



## Netflix survey

This survey is about: the video streaming entertainment service that we all know and love - Netflix. We'd like to know what you think about the current product, and we have a few new ideas for you to consider as well. P.S.: This survey contains a completion code for SurveySwap.io

Below is a list of product features. Please read the description of each feature, then imagine how you'd feel if you had that feature available to you, or if you did NOT have it available.

Take your time and be honest in your answers. When you're done, just press "Submit answers" at the bottom of the page. Thanks!

### 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.



How would you feel if you did have this feature?

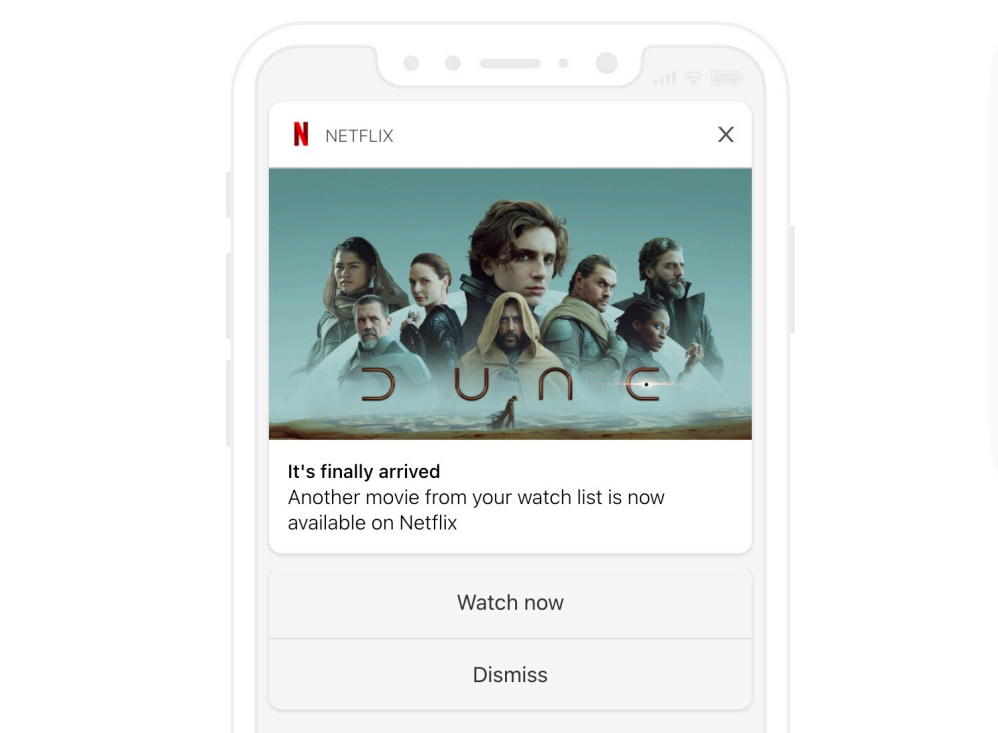
- ☐ I like it
- ☐ I expect it
- ☐ I am neutral
- ☐ I can tolerate it
- ☐ I dislike it

How would you feel if you did NOT have this feature?

- ☐ I like it
- ☐ I expect it
- ☐ I am neutral
- ☐ I can tolerate it
- ☐ I dislike it

## 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.



How would you feel if you did have this feature?

- ☐ I like it
- ☐ I expect it
- ☐ I am neutral
- ☐ I can tolerate it
- ☐ I dislike it

How would you feel if you did NOT have this feature?

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## 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.



How would you feel if you did have this feature?

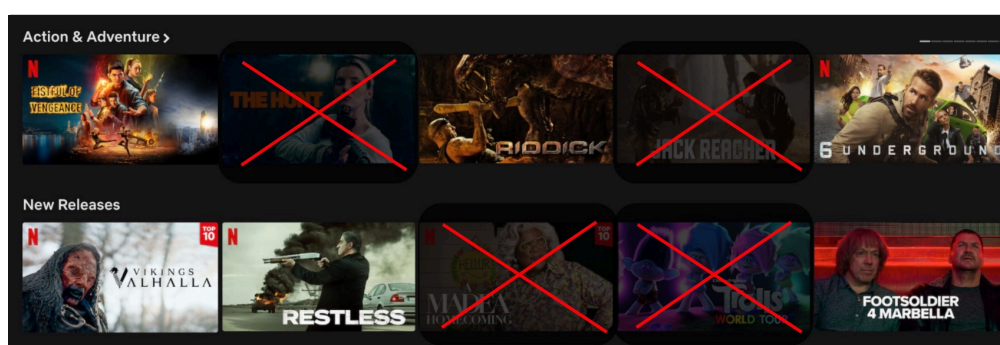
- ☐ I like it
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How would you feel if you did NOT have this feature?

