NETFLIX

STEP INTO THE METAVERSE

Brought to you by: SAVVY6

NETFLIX

Who's presenting?

Anisha Manvatkar

Priyanka Sonawane

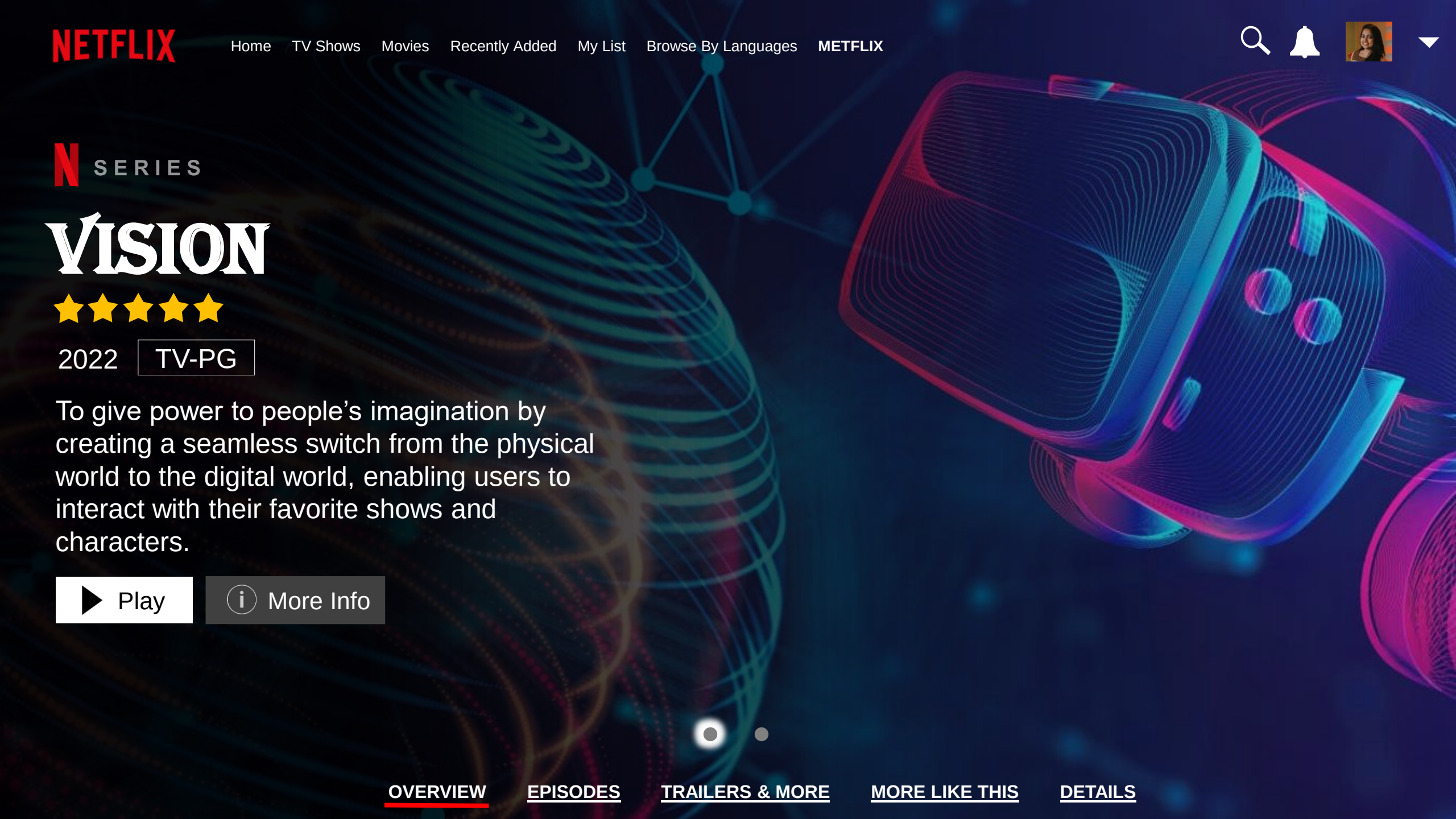
Dhruv Gupta

Phoebe Jin

Nobila Anjum

Sujaan Shah

MANAGE PROFILES



N SERIES

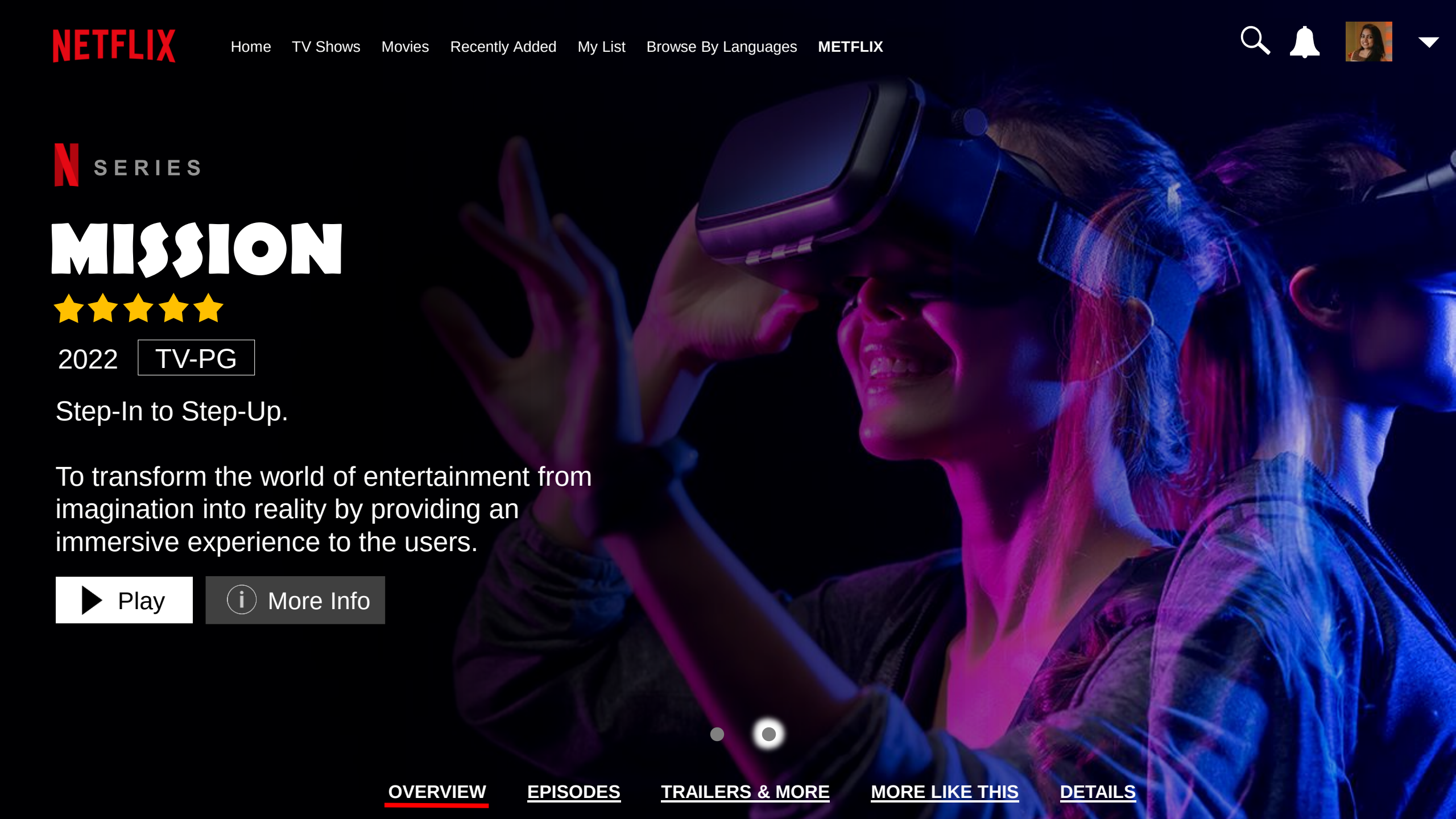
VISION

★★★★★

2022 TV-PG

To give power to people's imagination by creating a seamless switch from the physical world to the digital world, enabling users to interact with their favorite shows and characters.

Play More Info



N SERIES

MISSION

★★★★★

2022 TV-PG

Step-In to Step-Up.

To transform the world of entertainment from imagination into reality by providing an immersive experience to the users.

Play More Info

NETFLIX Home TV Shows Movies Recently Added My List Browse By Languages **METFLIX**

PG CC

TARGET CUSTOMERS

2022 | English

Three types of target customers were selected.

Adventure, Fantasy

Resume

Season 1

Episode 1

Entertainment enthusiasts from all age groups that like to step in the shoes of the characters and experience the world they live in.

