

Product Teardown



New User Onboarding

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NETFLIX



N Overview



Founded: 1997(2007 as a streaming service)
 Origin: United States
 Founders: Reed Hastings and Marc Randolph
Presence: 190+ Countries
 Mission: To entertain the world
 Vision: Becoming the best global entertainment distribution service.

Primary Revenue Model

Subscription Model:
 Unlimited streaming for a fee with multiple plans.

Netflix in Numbers

100 Bn+ Annual Streaming Hours

~1,200+ New Originals Released

~23% Market Share by Paid Subscriber Volume

50+ Languages Supported

~18 Mn Monthly Active Users (India)

*2024

Market Landscape

- Rise of Localized & Original Content
- Tier-2+ Market Penetration
- Sports & Event Streaming as Growth Catalyst
- Mobile-First Consumption

Competitor Analysis *2025	
 Founded: 1997 Subscribers: 301.6 Million	<ol style="list-style-type: none"> Signup & Account Creation: Signup via email & password, no social logins, but minimal friction. Personalisation & Profile Setup: Asks for genre & show/movie preferences during onboarding, allows multiple user profiles plus easily changeable languages and avatars. Quick personalisation via show preferences.
 Founded: 2015 Subscribers: 300 Million	<ol style="list-style-type: none"> Signup & Account Creation: Mobile/email OTP login (no password needed), can explore some free content without account. Paid features require sign-up Personalisation & Profile Setup: Allows multiple user profiles, including kids' mode. Content recommendations improve with viewing history.
 Founded: 2006 Subscribers: 240 Million	<ol style="list-style-type: none"> Signup & Account Creation: Amazon account required. Personalisation & Profile Setup: Pulls profile from Amazon, recommendations improve after some usage. Lacks onboarding questions for personalisation. Multiple profiles (including Kids) can be set up after first login.
 Founded: 2013 Paid Subscribers: 15 Million	<ol style="list-style-type: none"> Signup & Account Creation: Simple mobile/email signup (OTP supported). Personalisation & Profile Setup: Pushes tailored content and subscriptions based on geolocation, device, and user input. Multiple profiles supported, content segmentation occurs rapidly

Key Actors

Content Rights Holders (Licensors)

Content Creators & Producers

Subscribers

Regulatory Bodies & Governments

Key User Segments

Young Adults (Millennials and Gen Z)	The majority of users are aged 18 to 39, favoring flexibility, binge-watching, and tech-savvy multiscreen viewing. Most new releases and originals are designed to attract these early adopters.
Families & Children	Offers robust parental controls and a large catalog of kid-friendly content to engage parents and young viewers.
Global and Regional Viewers	Netflix's localized originals and multilingual content appeal to audiences in over 190 countries, with customizing for local tastes, cultures, and languages.
Niche Interests/ Subcultures	Strong focus on anime, true crime, reality TV, and comedy to attract specific interest groups (e.g., anime fans, true-crime followers).
Tech-Savvy Users	Designed for people comfortable with digital platforms and multiscreen consumption (TV, mobile, tablet, console).

User Personas



Rohan, 38, Bengaluru, Family-Oriented Professional

Rohan shares his Netflix subscription with his wife and two kids. He wants a secure environment for children and prefers easy switching between adult and kids' profiles.

Goals:

1. Setup parental controls and safe kids' profiles.
2. Find family-friendly recommendations quickly.

Needs:

1. Simple onboarding instructions for creating/managing profiles.
2. Parental control settings explained during app setup.

Pain Points:

- Confusing Navigation
- Proper Guidance about Content Restriction



Priya, 22, Pune, Tech-Savvy Millennial

Priya is a digital marketer who loves binge-watching international shows and exploring new genres. She has recently subscribed to Netflix and expects a smooth app experience that quickly surfaces content recommendations tailored to her taste.

Goals:

1. Discover new, personalised content fast.
2. Setup multiple viewing profiles for family and friends.

Needs:

1. Easy-to-use onboarding with genre/language preferences captured upfront.
2. Step-by-step guidance on features (downloads, parental controls).

