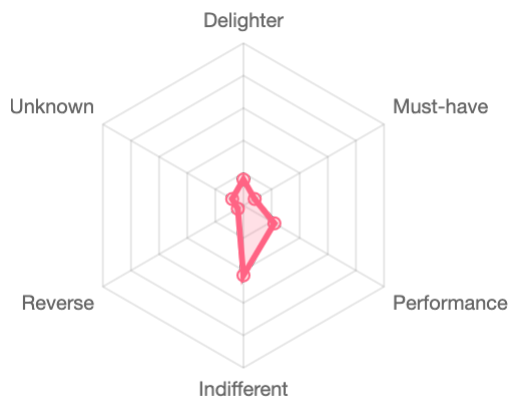## 8 My List

Category: Delighter (72%)

9 Children's accounts

Category: Indifferent ✅

10 Search filters

Category: Delighter (64%)
Category: Indifferent (56%)

Give
Feedback
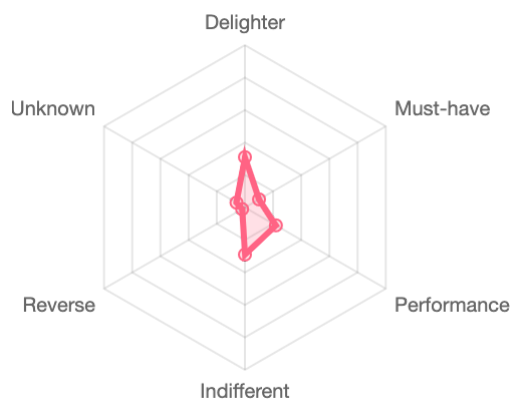
11 **Shared accounts between friends**

Category: Indifferent (78%)
Category: Delighter (57%)
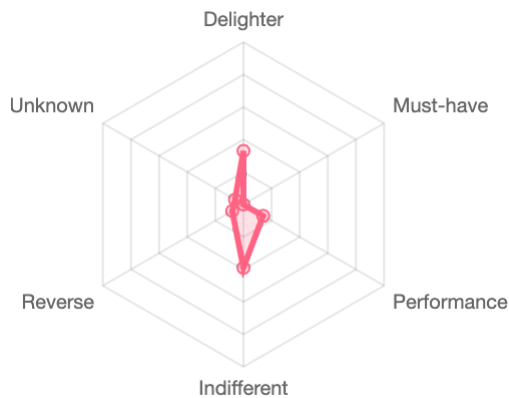
12 **Blockbuster movies**

Category: Delighter (89%)
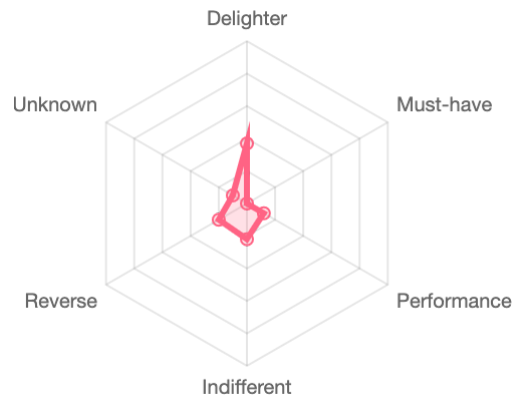
13 **Top 10 in your location**

Category: Delighter (77%)
Category: Indifferent (57%)
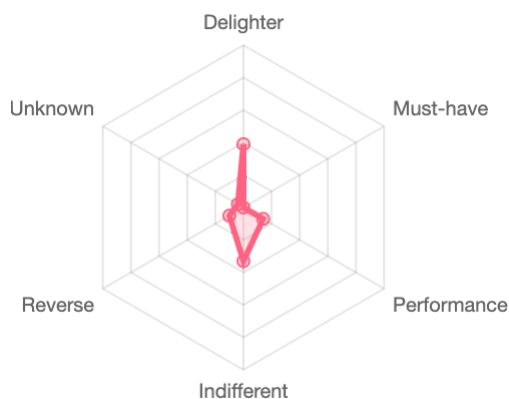
Continuous matrix analysis

This analysis plots the features on a grid to show the sensitivity within the categorisation. You may get slightly different answers - the categorisation approach is lossy (everything is reduced down to a single category), whereas this is more sensitive and allows for the strength of each expression (eg. tolerate vs dislike vs expect).

Give
Feedback

U	D	D	P
R	I		M
R	I	I	M
R	R	R	U

Positive (vertical axis)

Negative (horizontal axis)