Episode 2

Travelers from different demographics who wish to discover the imaginary places of movies and web series that interest them.

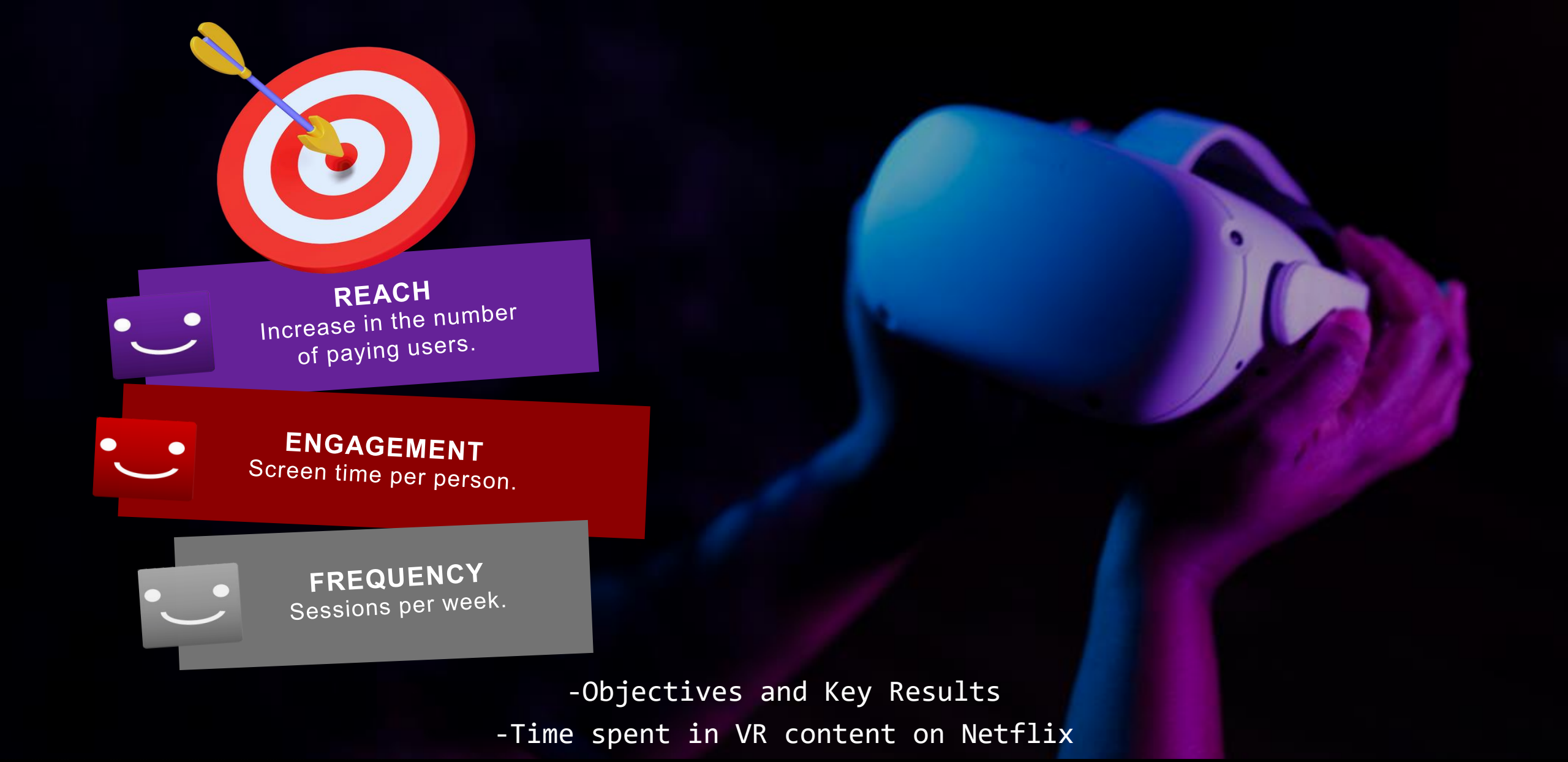
Episode 3

Tech savvy content creators who bring digital experiences to the audience.

NETFLIX ORIGINAL

POSITIONING STATEMENT

For entertainment lovers of all genres, Met-flix is a next-generation digital entertainment solution that offers movies and TV shows through virtual reality simulations so customers can fully immerse themselves into their favorite fictional worlds because Met-flix cares about providing a unique experience and raising user experience to the highest standards.