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## 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.



How would you feel if you did have this feature?

- ☐ I like it
- ☐ I expect it

How would you feel if you did NOT have this feature?

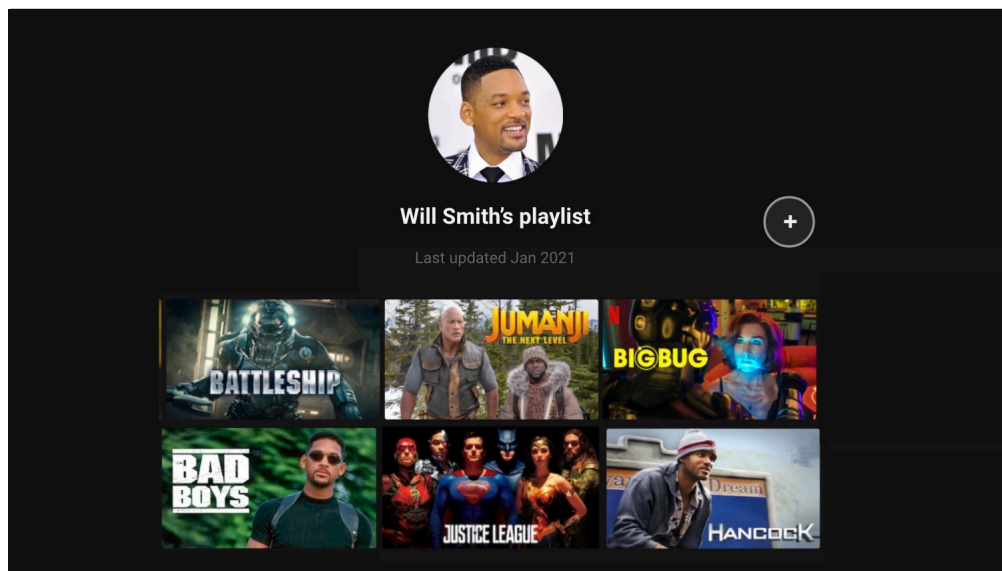
- ☐ I like it
- ☐ I expect it

- ☐ I am neutral
- ☐ I can tolerate it
- ☐ I dislike it

- ☐ I am neutral
- ☐ I can tolerate it
- ☐ I dislike it

## 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.



How would you feel if you did have this feature?

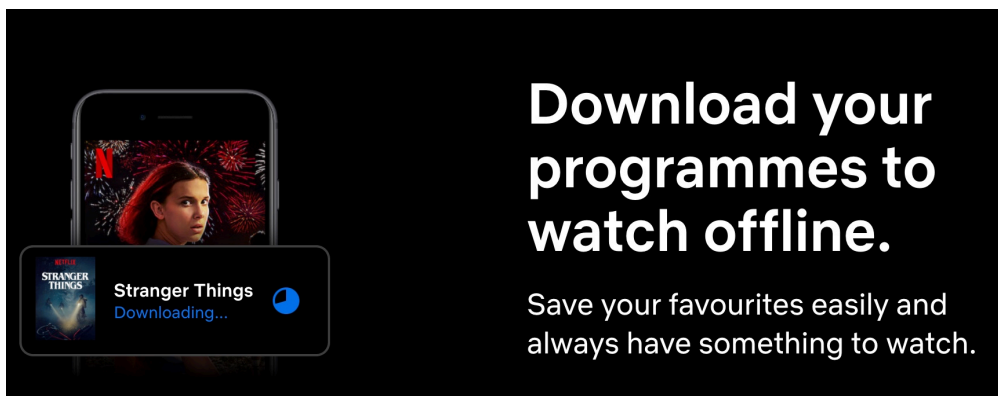
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How would you feel if you did NOT have this feature?

