

<p><b>2 PROBLEM</b></p>	<p><b>4 SOLUTION</b></p>	<p><b>3 UNIQUE VALUE PROPOSITION</b></p>	<p><b>9 UNFAIR ADVANTAGE</b></p>	<p><b>1 CUSTOMER SEGMENTS</b></p>
<p><b>CORE PROBLEMS</b></p> <ul style="list-style-type: none"> <li>Decision fatigue is severe. Research suggests users spend 15 to 20 min browsing before watching or giving up, with some estimates placing 20% of total streaming time in the browse state</li> <li>Netflix's algorithm is backward-looking. It models what you have enjoyed historically, not how you feel right now. A relaxed Thursday-night mood is invisible to the system</li> <li>Passive solutions have failed. The "Play Something" shuffle was retired in 2024 after users reported distrust in fully random picks with no personal input</li> <li>Unsatisfying picks drive silent churn. Users who settle on content they do not enjoy are less likely to return, even if they never formally cancel</li> </ul>	<p><b>NETFLIX MOOD METER: CORE FLOW</b></p> <ul style="list-style-type: none"> <li>A "How are you feeling tonight?" entry point lives persistently on the Netflix homepage with no mandatory onboarding required</li> <li>Step 1: User selects one of 8 mood tiles: Chill, Hyped, Emotional, Scared, Romantic, Laugh, Mind-Bending, or Action</li> <li>Step 2: Three sliders refine the session by setting watch length (quick or long-form), familiarity (comfort rewatch or new discovery), and focus level (background-friendly or fully engaged)</li> <li>Step 3: A viewing context toggle lets users specify Solo, With Others, or Family and Kids</li> <li>Output: A curated Mood Session featuring one title with a Mood Match</li> </ul>	<p><b>Mood Meter is the first Netflix feature that asks how you feel right now.</b></p> <hr/> <p>For 60 to 70% of Netflix sessions, users open without a title in mind. Mood Meter turns 18 min of browsing into a 30-second intentional choice. Unlike generic "Top Picks" rows, it puts your current emotional state at the center of every session.</p> <div style="background-color: #ff4500; color: white; padding: 5px; text-align: center; margin-top: 10px;"> <p>◆ MOOD METER BY NETFLIX</p> </div>	<ul style="list-style-type: none"> <li>Netflix holds the complete watch histories of 300M+ subscribers, making it the richest mood-to-content behavioral dataset in existence and unavailable to any third party</li> <li>Content metadata already exists. Netflix's algorithm team applies tone, pacing, and emotional tags to every title. Mood Meter is a UI layer on top of infrastructure that is already built</li> <li>Native homepage placement removes all friction. No app switching, no separate account, and no additional onboarding cost for the user</li> <li>In April 2025, Netflix announced an AI-powered natural language search feature built with OpenAI. Mood Meter serves as the structured visual</li> </ul>	<p><b>PRIMARY MARKET</b></p> <p>Netflix subscribers aged 18–40; the ~60–70% who open the app without a specific title in mind. Across ~301M global subscribers this represents an addressable base of 180–210M sessions per day.</p> <hr/> <p><b>EARLY ADOPTER PROFILES</b></p> <ul style="list-style-type: none"> <li>The Scroller spends 15 or more minutes choosing before watching. They carry the highest frustration and churn risk, making them Mood Meter's most direct beneficiary</li> <li>The Couple Negotiator represents two people on one account with no easy consensus. Mood Meter provides neutral AI arbitration through a shared mood input flow</li> <li>The Mood Viewer already selects content based on how they feel, but does so manually through genre filters. Mood Meter formalizes a habit they already have</li> <li>The Churned User left Netflix citing "nothing to watch." Mood Meter reframes the issue from catalog size to discovery quality</li> </ul>