Circles plotted: 10, 3, 7, 13, 6, 12, 9
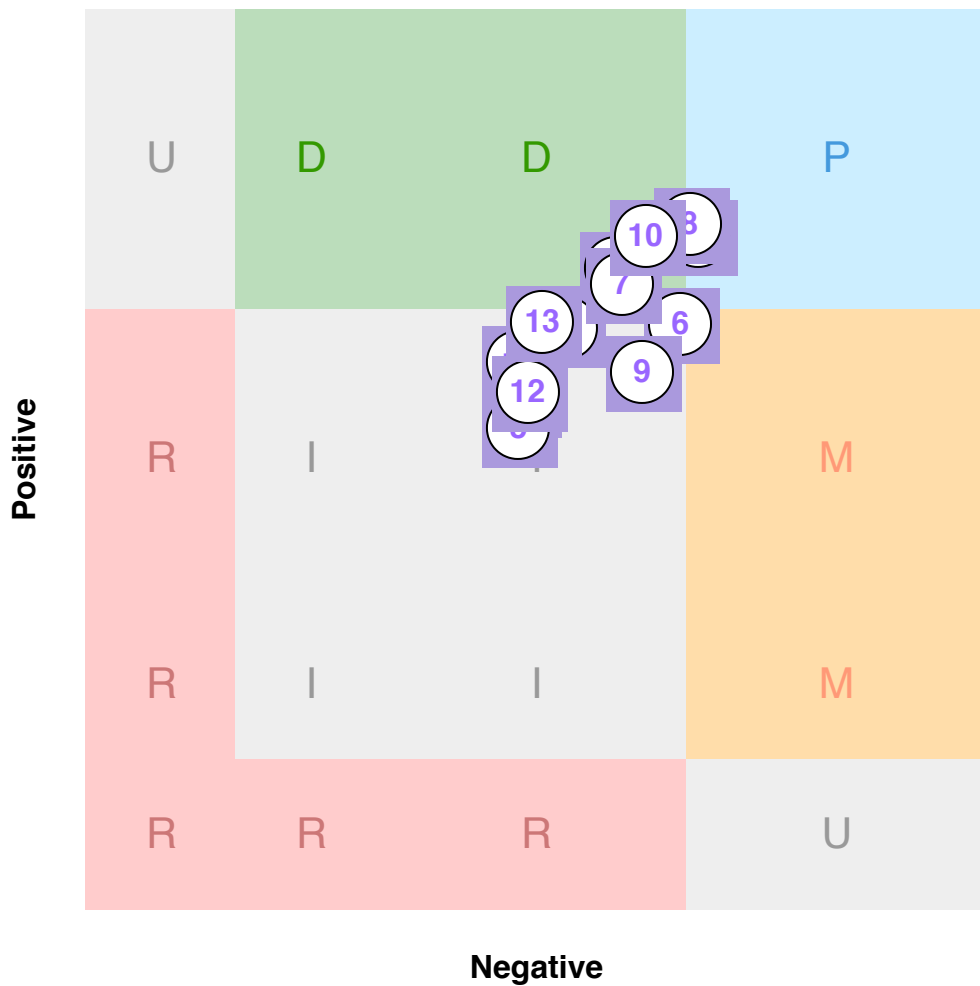
Legend:
- Delighter
- Performance
- Must have
- Indifferent
- Unknown
- Reverse

1

Profiles: Create individual profiles for yourself and your family - with customisable pictures so you can express yourself! - so that your watch list, favourites and recommendations are separate and personalised to your tastes.

2

Notifications: Sometimes there's a particular show or movie that's not yet on Netflix and you're waiting for it. This new feature would let you list them on Netflix and then get an email or app notification when they're added to the site so you can watch them straight away.

3

Watch anywhere: Access Netflix on any of your devices - laptop, computer, phone, TV, games console, tablet, TV stick etc, so that you can always watch your favourite shows and movies whatever your situation.

4

Hide stuff: This new feature would let you hide any movies or series that you definitely don't want to watch, so that they don't keep appearing in recommendations. This would mean that instead you'd see new items that you haven't seen before so you're more likely to find something you like.

5

Channels: Netflix has a huge catalog and it can be hard to know that something is good without investing the time to watch it. A new channel feature would allow experts and celebrities to curate a playlist of shows and movies that they would recommend the most. You can trust their judgement and follow their playlist and be sure you're going to see great stuff.

6

Download / offline viewing: Save shows and movies onto your device so you can watch them later when you don't have an internet connection - for example on a train or airplane, or out in the countryside, or even on holiday.

7

Homepage recommendations: Help you find the most relevant content for you by recommending the best shows and movies within categories, based on what you've watched in the past. Provide lots of recommendations so you can explore the full catalog and easily find something to watch.

8

My List: Bookmark your favourite shows so that later on when you're ready to watch them you can quickly find them again in a special area of the site.

9

Children's accounts: To protect your children from seeing content that's not suitable for their age, you can set up "Child" profiles that come with extra parental controls so you can configure what content they have access to.

10

Search filters: A new feature to enhance how you search the catalog - after you done a search you could narrow down the results with a range of different filters

such as the year of release, run length, age rating (U, PG, 12, 15 etc), genre or even cast members.

11

Shared accounts between friends: This new feature would let you share an account with people outside your household to spread the cost of a subscription. Everyone would still have separate profiles and logins, and the bill would be split evenly between you.

12

Blockbuster movies: This new feature would give you access to blockbuster movies for a small extra cost, so if you don't want to go to the movie theatre to watch something you can check it out in the comfort of your own home, without having to wait 6 months for it to get released to streaming services.

13

Top 10 in your location: See what movies and series are currently popular in your location, based on what other people are watching the most right now, so that you can stay on top of current trends and keep up with your friends and watch the same things.

Customer satisfaction coefficients

This chart condenses the information about each feature down to a single measure of how customer satisfaction could change. Red / negative numbers show the dissatisfaction if the feature was absent, green / positive numbers show satisfaction if it was present.

Give Feedback

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