-Objectives and Key Results

-Time spent in VR content on Netflix

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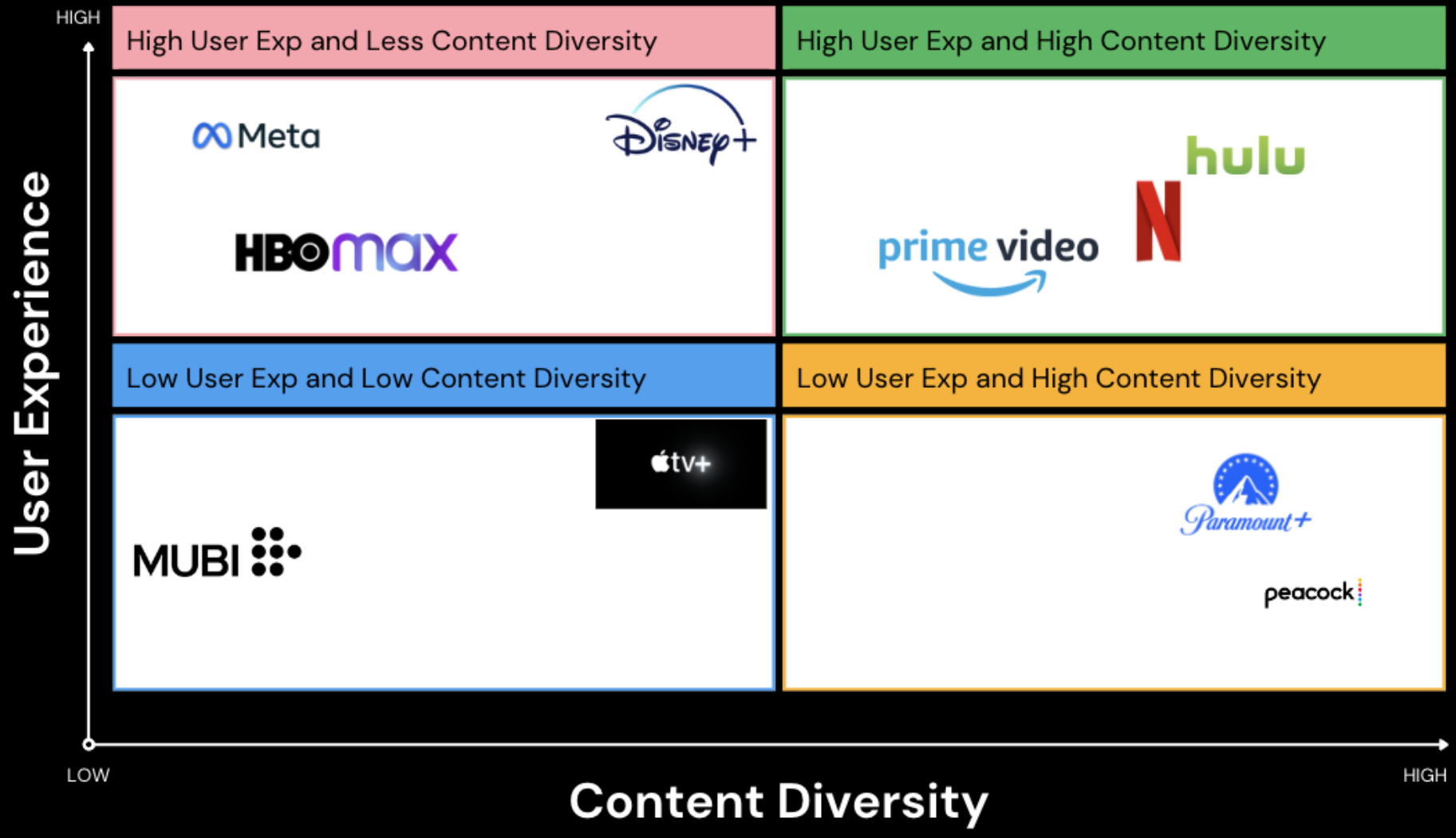

