

MOR 499 II – Product Requirements Document (PRD)

Feature: Netflix “Film of the Week”

What is the feature / solution you are recommending?

The “Film of the Week” feature introduces a curated weekly spotlight that highlights a single film across the Netflix platform. Each week, Netflix promotes one selected film—often an under-discovered, older, or critically acclaimed title—through a prominent homepage banner and short-form video content. The feature is designed to simplify decision-making while creating a shared viewing experience that can extend to social media.

Problem: What problem is this solving?

Many users experience decision fatigue when choosing what to watch, often scrolling for long periods without selecting content and sometimes leaving the platform entirely. While Netflix offers a vast catalog, the abundance of options can overwhelm users rather than guide them. At the same time, many high-quality films remain underutilized due to lack of visibility.

Why: How do we know this is a real problem and worth solving?

User behavior suggests that content overload reduces engagement, as users frequently browse without committing to a title. Additionally, many viewers rely on external platforms like TikTok for recommendations, indicating a gap in Netflix’s internal discovery experience. Addressing this problem can increase engagement while better leveraging Netflix’s existing catalog, making it a low-cost but high-impact opportunity.

Goals & Metrics for Success

Success will be measured through improvements in engagement and viewing behavior. Key metrics include an increase in the percentage of sessions that result in a play, higher viewership of the featured film compared to its baseline, and a reduction in the average time spent browsing before selecting content. Secondary metrics include social media engagement with promotional content and increased viewing of older catalog titles within the first three months of launch.

Target Audience

The primary audience consists of Gen Z and younger millennial users who are active on social media and prefer quick, curated recommendations. These users are more likely to experience decision fatigue and respond to socially validated content. A secondary audience includes casual Netflix users who rely on simplified discovery tools and benefit from clearer guidance when choosing what to watch.

What: Product Details, Functionality, or Design Suggestions

The feature will include a dedicated “Film of the Week” section on the homepage, featuring a brief explanation of why the film was selected and a short-form, vertical preview designed to

mimic TikTok-style content. This will be supported by promotion on Netflix's social channels and a potential user-generated content campaign to increase reach. Film selection will combine data-driven insights with editorial curation to ensure variety and relevance.

How: What is the experiment plan?

The feature will be tested through an A/B experiment in which one group of users is exposed to the "Film of the Week" feature while another group is not. Key metrics such as time to first play, session abandonment, and overall engagement will be compared. A parallel social media test will evaluate whether short-form content increases awareness and drives viewing behavior.

When: Timeline and future expansions

The feature can be launched within a few weeks, as it builds on existing infrastructure such as homepage placement and content promotion systems. Following initial rollout and testing, the feature can expand into variations such as "Show of the Week" or "Short of the Week," as well as potential personalization or region-specific recommendations.

Reflection:

1. AI Made this really easy for me. I knew what ideas I wanted to have but I wasn't super sure how to articulate them, so being able to use Chat to format and write out ideas that I wasn't super confident allowed me to hone in on specific ideas to make this be written in a better, more proper manner.

<https://chatgpt.com/share/e/69cec730-dbdc-800d-9282-a077d72caf63>