<p><b>EXISTING ALTERNATIVES AND WHY THEY FAIL</b></p> <ul style="list-style-type: none"> <li>Manual scrolling is the dominant behavior, carrying the highest friction and leading to choice paralysis</li> <li>Google and Reddit searches ("what should I watch tonight?") require leaving the app entirely, breaking the session and handing engagement to competitors</li> <li>JustWatch and Letterboxd are third-party tools that require separate logins and do not integrate with Netflix playback</li> <li>Asking friends is asynchronous and unreliable, especially late at night</li> </ul>	<p><b>8 KEY METRICS</b></p> <p><b>NORTH STAR</b> Mood Meter Session Start Rate: the percentage of weekly active users who initiate at least one Mood Meter session per week</p> <p><b>INPUT AND OUTPUT METRICS</b></p> <ul style="list-style-type: none"> <li>Time-to-play: minutes from app open to content start (baseline 18 min, target under 4 min for Mood Meter sessions)</li> <li>Mood Meter banner click-through rate and full flow completion rate (step 1 through step 3)</li> <li>30, 60, and 90-day retention lift versus matched control group</li> <li>Session completion rate for Mood Meter picks versus non-Mood Meter picks</li> <li>Churn rate delta comparing Mood Meter users against non-users at 90 days</li> </ul> <p><b>GUARDRAIL METRICS</b> <i>Must not increase time-to-play for users who by</i></p>	<p><b>HIGH LEVEL CONCEPT</b></p> <hr/> <p><b>X FOR Y ANALOGY</b></p> <p><i>"Spotify Mood Playlists, applied to your entire Netflix evening."</i></p> <hr/> <p>As Spotify learns your musical mood to build the perfect playlist, Mood Meter learns your emotional state to build the perfect session.</p>	<p><b>5 CHANNELS</b></p> <p><b>IN-PRODUCT (ZERO MARGINAL COST)</b></p> <ul style="list-style-type: none"> <li>Homepage banner featuring "How are you feeling tonight?" is persistent, dismissible, and A/B tested for optimal placement</li> <li>Post-scroll trigger surfaces automatically after 2 or more minutes of browsing when standard row CTR is low</li> <li>Onboarding tooltip introduces Mood Meter to new subscribers during profile setup as a core discovery feature</li> </ul> <p><b>EXTERNAL CHANNELS</b></p> <ul style="list-style-type: none"> <li>Push notification: "It's Friday night. Tell us how you're feeling." Opt-in and sent weekly</li> <li>Email campaign titled "Your Mood Session This Week" targets re-engagement for lapsed users</li> <li>Shareable Mood Session recap card designed for social posting to drive organic word-of-mouth</li> </ul>	<p><b>WHO THIS IS NOT FOR</b></p> <ul style="list-style-type: none"> <li>Users who open Netflix with a specific title in mind (they go straight to search)</li> <li>Active series watchers (they hit "Continue Watching" immediately)</li> </ul>
<p><b>7 COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>ML development &amp; inference: mood-to-content mapping at 300M-user scale; est. \$3–6M initial build, ~\$0.001/session at steady state</li> <li>UX engineering &amp; A/B testing infrastructure for mood picker and session UI</li> <li>Content metadata enrichment: mood/tone tagging of new releases (partially exists; needs Mood Meter taxonomy applied)</li> <li>Model monitoring, retraining &amp; compliance review (GDPR, CCPA) for mood data collection</li> </ul>	<p><b>6 REVENUE STREAMS</b></p> <ul style="list-style-type: none"> <li>Subscription retention (primary): 0.5% churn reduction across 301M subs = ~1.5M subscribers saved = ~\$23M/month; even 0.1% = ~\$4.6M/month</li> <li>"Mood Meter Pro" add-on (\$3–5/mo): multi-profile mood memory &amp; offline planning; 5% adoption (~15M users) = \$45–75M/month incremental</li> <li>Studio data licensing: mood preference data guides greenlight &amp; acquisition; est. \$50–150M/year across 3–5 major studio partners</li> <li>Branded mood categories: native sponsorships (e.g., "Cozy Night In, presented by Häagen-Dazs") — revenue without disrupting UX</li> </ul>			