-Competitor Analysis Chart

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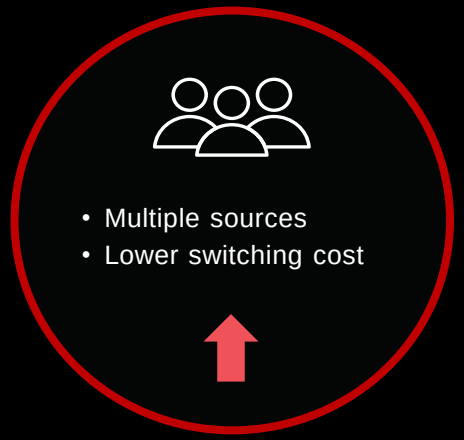
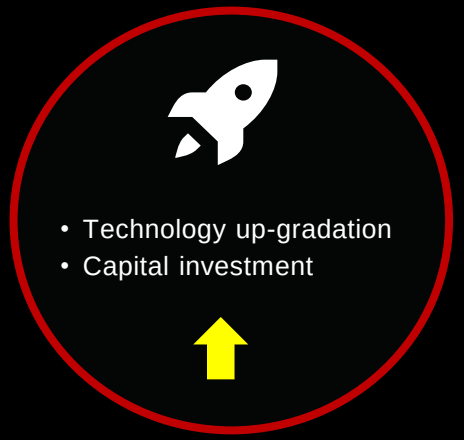


- Multiple sources
- Lower switching cost

Bargaining Power Of Consumers



- Technology up-gradation
- Capital investment

Threat Of New Entrants

COMPETITORS RIVALRY

- Low monthly subscription fees and student discounts
- Amazon Prime offers benefits: faster delivery (same day, 1 day), music, and books
- Loss of licensed titles

- Depended on licensed content
- Acquiring exclusive distribution rights to shows produced by 3rd parties

Bargaining Power Of Suppliers

- Leisure activities
- Listening to music, social media
- AR and VR for gaming

Threat Of Substitutes

-Porter's 5 Forces

0:00:00

#metflix

GAMER

As a diehard gamer, I want a motion-sensing feature with high sensitivity to experience playing virtually live games on the field.

#metflix

NEW CUSTOMER

As a new customer, I want an easy user guide and the ability to seek timely technical assistance through live chat to smoothly navigate and use the product without difficulty.

#metflix

SOCIAL ENTHUSIAST

As a social enthusiast, I want to meet virtually with family and friends to have a joint experience.

#metflix

CREATIVE ENTERTAINMENT LOVER

As a creative entertainment lover, I should be able to create my avatar from a picture and customize it with advanced features like hair color, eye color, clothes, shoes, headgear, etc., to closely resemble my authentic self.

-User Stories

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NETFLIX Home TV Shows Movies Recently Added My List Browse By Languages METFLIX

UX/UI Design

PG CC

2022 | English

METFLIX is the door to the Netflix's VR world. It is added as a new tab on the main screen for easy user access. Once we go into screen we are adding several features to enhance the user experience and increase user engagement.

Virtual, Reality

Season 1

Create your AVATAR 20 min

Personalize your character with the look you desire.

Record your Motion 5 min

Use the motion sensor to record your actions and movements for the avatar.

Voice Recognition 5 min

Capture your voice, so the app can recognize your commands correctly.

User Help 10 min

Adding various features for quick support and issue resolution for the user.

NETFLIX VR Home **METFLIX**

CREATE YOUR AVATAR

Create a virtual character of your desires to go exploring in virtual reality.

MOTION SENSING

Record your motions to experience virtual reality in the most real way possible.

RECORD YOUR VOICE

Allows your Avatar to talk and interact with others on your command.

