

Problem Solving Case (RCA) – Netflix

NETFLIX

Project Brief:

Imagine you are a Product Manager for Netflix India - predominantly, a video streaming service.

The App Store rating in India has dropped from 4.5 to 3.9 stars in the last 3 months
Find out the possible root cause(s) of the problem.

Assumptions:

Assume that this happened only on iPhone devices.

Please list any other assumptions you have made during your analysis.

Please consider this structure as a starting point, and feel free to expand and modify it as needed to conduct a thorough analysis:

Assumptions:

- “Annapoorani” Controversy
- Bad PR since the 'Animal' movie
- Technical Issues
- Content Removal
- Content Additions
- Regional Content
- Streaming Issues
- Device Compatibility

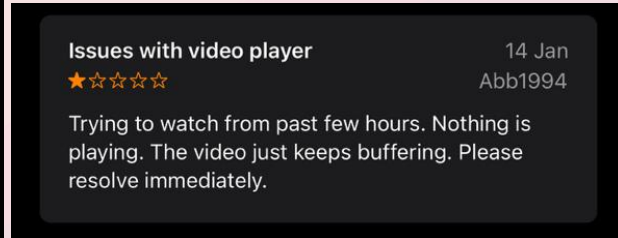
Analysing the problem:

1. “Annapoorani” Controversy - This controversy involved a Tamil-language film on Netflix that sparked outrage among certain groups due to its depiction of characters and references to deities. This could have significantly contributed to the drop in Netflix India’s App Store rating. [source](#)
2. Bad PR since the 'Animal' movie - There was a legal issue involving Netflix India and T-Series over the OTT release of the movie 'Animal'. This could have caused a negative sentiment among users, affecting the app’s rating. [source](#)
3. Technical Issues - During this time, Netflix users reported several technical issues. These included problems with video streaming, server connection, and the app. Specific issues mentioned by users included problems with video playback, issues with the app not connecting, and error messages. [source](#)
4. Content Removal - Netflix removed a range of movies and series in November 2023 as licensing agreements expired. This could have led to dissatisfaction among users if their favourite shows or movies were removed. [source](#)
5. Content Additions - While Netflix added new Indian movies and series in January 2024, it’s possible that these additions did not meet the expectations of the users, leading to a lower rating. [source](#)
6. Regional Content - Certain content remained inaccessible in specific countries or regions due to licensing agreements and regional content rights. This could have led to dissatisfaction among users if they were unable to access their preferred regional content. [source](#)
7. Streaming Issues - The overcrowded over-the-top (OTT) business in India faces vulnerabilities as subscriber numbers decline and platforms slash budgets. This could have led to streaming issues, affecting the user experience and hence the app’s rating. [source](#)
8. Device Compatibility - Netflix discontinued support for some older devices on October 16th, 2023. This might have caused some device compatibility issues for users during the period you’re interested in. However, specific user reviews regarding device compatibility issues during this period are not readily available. [source](#)

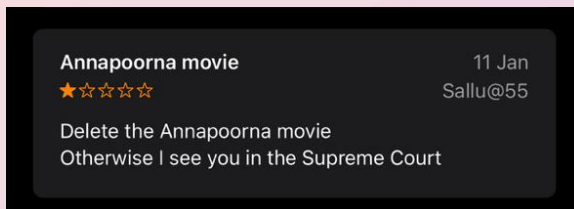
Ratings & Comments Analysis:



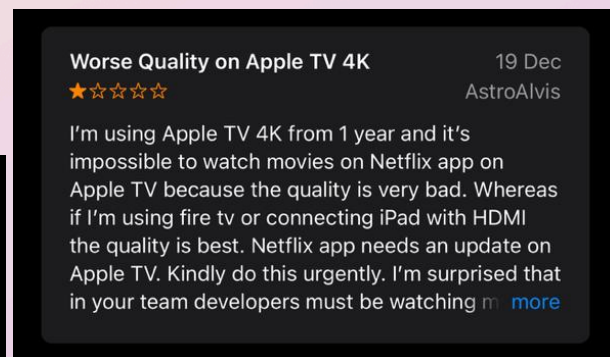
Regional Content & Content Addition Issue



Tech Issue



Controversy



Streaming Issue

User Journey Analysis:

1. Users expect a seamless streaming experience, and any disruption can lead to frustration and negative reviews.
2. If users cannot find their favourite shows or movies, or if new additions do not meet their expectations, it can lead to a poor user experience.
3. Users expect reliable service with minimal downtime, and any disruption can lead to a poor user experience and negative reviews.
4. If users feel that the cost of Netflix plans is high compared to the value they're getting, it can lead to dissatisfaction and negative reviews.
5. Challenges related to regional content restrictions can frustrate users who are unable to access their preferred content.
6. Users expect to be able to use the app seamlessly on their devices, and any compatibility issues can lead to frustration and negative reviews.