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## 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.



How would you feel if you did have this feature?

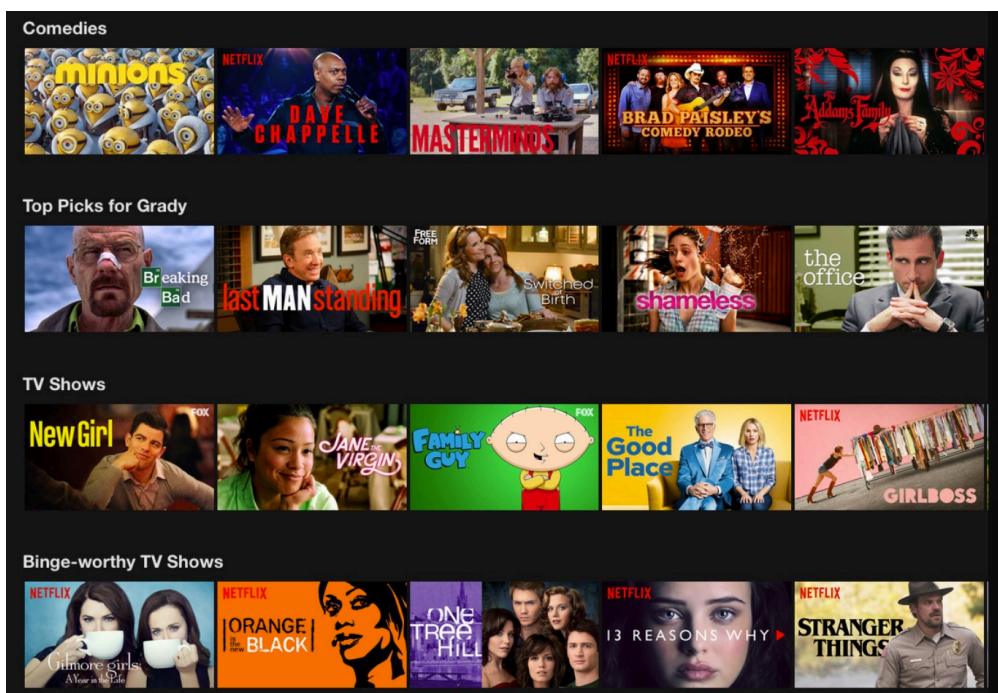
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## Homepage recommendations

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.



How would you feel if you did have this feature?

- ☐ I like it

How would you feel if you did NOT have this feature?

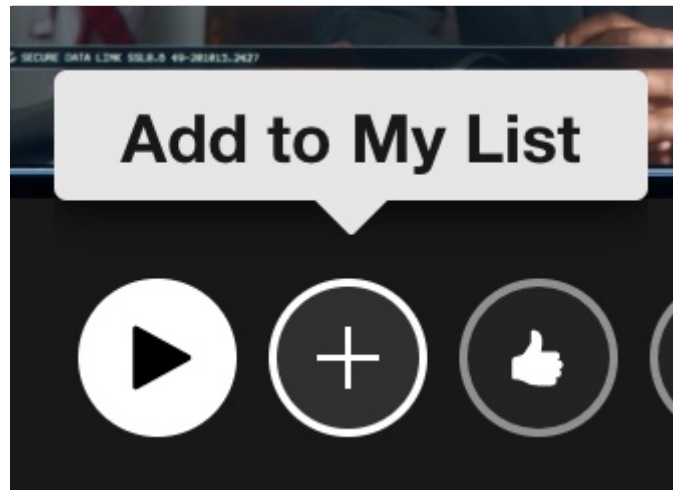
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## My List

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.



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## 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.