STEP INTO METFLIX

FAQ

LIVE CHAT

NETFLIX VR

Choose Your Outfit

Choose Your Hairstyle

Choose An Eyewear

Take A Selfie

Customize Your Character

Export Your Character

Choose A Beard

Choose An Eye Color

Choose A Headgear

-Inside the VR content

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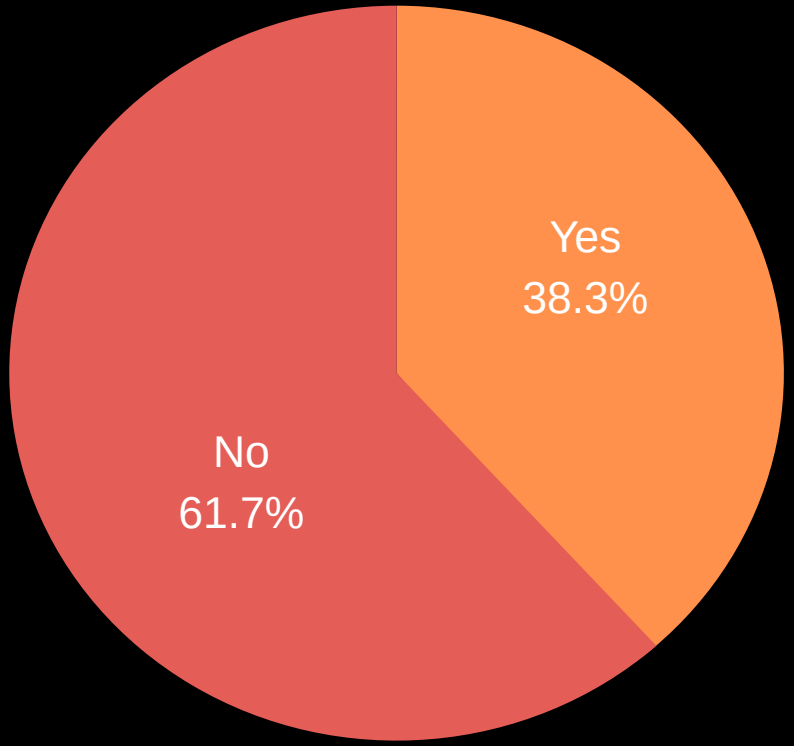
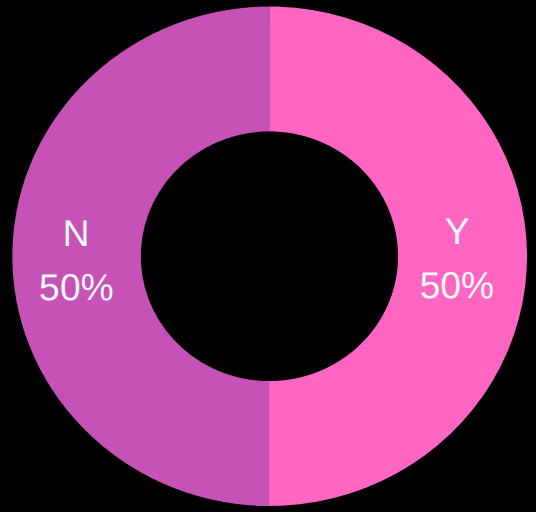
Q1. Have you used VR Head set before?

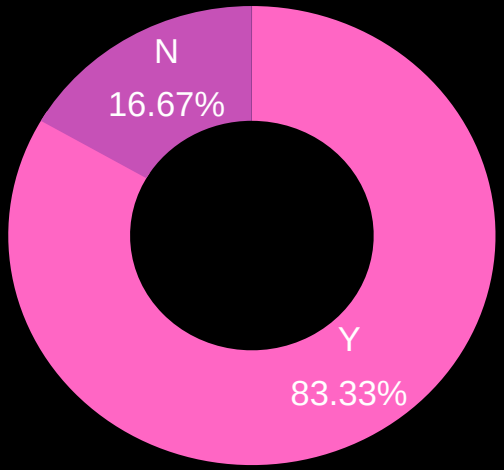


Q2. Would you like to have VR on Netflix?