External Factors Analysis:

1. Competition
2. Internet Connectivity
3. Legal and Cultural Issues
4. Regional Content Restrictions

Internal Factors Analysis:

1. Content Removal and Additions
2. Technical Issues and Service Outages
3. Pricing
4. Device Compatibility

Problem Prioritization Analysis

I'm gonna carry out this analysis using the RICE framework. Here is the table with high-level analysis:

Factor	Reach	Impact	Confidence	Effort	RICE Score
"Annapoorani" Controversy	Medium - 3	High - 4	Low - 2	Low - 1	24
Bad PR since 'Animal' movie	High - 4	Medium - 3	Moderate - 3	Low - 1	36
Technical Issues	High - 4	High - 4	Moderate - 3	High - 2	24
Content Removal	High - 4	Medium - 3	Moderate - 3	Low - 1	36
Content Additions	High - 4	Low - 2	Moderate - 3	Low - 1	24
Regional Content	High - 4	Medium - 3	Moderate - 3	Low - 1	36
Streaming Issues	High - 4	High - 4	Moderate - 3	High - 2	24
Device Compatibility	Medium - 3	Low - 2	Moderate - 3	Moderate - 2	9

And, the detailed breakdown of this analysis:

"Annapoorani" Controversy:

- Reach: Medium (mainly affecting Tamil-language film viewers) - 3
- Impact: High (outrage and controversy) - 4
- Confidence: Low (public sentiment can be unpredictable) - 2
- Effort: Low (not directly related to the app) - 1

RICE Score= $3 \times 4 \times 2 / 1 = 24$

Bad PR since 'Animal' movie:

- Reach: High (potential impact on all Netflix users) - 4
- Impact: Medium (negative sentiment among users) - 3
- Confidence: Moderate (legal issues may have varying outcomes) - 3
- Effort: Low (mainly a PR issue) - 1

RICE Score= $4 \times 3 \times 3 / 1 = 36$

Technical Issues:

- Reach: High (affecting all Netflix users) - 4
- Impact: High (negative impact on user experience) - 4
- Confidence: Moderate (technical issues can be addressed) - 3
- Effort: High (fixing technical issues requires resources) - 2

RICE Score= $4 \times 4 \times 3 / 2 = 24$

Content Removal:

- Reach: High (affecting users with expired content) - 4
- Impact: Medium (dissatisfaction among affected users) - 3
- Confidence: Moderate (user sentiment can vary) - 3
- Effort: Low (decision made based on licensing agreements) - 1

RICE Score= $4 \times 3 \times 3 / 1 = 36$

Content Additions:

- Reach: High (potential impact on all Netflix users) - 4
- Impact: Low (may not meet everyone's expectations) - 2
- Confidence: Moderate (user reactions can vary) - 3
- Effort: Low (additions are a regular part of content updates) - 1

RICE Score= $4 \times 2 \times 3 / 1 = 24$

Regional Content:

- Reach: High (potentially affecting users in specific regions) - 4
- Impact: Medium (dissatisfaction among affected users) - 3

- Confidence: Moderate (licensing agreements and regional rights complexities) - 3
- Effort: Low (complex legal and licensing issues) - 1

RICE Score= $4 \times 3 \times 3 / 1 = 36$

Streaming Issues:

- Reach: High (affecting all Netflix users) - 4
- Impact: High (negative impact on user experience) - 4
- Confidence: Moderate (linked to business challenges) - 3
- Effort: High (requires substantial resources to address) - 2

RICE Score= $4 \times 4 \times 3 / 2 = 24$

Device Compatibility:

- Reach: Medium (affecting users with discontinued devices) - 3
- Impact: Low (device-specific issue) - 2
- Confidence: Moderate (impact may vary) - 3
- Effort: Moderate (technical adjustments may be required) - 2

RICE Score= $3 \times 2 \times 3 / 2 = 9$

Action Plan

❖ **Technical Issues:**

- High RICE Score: 24
- Solution: Allocate substantial resources to address and resolve technical issues affecting video streaming, server connection, and the app.

❖ **Streaming Issues:**

- High RICE Score: 24
- Solution: Address business challenges and allocate resources to improve the user experience and address vulnerabilities in the overcrowded OTT business in India.

❖ **"Annapoorani" Controversy:**

- Medium RICE Score: 24
- Solution: Monitor and engage with the Tamil-language film community to understand sentiments, issue apologies or clarifications as needed, and conduct public relations activities to manage the impact.

❖ **Bad PR since the 'Animal' movie:**

- High RICE Score: 36

- Solution: Engage in effective PR strategies, communicate transparently with users, and address legal concerns related to the 'Animal' movie controversy.
- ❖ **Content Removal:**
 - High RICE Score: 36
 - Solution: Reevaluate content removal decisions, consider renewing licensing agreements, or introduce alternative content to mitigate user dissatisfaction.
- ❖ **Regional Content:**
 - High RICE Score: 36
 - Solution: Reassess regional content availability, address licensing issues, and communicate transparently with users about regional content challenges.
- ❖ **Content Additions:**
 - Medium RICE Score: 24
 - Solution: Gather user feedback on recent additions, analyze expectations, and adjust content strategy accordingly to meet user preferences.
- ❖ **Device Compatibility:**
 - Low RICE Score: 9
 - Solution: While still important, given the lower RICE score, address device compatibility issues after focusing on higher-priority issues. Provide guidance for users with discontinued devices and consider technical adjustments.

Conclusion:

So, Netflix's app rating in India dropped from 4.5 to 3.9 stars because of drama around the "Annapoorani" movie, legal stuff with "Animal," and some tech issues. Changing content and rules also made things tricky.

To fix this, we need to quickly solve tech problems, handle content updates carefully, make sure everyone can watch their favourite regional shows, and make the app work smoothly on all devices. Talking openly with users is important to make everyone happy again with Netflix in India.