Pain Points:

- Overwhelming content

N Customer Journey



Customer Journey Mapping

Journey Steps	Install the Netflix App	Signup & Payment	Profile Setup	Personalisation	Browsing & Engaging
Actions	Download Netflix from App Store/Play Store	Enter email and create password. Select plan and payment.	Create/select Netflix profiles. Choose avatar, set kids' mode.	Select favorite genres, languages, or rate sample titles.	Explore home screen, discover top picks, search for shows. Add to 'My List', play first episode/movie. Try downloads, set parental controls, explore more.
Emotions	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;">Curious</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Optimistic</div> </div>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;">Uncertain</div> <div style="display: flex; justify-content: space-around; width: 100%;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Interested</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Optimistic</div> </div> </div>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;">Pleased</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Reassured</div> </div>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 5px;">Eager</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Hopeful</div> </div>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; justify-content: space-around; width: 100%; margin-bottom: 5px;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Motivated</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Positive</div> </div> <div style="display: flex; justify-content: space-around; width: 100%;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Excited</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px;">Satisfied</div> </div> </div>

Reviews

App Store Rating: 4.7

Play Store Rating: 3.9



★★★★★ 24 September 2024

I've been using Netflix for a while now, and it's honestly my go-to platform for streaming. The variety of content is incredible, from top-notch originals to diverse movies and shows. What I love most is that I never have to worry about hidden fees—everything is accessible once you subscribe. The personalized recommendations are spot-on, making it easy to find something new. Plus, downloading for offline viewing is perfect for travel.

5,439 people found this review helpful

★★★★★ 27 June 2025

Provides best user experience and recommendations than any other ott. Most of all it provide ad free experience with just a subscription unlike some other platforms which give shows ad even with their most expensive plan

2 people found this review helpful

★☆☆☆☆ 25 December 2024

Absolute garbage. Tried setting up an account to watch the Christmas Day NFL games and they're having payment process issues. By the time they "escalate to the technical department," the games will be long over. Thanks for ruining my holiday. You could have activated my account until you fixed the issue, but your service sucks. Never again.

202 people found this review helpful

Metrics

Type	Metrics to Monitor	Why should we measure?
North Star	% Conversion Rate of Visitors to New Subscribers	Measures overall impact of onboarding on acquisition and platform growth.
Awareness	Click-Through Rate (CTR) on Onboarding Calls-to-Action	Reflects how effectively new users discover and engage with signup prompts.
Activation	% of Users Streaming Content in First Session	Tracks how seamlessly onboarding leads users to the “aha!” moment—watching their first show.
Adoption	% of New Users Creating Profiles or Setting Preferences	Demonstrates ongoing engagement with personalization features post-onboarding.
Engagement	Average Number of Title Interactions (add to list, play, browse) per User in First Week	Indicates how actively new users explore content and platform capabilities.
Retention	% of Onboarded Users Returning in First Month	Highlights early satisfaction and stickiness generated by the onboarding experience.
Revenue	% of Onboarded Users Upgrading to Paid/High-Tier Plans	Directly measures financial contribution and upsell from new users post-onboarding.

UI/UX Netflix UI/UX Features

Aspect	Why it works?	Effectiveness
Streamlined Signup Flow	Quickly gets users from download to first use. Minimal steps and clear progress reduce drop-off and hesitation, as users are less likely to abandon when friction is low.	Lowers cognitive load and anxiety around registration, leading to higher conversion rates and positive first impressions.
Personalisation Upfront	Asking for genre/language preferences ensures users instantly see recommendations relevant to their interests.	Accelerates the user’s journey to the “aha!” moment—seeing content they want increases engagement and retention.
Profile Management	Allows multiple household members unique experiences from the start (avatars, Kids mode).	Builds trust with families, prevents frustration, and enhances inclusivity (children, roommates, etc.)—directly addressing diverse household needs.
Early Feature Discovery	Visual prompts and tooltips highlight Downloads, Kids mode, and offline viewing.	Ensures users find value-enhancing features quickly, reducing uncertainty and boosting app stickiness (users know they can watch offline, feel safer letting kids use the app).
Inclusive Payment Options	Supports UPI, wallets, and local cards; billing is explained transparently.	Eliminates payment friction, addresses anxieties around hidden charges, and broadens access across income levels and regions.

🎯 Application of Major UI/UX Principles

Hick’s Law
 Netflix minimizes choices on registration (simple plan selection, concise fields). The initial recommendation carousel is curated so new users are not overwhelmed—even with a vast catalogue, relevant content is surfaced, easing decision-making.

Jakob’s Law
 Signup, plan selection, and browsing mimic familiar digital service flows: progress bars, avatar pickers, vertical scrolling. Navigation is aligned with common streaming apps, promoting comfort and reducing learning curve.

Zeigarnik Effect
 If users leave onboarding unfinished (e.g., don’t finish setting up a profile or plan), Netflix sends reminders and prompts in-app or via email, enhancing engagement by leveraging users’ tendency to want to finish incomplete processes.

Miller’s Law
 Netflix never lists more than a handful of plans or onboarding steps at once. Visual segmentation and progressive disclosure keep each step focused, lowering mental overload.