Sunday, October 9th, 2022



Tuesday, October 11th, 2022



-Market Research via Survey

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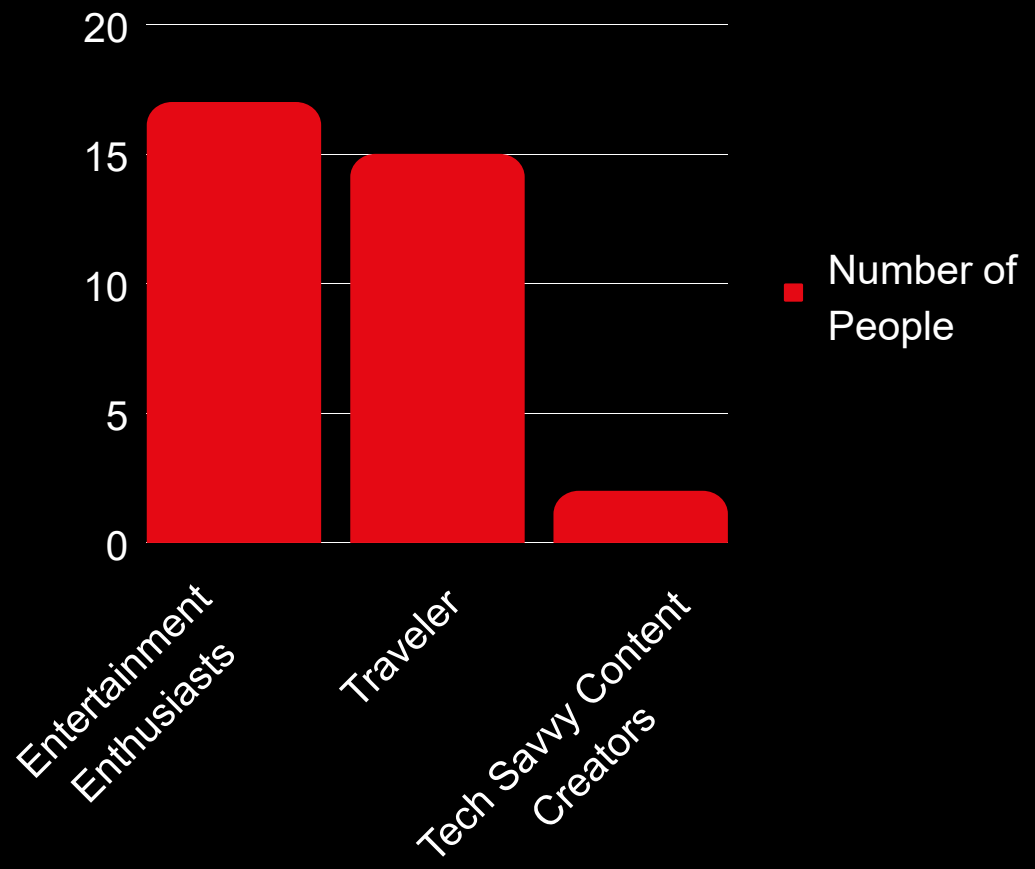
Q3. Which User persona would you closely fit in?



Q4. Which other categories would you like to have in Met-flix?

Q5. What are your expectation from Met-flix?

-Market Research via Survey

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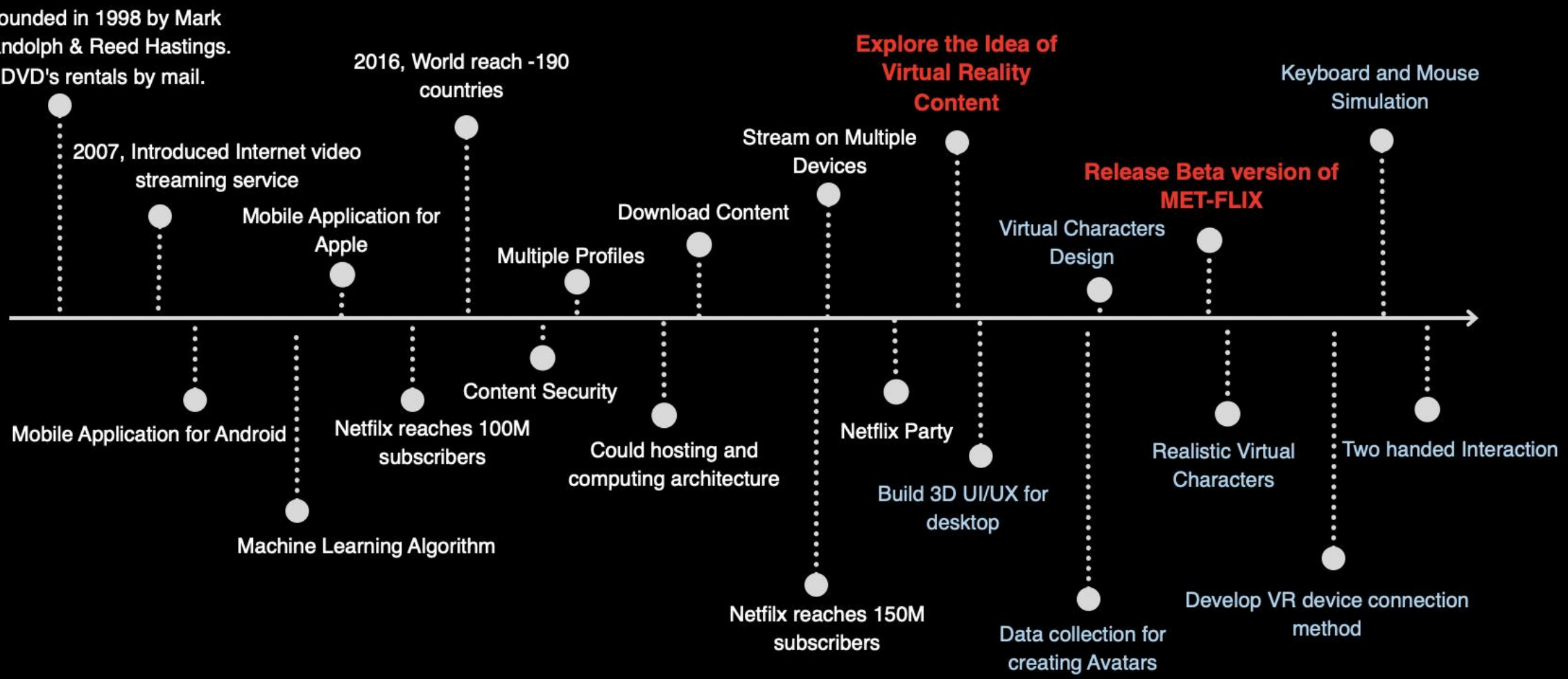