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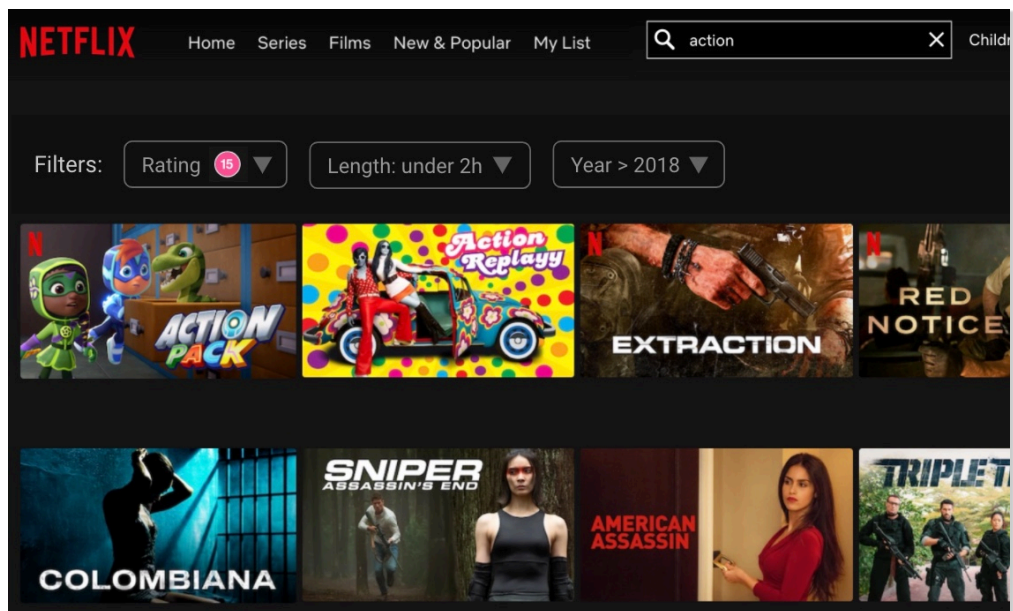
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## Search filters

A new feature to enhance how you search the catalog - after you've 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.

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## 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.



How would you feel if you did have this

How would you feel if you did NOT have this



feature?

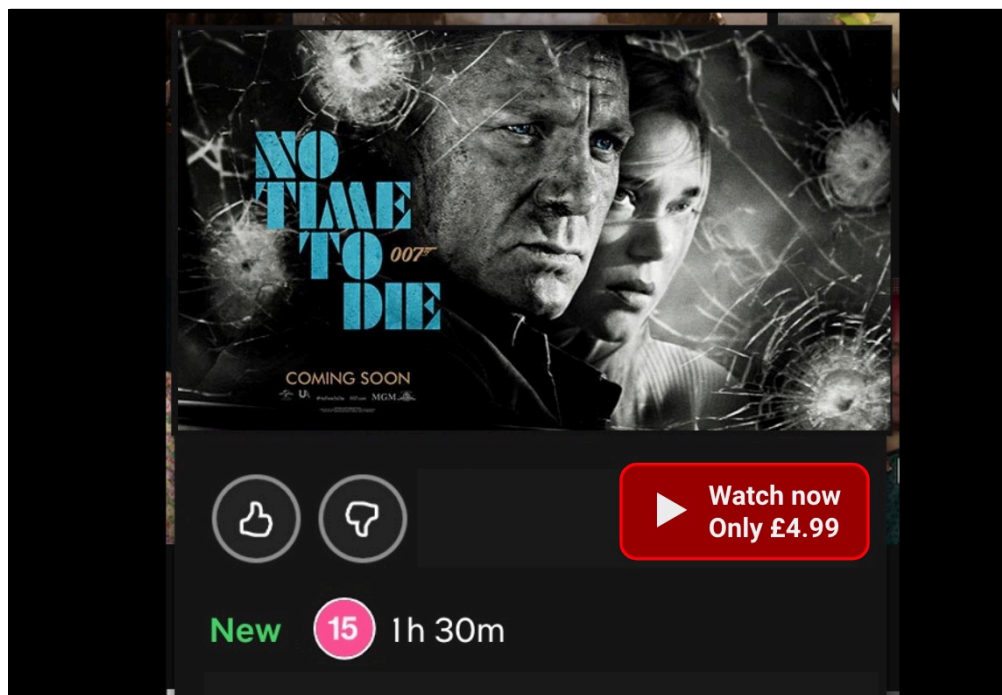
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feature?

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## 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.



How would you feel if you did have this feature?

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## 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.

Top 10 in the UK Today



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**Submit answers**