-Product Roadmap

-Introduction to Met-flix

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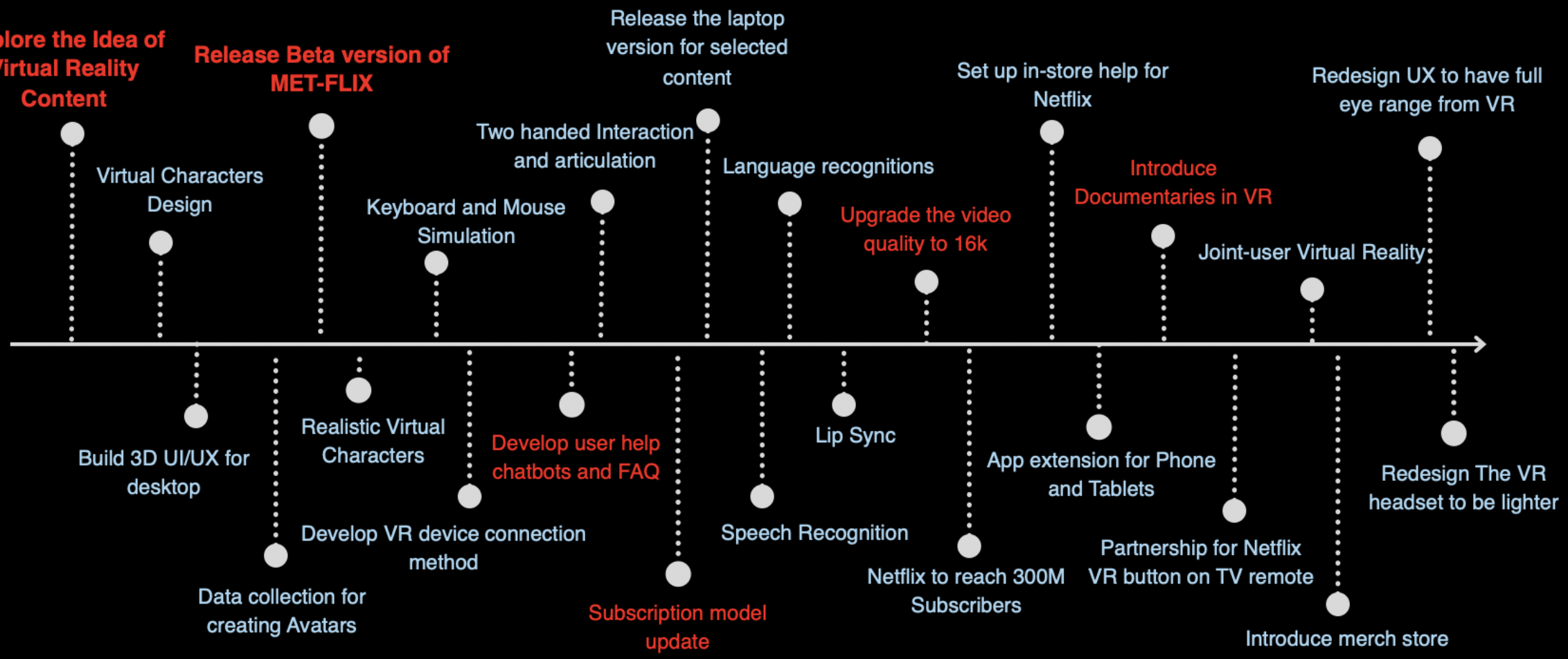

-Product Roadmap

-Netflix’s own VR platform, METFLIX.

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THANKS